

REVEALING PLEASURE THROUGH AMERICAN FICTIONS: NOSTALGIA FOR FANTASY FILMS

Rudy

Universitas Prima Indonesia

rudyl@unprimdn.ac.id

ABSTRACT

American fantasy movies *Lord of the Ring*, *Harry Potter*, *Pirates of Caribbean*, and *Narnia* have become significant especially in the world of entertainment. They have attracted a lot of people around the world to watch. Therefore, it is interesting as well as essential to identify what kind of pleasure people get when they watch fantasy films and how this kind of genre may contribute to society. This study is theoretically useful to contribute to the development of theories in the relevant fields and practically help people to gain better understanding about fantasy films, especially for researchers, academicians, or students. Since films can be treated as symbols, theory of representation is used to show the meaning reflected from watching fantasy movies. The result indicates that fantasy films may offer pleasure such as escaping from the reality and evoking nostalgia which may be significant to understand the essence of life in American society.

Keywords: American fantasy films, nostalgia, pleasure

INTRODUCTION

It is clear that, in the 21st century, film has become one of important entertainment sources. More and more cinemas have been modernly designed and supported by advanced technologies. This means, more people around the world have been fascinated in movies. Watching has become a common hobby among people in cities. Every week, new movies, especially American films, appear in cinemas. American film producers keep innovating in film making to fulfill people's desire.

There are several kinds of film genres that have been shown by American film producers. One of the most famous genres is fantasy. Nowadays, this kind of film has been watched by people of all ages, particularly children and teens. They may easily mention some well-known fantasy movies such as *Harry Potter*, *The Chronicles of Narnia*, *The Lord of the Ring*, and *Pirates of the Caribbean*. These fantasy films have indeed become the most favorite movies in all over the world (Stephan, 2016:3). This can be seen through the idea of making the series of each fantasy film. Film makers have been excited in producing the series to gain more popularity.

Harry Potter, for instance, has been made into some series – *Harry Potter and the Sorcerer's Stone* (2001), *Harry Potter and the chamber Secrets* (2002), *Harry Potter and the Prisoner of Azkaban* (2004), *Harry Potter and the Goblet of Fire* (2005), *Harry Potter and the Order of the Phoenix* (2007), *Harry Potter and the Half-Blood Prince* (2009), *Harry Potter and the*

Deathly Hallows Part I (2010) and *Harry Potter and the Deathly Hallows Part II* (2011). People around the world were extremely enthusiastic and the tickets were sold out. *The Chronicles of Narnia* had three series *The Lion, the Witch and the Wardrobe* (2005), *Prince of Caspian* (2008), and *The Voyage of the Dawn Treader* (2010) to fulfill people's demand. Another phenomenal film *The Lord of the Rings* have aroused people's interest with their thrilling series – *The Lord of the Rings: The Fellowship of the Ring* (2001), *The Lord of the Ring: The Two Towers* (2002), and *The Lord of the Ring: The Return of the King* (2003). Another American fiction film *Pirates of the Caribbean* was also made in series – *Pirates of the Caribbean: The Curse of the Black Pearl* (2003), *Pirates of the Caribbean: Dead Man's Chest* (2006), *Pirates of the Caribbean: At World's End* (2007), *Pirates of the Caribbean: On Stranger Tides* (2011), and *Pirates of the Caribbean: Dead Men Tell No Tales* (2017) .

The beginning of year 2000s can be considered as the period when fantasy films developed significantly due to the rapid growth of technology. The incredible visual and sound effects produced have made American fantasy films of 2000s become more fascinating. Each of these fantasy movies has its series which have made them famous among fantasy film lovers. Thus, the fame of fantasy films is clearly essential to observe (Vaden, 2015:87). Additionally, these American fantasy films are interesting as well as essential to discuss because fantasy movies have become one of the most favorite genres that many people search for. Besides, the presence of fantasy films is important in the cultural and literary studies. What makes it important to discuss is the fact that this kind of genre can always attract people to watch no matter how long the queue for ticket is.

Popular fictions like those above intend to sell as many tickets as possible (Adi, 2011:84). In Indonesia, for instance, many people keep waiting for the other series of their favorite fantasy films. The advance technology used by American film makers has brought a significant change to movie industries. This shows that fantasy film has created more opportunities to film producers to attract more people to watch. Popular fiction like fantasy film may allure audiences to enjoy one of the captivating characteristics of fantasy films. This may show that people are pleased to watch this kind of film.

Therefore, this study intends to identify what kind of pleasure found in American fantasy movies. It is also necessary to find out how fantasy films can contribute to society in general. This study can be practically useful to help people such as researchers, academician, scholars, etc. gain better understanding and enhance their knowledge about fantasy films and the role in reality. Theoretically, this study aims at presenting another theoretical perspective which can contribute to the development of cultural and literary studies, media studies, film studies, etc.

There are a lot of people who enjoy watching fantasy films may agree that fantasy is concerned with emotions (feelings) and it is opposite to reality (Dickey, 2009:1). This can tell that the basic understanding on fantasy is that it is the contradiction of real world. Fantasy, as a source of entertainment has widely been adopted in popular culture (Stephan, 2016:3). However it is interesting to know what “fantasy” film actually is.

People may define “fantasy” differently. However ,the most significant point to note about fantasy is the fact that it is fiction/imagination. This is seen through the definition stated in *Oxford Advanced Learner's Dictionary of Current English* (2000:457) “a pleasant situation that you might imagine but that is unlikely to happen; a product of your imagination; the act imagining things ; a

person's imagination". The four definitions above show that fantasy is the opposite of reality. It simply means that what is depicted in fantasy films is not real. People enjoy this type of movie for several reasons. One of them is pleasure. It is pleasant to watch fantasy films. Therefore, this study discusses further on pleasure of watching fantasy movies.

Fantasy film may serve as a medium in which irrational ideas and imaginative objects that are not found in life is created to be real (Nah, 2012: 1545). Additionally, Parkinson (1987:88) explains that literary works on fantasy such as *Narnia*, *The Lord of the Ring*, etc. have paved a way to form some kind of mythical world that makes people experience the fusion of reality and fiction.

Fantasy has actually become a tradition in literature (Barker, 2009:288). This means people have known fantasy literature since long time ago such as legends, fairy tales, etc. For example, children have always been very happy if they can enjoy the bedtime stories before they sleep. Most of the bedtime stories are about magical world, supernatural power, and so on. These types of stories have developed into more specific kinds called fantasy. Nowadays, fantasy is one of essential element in American films. As a fiction, fantasy has some typical characteristics. So, a fantasy film can be distinguished by its features.

Many kinds of fictions include supernatural elements (Parkinson, 1973:88). In other words, the presence of supernatural power is usually identical with fantasy movies. Therefore, it is true to say that many people would like to watch fantasy films such as *Harry Potter*, *Narnia*, *The Lord of the Ring*, and *Pirates of the Caribbean* as if they were enchanted. The popularity of these fantasy films have brought more enthusiasm among Hollywood film makers to create more fantasy movies with more creative scenes on magic and supernatural beings.

The presence of magic and supernatural power in fantasy films, for instance, has always become the one of the most essential features in fantasy movies. Thus, it is understood that fantasy films portray imaginative place, time, circumstances, etc (Dickey, 2009:5). Fantasy films also normally portray mythical creatures such as dwarfs, elves, dragons, goblins, and so on. The presence of these mythical creatures appears to characterize every fantasy movies.

Thus, fantasy films discussed in this study are the movies which include several unique features. American fantasy films always include the following characteristics:

fantasy film	magical power
	mythical creatures
	Supernatural object – weapons

This means people can see that main characters have certain power that can be used to protect themselves, to help or to attack others. Almost all fantasy movies observed in this study include some mythical creatures which might have good or bad characteristics. Through this study, the most significant point in understanding the definition of fantasy film is the presence of the three characteristics mention above.

Besides, every fantasy film seems to picture certain characters possessing certain weapons with supernatural power, in *Harry Potter*, for example, magic is the most important part of the film. Almost all the characters have magical power. All the characters in Hogwarts School have their

own magic wands to fight. It shows some mythical creatures as well. So, the three characteristics above are also obviously portrayed in the fantasy movies discussed in this study. Therefore, this fantasy genre intends to evoke magic amazement (Stephen, 2016: 9). To put it simply, fantasy films used in this study are films which depict fictional world and imaginary characters with the presence of magical power, mythical creatures as well as supernatural objects.

METHODS

This qualitative research used fantasy films as the primary data. Those fantasy movies (*Harry Potter*, *The Chronicles of Narnia*, and *The Lord of the Ring*, and *Pirates of the Caribbean*) were chosen because they have been widely popular not only in the United States but also all around the world in 2000s. All the data gathered were interpreted by applying semiotic approach. According to Cawelti (1976:26-27) it is right to apply symbolic and reflective theories because cultural phenomena may be seen as symbols, therefore, they will show different kinds of characteristics.

Additionally, symbols may be perceived as representations which reflect reality (Adi, 2011: 227). For this reason, theory of representation is applied in this study. Hall (1997:19) explains that objects, pictures, or ideas can be categorized as symbols which can be specifically described. In other words, the Theory of Representation can pave a way to construct perspectives or concepts of the images collected from the data collected.

The results of the research show that American fantasy films show essential elements in entertainment – pleasure. There are representations depicted by American fantasy movies such as escaping and nostalgia. Besides, American fantasy films may generate important cultural values helpful to signify the characteristic of American society or a value such as pursuit of happiness for everyone in the United States. The further discussion on the result is presented in the analysis section.

RESULTS AND DISCUSSION

Regarding the pleasure of watching fantasy films, It is true that most people watch movies because they expect that the movies can please them. People think that what they watch can give them happiness. People might find it difficult to define what pleasure is because it is felt (experienced). Plato explains that pleasure may include happiness for body and soul and the two kinds of pleasure may affect how pleasure is defined (Aydn, 20113: 6). So, the pleasure someone has when watching a movie may strongly be connected to soul pleasing. In other words, people wish to see something. Fantasy portrayed in movies reflect awareness wish (Hayward, 2000:109). This means fantasy has a role to fulfill someone's desire.

Additionally, pleasure may be seen as a way to satisfy someone's desire (Parkinson, 1973:180). Pleasure discussed in this study can be considered as satisfaction that people feel when they see or watch something, for example, movies. In other words, people who watch fantasy films may be pleased for they watch something that can satisfies them mentally.

For this reason, the term "pleasure" has become significant in studies related to culture and media (O'Connor and Klaus, 2000: 370). This means, it is essential to understand what kind of pleasure that a fantasy film reflects. The analysis shows that fantasy films reflect pleasure in terms

of fulfilling people's needs of fictions. Therefore, popular fiction genre such as fantasy will always be one of people's favorite choices.

There are certain kinds of pleasure that people can feel when they watch fantasy films. This is because fantasy movies intend to amaze people and transform their thoughts to the world of fiction. The first kind of pleasure is escaping from the reality. "Getting away" may probably mean differently if it is perceived from various perspectives. However, what it actually means is that people who watch a fantasy movie find it interesting because it may serve as platform for them to fantasize. This means, people are attracted to see something they have never seen in their real life. As fantasy is related to fiction, there is some kind of reality behind it and a fantasy film intends to make sure that people may feel that it is real although the characters and settings are unreal (Gyenge, 2009:77).

Fantasy films may fulfill their desire to feel some kind of sensation. Therefore fantasy can be a suitable source of entertainment to get away (Mikhaylova, 2019:426). People who enjoy fantasy films may probably feel "escaping" for a while from their hectic environment. It is true that people like to imagine, especially children and teenagers. They may fantasize something, someone or somewhere that suits their expectations. The greatest ability that human beings own is to imagine and dramatize stories (Paley, 2009:124). For that reason, fictive narrations are always popular.

The creation of fantasy films is not merely for arts, it goes along with people's need (Adi, 70:2011). This means, there is a need to fantasize. People who watch *Harry Potter* may probably think that it is interesting to be able to fly or use magic spells to control something or someone. Those who enjoy Captain Jack Sparrow's adventure in *Pirates of the Caribbean* might be happy to experience seeing mythical creatures, etc. Almost all fantasy films discussed in this study display some kinds of creatures. It can also be divided into several categories:

Name	Characteristics
beast/monster	non-human (often) large and strong naturally fierce hideous appearance
Spirits (ghost, zombie, etc.)	non-physical unseen having some kinds of emotions (angry, sorrowful, etc.)
other beings (giant, dwarf, etc.)	Human physical unusual body size (large and small) unique body parts

From the classification above, fantasizing may seem to be more obvious. People always know that those creatures may only exist in the fantasy world.

Even though those monsters, spirits or other beings mostly appear in fantasy stories, many moviegoers can still be entertained and consider the creatures as important elements to fulfill their thirst of fantasy. The presence of those creatures can signify the need of escaping from the reality. People may create their own meaning about something they see (Cloete, 2017:1), in this context, it

is the creature they see from the fantasy films. Those who often think that they are weak, may somehow adore those creatures for having great strength.

Therefore, it is right to say that fantasy movies reflect people's imagination – as if everything on the film screen were real. Owing to the great development of science and technology in media, watching fantasy films makes audiences experience the thrill. With the use of high-tech camera, films can surely reflect an effective atmosphere functioning as a substitute that may represent some kind of reality (Mulvey, 199: 844).

Some people may probably grow some kind of awe when they see those unusually huge creatures. People feel the need to be amazed. People need fantasy films to escape (known as escapism) because fantasy may help them to get rid of their stress (Mikhaylova, et.al. ,2016: 426). It is normal that most people want to see wonder, amazement and wish to experience miracles. Fantasy plays an essential role in human's life because by watching or reading fantasy, people may help people to be conscious of what actually happens in reality, for example, opposing criminal acts by accommodating happiness, intelligence, etc. (Zipes, 2008: 11).

Thus, it is true that all the elements set in a fantasy film may somehow reflect what audiences want to see and feel and that is a fact (Wang, 2013:26). In other words, fantasy may actually fulfill their dream. It is true to say that fiction stories create dreams for readers and audiences and this may reflect the expectation of both readers and audiences (Adi, 2011:194). Therefore, people who watch fantasy films may show that they wish to fantasize and to experience the fantasy world. It is needed by them. Films, drama, and books on fantasy can be understood as a way to distract people their everyday routines as well as a medium to inspire (Bal and Veltkamp, 2013:1). This supports the idea that fantasy may represent pleasure.

Living in cities with a lot work and problems is not an easy thing. This can be burdens for almost everyone in cities. As a result, people may easily feel stressed out and if the stress is not managed properly, another more serious problem will appear such as depression, mental health problems, and so on. There are, in fact, many ways that people can do when it comes to overcoming stress. One of them is watching fantasy films. For that reason, adults also show great interest in watching fantasy movies. They are the ones who commonly feel stressed with all their daily tasks. No wonder, when people were willing to queue for hours only for the tickets.

This may show that the characters, plots and everything in the film have played an important role in people's mind. People have built their fictional world in their mind and they need to experience that world. People understand that film may set them free from their reality and this is needed as film can provide some kind of escapism to the audiences (Turner, 2003:127-128; Barker, 2009: 287; Stephan, 2016: 6). Fantasy exists to fulfill people's fictional needs. This means that there is a need that people seek for. Fantasy movies present such a need for viewers to feel satisfaction. When watching fantasy films, viewers may experience and obtain a lot from the world of fiction by using all the abilities that people have and that is the purpose of a fantasy movie (Fiorelli, 2016:80). Fantasizing seems to be the right way to please viewers because it can be used to fulfill people's need in fiction.

Another kind of pleasure is called evoking nostalgia. Nostalgia seems to be an interesting word to use in order to show how fantasy plays a role in people's life. In other words, fantasy movies may also contribute something to society – nostalgia for fantasy and nostalgia for “pursuit

of happiness”. The first type of nostalgia to discuss is nostalgia for fictional images. The fantasy films discussed in this study were very popular in their eras. Therefore, those movies have always been important when people talk about fantasy films. Hollywood started producing many incredibly popular fantasy films from the year 2000. A lot of moviegoers may agree that many current fantasy films have been inspired by *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and *The Chronicles of Narnia* which were released in the 2000s. Thus, these films may mean something essential to many fantasy film viewers.

In other words, these fantasy movies have been stored properly in people’s mind. They may function as a base ground for the fiction world in people’s life. There is no doubt that audiences’ reactions toward fantasy movies have become essential to be learned since the year 2000 when many amazingly popular fantasy movies made their steps to the top (Barker, 2009: 286-287, Stephan, 2016: 3). Since audiences’ response has been significant, people have also started realizing that great fantasy films such as *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and *The Chronicles of Narnia* which they watched have been their primary contribution of setting the fictional image in their minds.

As a result, they tend to set some kinds of criteria for fantasy films that may satisfy their fictional needs. In other words, even though *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and *The Chronicles of Narnia* are no longer on the theaters, they have been attached to themselves. The use of fantasy as an important element in creating fictional world is obvious and thus, fantasy is seen as a particular kind of film that plays the most significant role in people’s life in terms of building imagination (Stephan, 2016:6). When other fantasy films are created, many film directors might think of audiences’ responses because it is important to fulfill their expectation (Adi, 2011:70).

Thus, recent fantasy films may be influenced by the previous ones, especially those which were incredibly successful such as *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and *The Chronicles of Narnia*. For this reason, viewers may tend to view current fantasy films as a nostalgia for the past ones. They may somehow compare what they see on the film to the fiction images they have had in their minds.

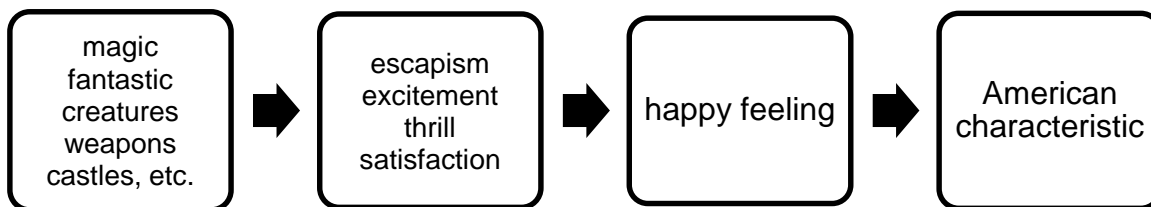
In terms of happy feeling, Aristotle perceived that most people may feel glad if they experience some emotional conditions (Tamir, Schwarts, Oishi, and Kim, 2017: 1457). This shows that current fantasy films may draw out nostalgia. By remembering how adventurous the past fantasy movie characters and how enchanting the fantasy settings were, audiences may feel happy. Thus, fantasy film fans enjoy the nostalgia brought on by *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and *The Chronicles of Narnia*.

The next kind of nostalgia is the pursuit of happiness. There is a connection between American fantasy films and American powerful phrase “pursuit of happiness”. To see the relation, firstly, it is important to understand the essence of “pursuit of happiness”. American history recorded that “pursuit of happiness” has played an important role in shaping American culture. We can see this as a symbol that reveals who Americans are. Sklar (1920:599) explains that there are symbols and myths that primarily influence American life in many aspects. Many complicated experience and emotions may be represented by symbols and myths(Cawelti, 1976: 27). Therefore, watching fantasy films such as *Harry Potter*, *The Lord of the Rings*, *Pirates of the Caribbean*, and

The Chronicles of Narnia may be interpreted as nostalgia for a feeling of gaining happiness. America knows this philosophy well because it is a significant element that has shaped the United States.

As stated in The Declaration of Independence of America, all people in The United States have the rights to seek for happiness and it is guaranteed by the country. Therefore, most American people chase for whatever makes them happy – material and convenient life (Potter, 1954: 18). It is very common that people relate happiness to finance and luxurious life. For that reason, American people work hard for that dream. That is seen as a way to get happiness. However, this is not about how to define happiness. As a matter of fact, this is about how people see fantasy film as a way to satisfy them.

There are a lot of incredibly meaningful depictions on every fantasy film which may signify a happy life. For instance, people who have watched *Harry Potter* can be amazed by the adventure and the awesomeness of the ambience of the fantasy world portrayed on the film. The following scheme shows how a fantasy film affects audiences:



Additionally, most fantasy films may have beautiful endings which attract people to imagine the delight they would have if they could live in the fantasy world. This may be seen as a typical characteristic of a fantasy film. Most audiences who enjoy fantasy film may find them interesting. Thus, people say living in a fantasy world is happy. Feeling glad with all the magical power, creatures, weapons, castles, adventure, etc. from a fantasy film may show as if it were a kind of notification for the essence of being happy. This indicates that whoever experiences excitement after watching a fantasy movie may somehow remind them of being joyful.

Therefore, viewers who feel glad can show that they have been satisfied by those fantasy stories and will return to fulfill their fantasy by watching this kind of film. Fantasy and happiness are two related things. People desire what they cannot have. The presence of fantasy films may somehow attract them to experience the so-called happiness. Being happy is indeed important. For this reason, pursuing happiness is an essential American value. American people respect the right for everyone to reach their happiness.

CONCLUSION

Watching fantasy films, especially fantasy, is a nice thing to do. It is a popular genre in American films. Through this type of movie, people may fulfill their thirst of fantasy. It is a movie which contains a lot of imaginative mythical characters with magical power in a world of fiction. There is no doubt that the advancement of technology has contributed to the success of fantasy genre. Films such as *Harry Potter*, *The Chronicles of Narnia*, *The Lord of the Ring*, *Pirates of the Caribbean*, etc. are the examples of fantasy movies discussed in this study.

It is obvious that people enjoy watching fantasy films because they get certain kinds of pleasure. Firstly, people may escape from the reality. Fantasy films offer some kind of fictive world

which many people dream of being in such a wonderful atmosphere. This is because daily routines and tasks have been sources of stress. For that reason, people to fantasy as entertainment. Secondly, fantasy film may evoke nostalgia. When moviegoers watch fantasy films, they may always have their own fictional images which play a significant role in their fictional dimensions. Besides, fantasy movie may also trigger nostalgia for pursuit of happiness. This is related to the happiness that people get when their fantasy needs are fulfilled through fantasy genres. This may also represent the essence of life, especially among American people. The pursuit of happiness has always been important in the history of American culture. Therefore, it is important to reach happiness in every aspect of life.

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