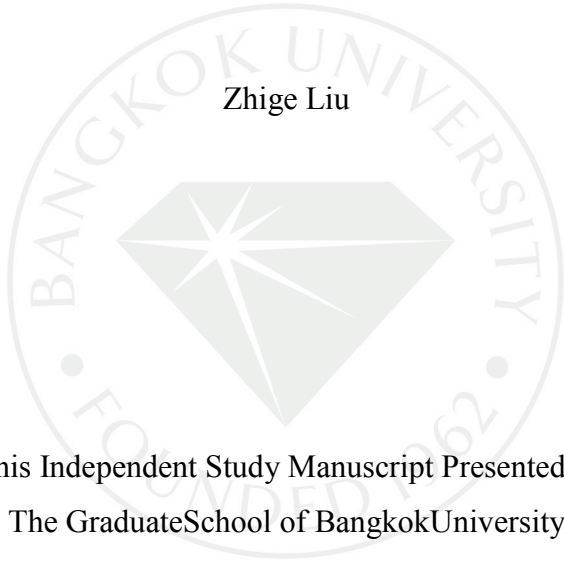


IMPACT OF SOUNDTRACK IN ANIMATED MOVIE ON AUDIENCE:
A CASE STUDY OF “LET IT GO” IN “FROZEN”



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Impact of Soundtrack in Animated Movie on Audience: A Case Study of “LET IT
GO” In “FROZEN”(56pp.)

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ABSTRACT

This paper proposes a qualitative study to investigate how audience might react to the soundtrack in animated movie, and takes the soundtrack Let It Go of Frozen as a case study. An exploratory interview was conducted with seven participants who are at different ages and come from different countries. Based on all the basic information about Frozen, including its story, plot, creative point and its relationship with other Disney animated movies, especially its soundtrack Let It Go, including the song's ranking on music charts and how long it stayed there, also its sales volume, and combining with the personal information about the participants, this research focuses on the impact that soundtrack Let It Go made on the participants and aims to find out whether the impact changed their thought or behavior, or not. Through analyzing three aspects: Responses related to the Disney movie Frozen; Reflection on the soundtrack LET IT GO; and Follow-up impact of the soundtrack LET IT GO, the key findings include how the participants feel about LET IT GO, especially their overall thoughts or attitudes toward it, and what is the changes the song brings to them on their thought or behavior, and the other related phenomena.

Keywords: Soundtrack, Disney, Frozen, Let It Go

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGMENT.....	v
LIST OF TABLES.....	viii
CHAPTER 1: INTRODUCTION.....	1
Rationale and Problem Statement.....	1
Objectives of Study.....	3
Scope of Study.....	4
Research Questions.....	4
Significance of the Study.....	5
Definition of Terms.....	6
CHAPTER 2: LITERATURE REVIEW.....	7
Related Literature and Previous Studies.....	7
Related Theories.....	12
CHAPTER 3: RESEARCH METHODOLOGY.....	15
Research Design.....	15
Population and Sample Selection.....	15
Research Instrument.....	16
Data Collection Procedure.....	16
Summary of Demographic Data.....	19
CHAPTER 4: FINDINGS AND DISCUSSION.....	20
Responses Related to the Disney Movie Frozen.....	20
Reflection on the Soundtrack Let It Go.....	30
Follow-up Impact of the Soundtrack Let It Go.....	47
CHAPTER 5: Conclusion.....	55
BIBLIOGRAPHY.....	57

TABLE OF CONTENTS (Continued)

	Page
APPENDIX.....	60
BIODATA.....	62
LICENSE AGREEMENT OF DISSERTATION.....	63



LIST OF TABLES

	Page
Table 1: Sample Interview Questions	17
Table 2: Participant Demographics	19
Table 3: Let It Go in 41 Languages	39



CHAPTER 1 INTRODUCTION

1.1 Rationale and Problem Statement

As a special and effective way to communicate with people, film has been playing an important role in the intercultural context for a long time. Especially at present times, through all kinds of movies, people can acquire a great deal of knowledge or get a good understanding of social custom. And most of the time, film is also the very first place to get in touch with different cultures. What is more, this unique artistic form is a popular channel which is usually used to express feelings, opinions and emotion of a person, group or nation. There is no doubt that film enriches our everyday life and makes our daily life be more artistic and enjoyable.

Compared with film, music is another form of art, which has a longer history. Meanwhile, in the long process of the whole art history, music has been in a very close integration with other kinds of arts. In terms of movie, the relationship between music and movie has always been inseparable since movie was born at the end of the 19th century. Even during the silent era after movies had just been invented there would be some musicians to play at the scene of the film playback so that the flowing melody of live music and the images in the screen space can be in a perfect fusion, and the audience can be more involved in experiencing happiness or sadness as the characters in the film story. That is the original film music. Music facilitates the desired effect that film plans to achieve and makes the story become more interesting and fascinating. According to Frank Spotnitz, a famous movie critic, he described film music like this: "film music is like a second script. It gives the story a proper position, and enriches it." (Spotnitz in Giannetti, 1998, p.218). Although film music is not

considered as soundtrack, this evaluation also makes sense for soundtrack to some extent. Based on these properties, with the release and distribution of movies, soundtrack gets more and more attention from both professionals and general audience. It has already improved its status in movie industry over the years. Furthermore, studies have found that soundtrack is not and never was a supplementary element. Since the early days of motion pictures, film audiences not only watched it, but also listened. (Carrie, 2007). Moreover, “from Cooke’s classic *The language of Music* (1959) to Tagg (1984, 2012) and Scott (2003) and into the specific cues in music that create different kinds of emotion (e.g., Gabrielsson, Juslin 2003; Juslin, Liljestrom, 2010), there have been several traditions in musical research of identifying the underlying features of sound that create meaning.” (Frank & David, 2014, p.72-73) For example, the portentous. Soundtrack can be used as a predictor, especially for the moment when the director cannot tell the audience all about the plot, then directors may use soundtrack to let audience prepare well for what is going to happen next. Besides, suggestibility is another regular feature. Soundtrack can suggest a specific locality, moment in time, even the class and ethnic group for movies. And there were so many times that soundtrack suggesting the hidden emotions and feelings of characters as well. On the other side, up to now, soundtrack lovers are already more than the appreciators of many other fields of music. It has already become an important part of popular culture and it deserves to be studied.

Animated movie is a good example for this kind of research. The animated genre is more and more popular not only among children and teenagers, but also among adults. In fact, animation is completely different from general movies. It is a special artistic expression based on the Visual Staying Phenomenon, which are the most

important principles and methods for movies. Scientific experiments prove that: after some visual image disappears, human eye still can make the image on the retina for 0.1 to 0.4 second. Based on this, a series of static images can become coherent visual phenomenon. In this way, animation consists of a large number of pictures put together one after the other to simulate movement. Animation is essentially silent thus music plays a more important role than in general movies. In another word, animated movies depend on soundtrack more than other kind movies. Soundtrack in animation is an indispensable element. Usually, the proportion of images that need to be accompanied by music is up to 60%. This means those in terms of unit density, the content of music in animated movie is higher than in general movies. Goldmark (2005) reveals the early history of music in animated cartoons prior to the advent of synchronized sound. His thorough investigation reveals the antecedents of cartoon music in early accompanying guides, Tin Pan Alley sheet music, musicals, pop songs, bouncing-ball cartoons and player piano rolls. Together these elements laid the groundwork for synchronized sound to be adopted first in cartoons and later in live-action films.

Numerous studies have investigated the function or characteristics of soundtrack in animation movie, including the different features of different composers. They focus on the soundtrack itself, with the knowledge of the musicology analysis soundtrack. However, little research has been conducted on the impact of soundtrack in animated movie on audiences' thought or behavior, especially the female audiences' thought or behavior after they enjoyed soundtrack in animated movie.

1.2 Objectives of Study

This study, based on the positive effect of movie, will pay more attention on one essential and significant element of animated movie—soundtrack. And through analyzing the relevance between soundtrack and plots, and the characteristics of the soundtrack, this study will investigate whether soundtrack can create meaning, which can help audience to understand the plot and movie better, and whether the soundtrack has any impact on audiences with their thought or behavior after they watched the movie.

1.3 Scope of Study

This research will pay attention to Walt Disney Pictures with its leading production animation since it is the most recognized global media brand among children and adults worldwide (Wasko,2001a), and take the soundtrack *Let It Go* from animated movie *Frozen* as example. *Frozen* is a 2013 American 3D computer animated music fantasy film produced by Walt Disney Animation Studios and released by Walt Disney Pictures. “It is the highest-grossing animated film of all time and one of Disney’s top franchises” (Kounang, 2015). It is a successful animated movie both at the box office and the word-of-mouth, and at the award ownership. In 2013, *Frozen* got the Oscar for the best animated feature and its soundtrack *Let It Go* got the Oscar for best original song.

1.4 Research Questions

This study will focus on the soundtrack “*Let It Go*”, including its lyric, and based on its relevance with *Frozen* plot, the study will investigate audiences’ responses to the movie as well as the impact on audiences’ thought and behavior. So the research

questions are:

Q1: How does the audience react about the soundtrack *Let It Go* in Disney movie *Frozen*?

Q2: How does the soundtrack *Let It Go* influence audiences on their understanding of the character princess Elsa?

Q3: How does the soundtrack in animated movie impact audiences on their thought and behavior?

1.5 Significance of the Study

The important roles of soundtrack in animated movie can be performed in many ways such as introducing environment background, explaining time and space, promoting storyline, portraying indirectly the main character's nature and expressing their' emotions. Thus, it deserves to be studied in many different aspects and angles. For instance, in terms of the audiences, "good music for the cinema guides the effects of a scene" (Hyesu, 2008, p.175). Soundtrack makes them be involved in the film. During the process of watching, with the atmosphere, which is built by *Let It Go*, the audience will be immersed in the story on the screen. In another hand, the dialogue between *Let It Go* and the plot in *Frozen* fired the audience's imagination. With its help, the audience can catch more details and understand the real meaning of the picture easily and accurately. Finally, the soundtrack may have a strong impact on the audience both on thought and behavior. The study plans to find out the impact and to confirm the charm of soundtrack and its extraordinary power. Moreover, the result of this study may explain the phenomenon of the *Let it go* song popularity.

On the side of the movie producers, it is meaningful to know the impact of

soundtrack as well. Realizing the influence of soundtrack in an animated movie may give movie producers more resources and elements to help them referencing and analyzing new movies they want to make. Besides, it helps them grasp more valuable information on their movie in the aspect of soundtrack. Then the producers can make decisions about their movie's target market, target audience and estimate the box office judiciously. It is beneficial for the success of the animated movie.

1.6 Definition of Terms

1.6.1 Soundtrack

A soundtrack, also written sound track, can be recorded music accompanying and synchronized to the images of a motion picture, book, television program or video game; a commercially released soundtrack album of music as featured in the soundtrack of a film or TV show; or the physical area of a film that contains the synchronized recorded sound.

In movie industry terminology usage, a soundtrack is an audio recording created or used in film production or post-production. In fact, the term soundtrack now most commonly refers to the music used in a movie (or television show), or to an album sold containing that music. Sometimes, the music has been recorded just for film or album. Often, but not always, and depending on the type of movie, the soundtrack album will contain portions of the score, music composed for dramatic effect as the movie's plot occurs.

CHAPTER 2 LITERATURE REVIEW

2.1 Related Literature and Previous Studies

2.1.1 Sound and Movie

The story of sound and movie started more than a century ago. When Thomas Edison notified the United States Patent Office in 1888 that he was working on a motion picture invention, he defined it for them in terms of sound: ‘an instrument which does for the Eye what the phonograph does for the Ear’. Edison had not been trying to invent silent movies, but to create a new audiovisual medium, which combined music, motion photography, and projected-picture entertainment. ‘Thus, if one wished to hear or see the concert or the opera, it would only be necessary to sit down at home. Look upon a screen and see the performance, reproduced exactly in every movement, and at the same time the voices of the players and singers, the music of the orchestra, the various sounds that accompany a performance of this sort, will be reproduced exactly. The end attained is a perfect illusion,’ he told a Canadian reporter in 1895. (Richard, 2002, p.141) The illusion may or may not have been perfect, but it is certainly clear that music—whether concert, opera, or whatever—was always intended as a central part of the film going experience, at least as Edison saw it. (Richard, 2002)

Movie, as an independent art form, has more than one hundred years’ history since it was born in France in 1895. Also, it has been more than ninety years that movie put an end to the silent era and came to the audio era. In fact, just as Edison had predicted, music has had a special place in movie industry. Although in the silent film era, projected moving images were shown to musical accompaniment, whether

performed by a lone piano player or a hundred-piece orchestra. Therefore, in some extent, soundtrack is as old as cinema itself and has accompanied generation after generation of audiences watching movies. For nearly a century, soundtrack has been changing from original affiliate role to the indispensable elements of film. Beeman (1988) stated his opinion in article that silent film employed music merely as a means to disguise the discordant and potentially distracting sounds emitted from the noisy film projectors and audience members in the earliest days of the development of movie. Similarly, the following comparison clarified this point as well: “in the past, film writers were more likely to pass over a soundtrack quickly, merely commenting in a fairly oblique way upon how it enhanced a movie’s mood. Nowadays, however, the musical constituents might be explored for, say, their subtle appeal to the subconscious; their position within the global market place; their ability to “brand”the film and help create a kind of franchise; their registration of a string of cultural reference points; or their creation of a certain nostalgic ambience”. (Dickinson, 2002, p.1). Consequentially, soundtrack has obtained a tremendous development. Its importance in movie has become more and more prominent and accepted by the audience. Today’s soundtrack even has become an industry on its own, indispensable to the marketability of movies around the world.

2.1.2 Soundtrack

The development of soundtrack in film not only brought its increasingly indispensable role, its positive change from simple melody to an abundant and more attractive musical piece, but also brought the growing relevance between content or plots of film and soundtrack itself, and, more and more powerful impact on

audiences' understanding of the film as well as their thought or behavior after enjoying the film.

In terms of the vital role of soundtrack, Gabrielsson and Lindstrom (2001) found out that the soundtrack can enhance the emotionality of the film and increase cognitive engagement with the film events. Moreover, Costabile and Terman (2013) demonstrated it in a paper by examining the effect of soundtrack in a film through two experiments. The first experiment is that participants viewed a short film with its original musical soundtrack or with soundtrack muted. The second experiment is that musical soundtrack was added to a film that was originally produced without music. The finding indicated that participants reported greater transportation into the film and greater agreement with film-relevant beliefs when soundtrack was presented but only when music was congruent with the film's affective tone. Besides, music selected for its affective congruity with the film content in experiment 2 had similar effects on viewers' emotional responses as well as their cognitive engagement with the film. Similarly, Marie (2010) had pointed out in her book *Film Music: A Very Short Introduction* that film music, whether it is a pop song, an improvised accompaniment, or an originally composed cue, can do a variety of things. It can establish setting, specifying a particular time and place; it can fashion a mood and create atmosphere; it can call attention to elements on-screen or off-screen, thus clarifying matters of plot and narrative progression; it can reinforce or foreshadow narrative developments and contribute to the way we respond to them; it can elucidate characters' motivations and help us to know what they are thinking; it can contribute to the creation of emotions, sometimes only dimly realized in the images, both for characters to emote and for audiences to feel. Film music can unify a series of images that might seem

disconnected on their own and impart a rhythm to their unfolding. (Marie, 2010, p.1)

Soundtrack also has such value, impact and significance.

2.1.3 Soundtrack in Animated Movie

Animated movie as one of the classic movie types also has inherited the close relevance between soundtrack and plot as well as the great impact that a soundtrack makes on audiences. In some extent, the soundtrack and plot in animated movie has a stronger correlation. Such as, with the intention that engaging in a study that may broaden viewers' understanding to animated movie, Deutsch (2008) discusses in a paper examining aspects of how sound (especially music) integrates with animated images and, especially, how synchrony between sound and image offers the viewer focal points of attention within the animation. In the conclusion part, Deutsch described this phenomenon like this:

“It is clear that the potentially vast subject of the relationship of animated images with their soundtracks has yet to be explored, especially if one leaves aside publications offering information on how technically to achieve such soundtracks. What does also seem apparent, even at this stage, is that there is a correlation between the representational vividness of images and the soundtracks that are appended to them.”(Deutsch, 2008, p.104).

Based on this, other scholars expanded and developed this area continually. For instance, Filimowicz (2012) explored the hermeneutic dimension in terms of the sound design by conceptualizing five affective modalities that could be understood as interpretive pre-dispositions employed when creating sound-image relationship. His article has been primarily concerned with the process of defining relationships

between sounds and images specific to time-based audio-visual media such as film and video. Filimowicz stated that an exploration of these five modes can help people to understand something of the interpretive flux of the sound-image relationship, the way meanings and resonances shift over time between the different symbolic registers of eye and ear. (Filimowicz, 2012, p.30).

Daniel (2005) in his book *Tunes For 'Toons': Music and the Hollywood Cartoon* discusses several well-known cartoons in detail and evaluates how music works in an animated universe. He puts forward that “Music does more nowadays than tell stories or provide an emotional barometer”, furthermore, “contemporary popular music has become a fundamental element in contemporary cartoons”. “Popular songs also feature as a major element in the stories of many cartoons, in particular when they are performed as part of the plot”(Daniel, 2005, p.162).

Generally speaking, since the day soundtrack got attention, it seems to be destined that soundtrack will make some unique contribution to the success of film. This phenomenon has emerged in recent years and is very obvious in the animated movies, particularly when the soundtrack is popular song.

An example of such is *Frozen*, which based on the Hans Christian Andersen tale “The Snow Queen” and was released by Walt Disney animation studios during the Thanksgiving holiday 2013. According to Nadia Kounang’s article ‘*Frozen*’: *Why kids can’t ‘Let It Go*’, it is no secret that “Frozen” became a phenomenon. This animated movie “accumulated a box office tally of more than \$1.27 billion, including \$873 million internationally”. That’s a considerable amount of a return on the film’s budget, which was \$150 million. It also “spent two weekends as the U.S. box office’s No.1 movie and 16 weeks in the top 10”. Besides, “DVD and Blu-ray sales had been

just as outstanding. *Frozen* had sold 7.6 million DVDs and another 6.5 million on Blu-ray”. Meanwhile, in terms of winning awards, *Frozen* still got good grades. “It won two Oscars, including best animated feature”. In the aspect of soundtrack, similarly, *Frozen* causes people’s universal attention. It “driven by such songs as ‘*Let It Go*’ and ‘*For the First Time in Forever*,’ had sold 3 million copies by the summer of 2014, making it one of the top-performing albums of the year”. And, “the voice of Kristen Bell (Princess Anna) and Idina Menzel (Princess Elsa) are all over the ‘*Frozen*’ soundtrack, which spent 13 weeks at the top of Billboard’s album chart”(Kounang, 2015). Furthermore, “*Let It Go*”, composed by Robert Lopez and Kristen Anderson-Lopez, won the Oscar for the best original song in 2013 as well.

Such a phenomenon is difficult to find and there must be some reasons for it. The fact today is that animated movies are not just movies only to watch, more importantly, audiences hope it could be more attractive and have great significance on their daily life so that viewers can aftertaste it for a long time. Beyond doubt, the soundtrack can help animated movies achieve such effects. The soundtrack may have such a powerful impact on the audience that their thought or behavior may be affected as well, just like what happened to *Frozen*.

2.2 Related Theories

In order to investigate how the popular soundtrack *Let It Go* from *Frozen* gets audiences' heart and what is the impact the song brings to them, this study will relate to semiotic theory and linguistic semantics.

According to Griffith and Machin (2014), there have been several traditions in musical research of identifying the underlying features of sound that create meaning.

This research will discuss the meaning *Let It Go* created and compare it with the related plot in *Frozen*. Then, considering that social semiotic analysis has been used in linguistic, (Kress & Leeuwen, 1996) and more detailed analysis of the ideological role in sound and music can be found in the work of Scott (2003) and Machin and Richardson (2012), this study will emphasize on the lyrics of *Let It Go* and analyze the role the song plays in shaping audiences' perceptions of *Frozen* and how the song helps understanding the plot of the movie. Also, Frank Griffith and David Machin discussed that:

“Kress (2010) reminds us that for any semiotic system to be considered a system it must fulfill these three roles. The first one is the ideational metafunction. Here, a semiotic mode must be able to communicate ideas outside of itself. In the case of language the word ‘freedom’ can communicate complex and powerful ideas. In sound, a very deep noise can potentially communicate the idea of danger very differently from a high-pitched sound. The second is the interpersonal metafunction. Here, a semiotic system must be able to communicate attitudes. In language we can use different moods of address to tell people about our relationship to our ideas. So we can tell someone through an imperative mood ‘do that!’, or use the interrogative mood and ask them ‘could you do that?’. In sound, deeper sounds can suggest darker moods whereas higher pitched sounds can suggest higher energy. Thirdly, we have the textual metafunction. This suggests that a semiotic system must have coherence amongst its parts, as in grammar. Different sound qualities can be used to create relationships between elements in a soundscape.” (Griffith & Machin, 2014, p.74)

In terms of animated movie, the sense of a semiotic mode must be able to communicate ideas outside of itself. In the case of “nice” plot, happy and joyful ideas

can be communicated. And a very bright and cheerful melody can potentially communicate the idea of thus meaning, and vice versa. Based on this, this study will analysis the related semiotic code of *Let It Go* so that the truly idea it communicated can be found out and its impact can be understood.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The research for this study used qualitative approach. In order to understand better how audience might react to the soundtrack *Let It Go* in *Frozen*, an exploratory interview was conducted with audiences who are at different ages and come from different countries. Based on all the basic information about *Frozen*, especially the soundtrack *Let It Go*, including the song's ranking on different music charts and how long it stayed there, also its sales volume, and combining with information about age and region of its audiences and consumers, this research will be centered on the impact of soundtrack *Let It Go* on audience and aims to find out whether the impact changed audiences' thought or behavior, or not. That is the goal of the interview as well, and through it, the related phenomena and overall thoughts or attitudes toward *Let It Go* will be recorded and analyzed.

3.2 Population and Sample Selection

The research was conducted by a snowball sample to recruit participants for the study (e.g., Keyton, 2006). Considering the limited time, an important component for being an interviewee is he/she had seen the movie already. As it was stated before, *Frozen* obtained many achievements in most countries around the world. It became a phenomenon and last for a long time. As such, participants from different countries and in different age groups can represent most of the audiences. The similarities and differences of the participants can, to some extent, represent the general audiences' reaction to the song and the movie.

3.3 Research Instrument

All the interviews were conducted by face-to-face. Before the interview started, in order to remind the participants of more details of the movie and the song, every participant was proposed to see the related fragment of Frozen (the Let It Go part) again, or replay the full movie.

3.4 Data Collection Procedure

The soundtrack Let It Go in Frozen was the center of the whole data collection procedure. It was also compared with the relevant plot of the movie. By doing these step by step to find out what's the audiences' reflection and whether it has impact on them. To comprehensively explore and analyze how audiences might feel the soundtrack Let It Go from their hearts and how they might react to the movie Frozen, in addition, how the responses from each participant could be interpreted better, the interview was designed to be conducted with seven groups of sample questions in six different aspects and several related topics. The sample questions include Basic Information, Personal Habit About Movie, Questions Related to Frozen, Questions Related to Let It Go, and Questions Related to Plot, and the Impact.

These seven groups of questions guided the interview process for participants. Specifically speaking, the question "What's the difference between Frozen and other Disney animations?" is the first key question to the participants. It tries to find out what is so special about Frozen in their view. In other words, what attracts them to see, to enjoy and to think deeply about this animated movie. About the soundtrack, the question "What's your impression of 'Let It Go' ? " is to collect their general idea of this popular song, including its melody, lyrics, rhythm and all the probable topics

around the song. Afterwards, the question “How do you understand the fragment and the princess Elsa and if it remind you of yourself or your life?” is the question which put the song and the movie plots together. It seeks to make clear the relation between soundtrack and the movie content, and find out the answer whether the soundtrack could help participants understand the movie better or not. Besides, it is also a question related to participant’s personal life. It can indirectly reflect the impact of the soundtrack as well. Other interview questions, such as “When people mention the term ‘Let It Go’ what comes to your mind?”, “What kind of soundtrack do you think is the most influential in animation movie?”, and “Do you agree that the movie influence you? Mainly on what?” are focusing more on the impact of soundtrack in animated movie. The participants answer these kind of questions with their life experience and own insights or knowledge. By sharing their reflection to life, they describe the impact of Let It Go and any other soundtrack on them, both on mental and behavior. See Table 1 for examples of sample questions utilized.

Table 1: Sample Interview Questions

Section	Sample Interview Question
Basic Information	Country / Age / Family members / Currently employed or not?
Personal Habits about Movie	Do you like watching movie? Why?
	Which kind of movie do you like best?
	How often do you see a movie?
Relation to FROZEN	When is your first time to see FROZEN?
	How do you feel about the whole story?
	What’s the different between FROZEN and other Disney animation?

(Continued)

Table 1(Continued): Sample Interview Questions

Section	Sample Interview Question
Relation to LET IT GO	You know LET IT GO before the movie's release or after?
	What's your impression of the song?
	Why do you like it?
Relation to the plot	When you see the relevant fragment in the movie, did you pay attention to lyrics?
	How do you understand the fragment and the princess Elsa?
	Does the fragment remind you of yourself or your own life? How so?
Impact	When the term "Let it go" is mentioned now, what comes to your mind?
	Does / Has the fragment ever inspired you to change your thought or behavior? For example?
	Do you agree that the song/movie influence you? Mainly on what?
	What kind of soundtrack do you think is the most influential in animation movie?
	Which aspect does the soundtrack mostly influence on?

All of the interviews were held personally, five of them were conducted in participant's apartment, with the exception of two interviews, which are conducted in a university's classroom that the interviewees belong to. By interviewing the participants either in their home or other relative comfortable places, the only purpose is to encourage them to be relaxed while sharing their true perspectives.

Audio-recording was permitted by each participant before each interview. Meanwhile, some brief notes were taken during the interviews occasionally. In addition, prior to the interview, all interviewees assured of complete anonymity. To maintain their anonymity and remain the contributions be confidential, a capital

instead of his or her true name of each participant was given.

3.5 Summary of Demographic Data

The research sample included seven participants from three countries, including five female and two male. They ranged in age from 23 years to 30 years old with a mean of 25.4 years; a plurality of the participants (86%) was in their twenties. The greatest number of participants (100%) had completed at least college. In the aspect of family members, five participants (71%) are single child of their family. Most of the participants (57%) currently are unemployed. For information regarding the participants' demography, see Table 2.

Table 2: Participant Demographics

Name	Nationality	Current Residence	Gender	Age	Single Child	Education	Work
A	Thailand	Bangkok, Thailand	M	30	Yes	Master	Photographer
B	China	Bangkok, Thailand	F	23	Yes	Master	Full time student
C	China	Bangkok, Thailand	F	25	Yes	Master	Full time student
D	China	Bangkok, Thailand	F	26	Yes	Master	Full time student
E	Thailand	Bangkok, Thailand	F	25	Yes	Bachelor	Cafe Keeper
F	Thailand	Bangkok, Thailand	F	26	1 Sister	Bachelor	Cafe Keeper
G	India	Bangkok, Thailand	M	23	3 Brothers and Sisters	Bachelor	Full time student

CHAPTER 4 FINDINGS AND DISCUSSION

As mentioned before, in the interview process, the participants were asked to introduce some basic information about themselves and describe their feeling about *Let It Go* in *Frozen*, specifically how the song, during their movie experiencing, helped them to understand the character “Princess Elsa” as well as how the song influenced their mood, attitude, thought and behaviour after they watched the movie. After all the interviews were concluded, the answers and comments in each interview were assigned to different classifications according to different groups of questions. These findings, which present important messages about participants’ attitudes and perceptions about the soundtrack *Let It Go* in the movie *Frozen*, were divided into three categories as follows.

4.1 Responses Related to the Disney Movie *Frozen*

According to the overwhelming majority (71%) of the participants, *Frozen* left them deep impression. It used to be a great hot topic around the world and called out a response in the heart of every interviewee. Through their personal describing or recalling, generally speaking, the response related to the movie is positive, expressive, and impressive. The participants believe that *Frozen* inherited the advantages of Disney’s classic products, meanwhile, it also has its own creative characteristics. Moreover, participants feel that there are some reasons why the movie became so popular around the world as well as why they like it a lot. In the next examples, the participants described their personal intensive experience of the movie. Participant G, for instance, expressed the feelings about the movie with “I feel like...it (*Frozen*) is

very exciting. When I saw this movie for the first time, oh my god she (Elsa) is a so nice girl. I wish...I wish I could met her in a real life.”(Participant G, Interviewed on 20th Nov.2015) One other participant, Participant A, stated the impression of the movie and said:

I think it is a so beautiful animation...a bit of musical, a bit of songs...It is also easier to children to try to copy, I mean the singing, following the film. It's a good film, it is a good film.... I love it, I love it. It is not complicated, easy to understand. (Participant A, Interviewed on 11th Nov.2015)

Participant B's response below echoed that of the previous participants. Moreover, she explained the reasons she felt that why Frozen is so popular and meaningful for audiences, both children and adults. She suggested that:

It (Frozen) is good. Because it...first of all, although it is a animation and may targets the kids, children or teenagers, but it reflects something (for all people). For example, the death of parents—this kind of things is inevitable, children must go through it after growing up; And the sisterly affection, and, there is also a love lie of a bad guy in the movie. I think it may have some enlightenment for children, (because) the world is not that good and perfect as they imagine. (Participant B, Interviewed on 14th Nov.2015)

As one can see, the participants' impression of Frozen is not the same as each other. Different participant got different attractions from the movie. However, their impression is similar to each other, they feel the animation is exciting, attracting, and

it is dissimilar with other Disney's. When talking about the special identity of Frozen, and what is the remarkable difference between Frozen and other Disney Princess Animations, the participants had a more richness of expression. For example, Participant A commented from the perspective of plot outline, He said:

Beauty and the Beast, The Little Mermaid, The Snow White, we know the character already (before they released), but, Frozen is a new...it's a new thing. And, I think the new thing is always interesting. (Participant A, Interviewed on 11th Nov.2015)

According to another participant, Participant C, she discovered the obvious character, which is simple and clear at a glance for all audiences—"the biggest difference between Frozen and other Disney Princess Animations is there are two princesses in Frozen". Not only that, on a deeper level, Participant C also noticed something more special about Frozen. She described it like this:

I think, for me, the majority of princesses, in early Disney Princess Animations, were born as civilians(e.g. Princess Belle). At the beginning, I think...they are the princesses only at their own home. Their noble identity is limited. Only when they meet the princes can they become the real princesses. But in Frozen, the two princesses have dignitary family. And, they were born as real princesses. So I think, in this movie, what it presented is that...if you are a real princess, your honour exists all the time no matter a prince appear or not. So...I think...this movie does not pay more attention to the prince...as

well as the other hero. Basically, it puts princess-sisters at the centre of the whole story. And further more, as far as I can remember, she(Elsa) is the only princess who can work magic. So I think...she has more privileges than other Disney princesses, it makes her special fundamentally. (Participant C, Interviewed on 14th Nov.2015)

Participant D had a more specific opinion of the different features she felt in Frozen. She expressed it in this way:

In Disney's early animations, I think...the princesses, most of the princesses, I get the feeling that...you know, because they always has a happy ending with a prince, the princess and prince live happily ever after. So I feel that...the princesses...more colloquially, they are beautiful, sweet and naive. They are at a disadvantage, a little. But in Frozen, the two princesses are really unusual. They are quite different from the previous (Disney's Princesses). This time, the whole story is not about prince and princess. It is like...um, I remember, Mulan...is something of a feminist consciousness, yeah...The main clue, at the beginning, is primarily concerned with the relationship between the sisters Elsa and Anna . Then the movie goes to the story around Elsa's magic...It is not a love story, not a romantic love story. It is about...she(Elsa), through her own efforts to find herself and went back to herself , and then she finally attained her freedom, after that, she relaxed, and conquered her fear forever. So this point makes me feel very different...with the other Disney princesses. She is familiar to the people around us, I mean, the people in our real life. She

is not out of reach. I am very close to her. (Participant D, Interviewed on 14th Nov.2015)

When talking about the male characters in Frozen, Participant D thought it was a great creative idea as well, she suggested that:

The prince (Hans), I remember, has a very negative image. He has designs on the Kingdom of Arendelle. He comes in contact with the princess for his own sake, rather than true love. The negative image makes people feel different, it gives a whole new perspective to see fairy tale and the real world. (Participant D, Interviewed on 14th Nov.2015)

Based on all of these examples above, the first finding is that, to the participants' mind, Frozen, as a representative product of Disney and its portrayal of Princesses in Animation films in recent years, is certainly very innovative. It is a new way of conceiving the roles or the characters. The Princesses in Frozen are no longer as naive as before. They are no longer just waiting for the prince's salvation. On the contrary, the two princesses possess an indomitable spirit, a sharp wit and great courage. Such characteristics make the participants think that the movie Frozen is special and different.

According to the first finding of this research, the movie Frozen has won most of participants with its innovation. In the opinion of the researcher, however, this kind of innovation is not just a general sense of difference. It is founded on the era development and people's modern life experience. In another word, Frozen not only

shows the classic Hans Christian Andersen fairy tale, but also reveals new conception which much closer to today's real society and modern people's creative, open, and real living style. Especially the women's modern life. Perhaps this is related to the female director of Frozen, who is the first one in Disney animation history. In a word, the profound innovation is the point which has struck a responsive chord in the hearts of the participants.

Throughout history, The Walt Disney Company has created various memorable princesses images over the past decades. From Princess Snow White (Snow White, 1937), the first and the most classic princess to many people, to the princesses who are from some ethnic minorities, like Princess Jasmine (Aladdin, 1992) and Princess Mulan (Mulan, 1998), until Elsa and Anna (Frozen, 2013), every princess in each era has her own personality, which is closely related to social status and people's life experience of the time. The researcher likes to suggest that the series of Disney Princess Animations from 1937 to today, including the various princesses, is a testament to the allure and the power of innovation. These animations and princesses can also reflect and explain why the participants love Frozen so much and what is the real point to attract them.

Disney Princess is naturally associated with Snow White. The famous story has been passed down for generations. Princess Snow White has shiny black hair and lovely red lips, her skin appears fair, clear and bright as snow. Moreover, she has the most virtuous and pure soul, and born kindness. But, if put in a different way, Princess Snow White is also a puniness one. In the whole movie, she does not show any resistance or independent spirit. She remains passive from beginning to end. Even her representative song Someday My Prince Will Come is passively waiting for

something good to happen as well.

In fact, it is not only *Snow White*, *Cinderella* and *Sleeping Beauty* are in the same boat. Princess Cinderella and Princess Aurora are not rebellious and they are in waiting for salvation just like Princess Snow White. For this reason, the researcher would like to put these three princesses into a same group. They are all innocent and pure. Meanwhile, they are all the people who once get their fate of the brand, just accept it and never refuse it. That's completely different with the two princesses in *Frozen*. And to be fair, as film roles, they can not win affection by such personality today. However, the three princesses were indeed popular at that time. In the researcher's opinion, it can not happen without a series of certain conditions. One of the reasons is their personality in accordance with the need of the society at that time. *Snow White*, for example, in 1937, the United States was emerging from the Great Depression. People who had lingering fears indeed needed such a fairy tale to rekindle their inner light. Princess Snow White was under the right circumstances. Princess Cinderella was the same. She appeared in 1950, at that time the World War II had just ended. The public had not recovered completely from the war scare. Although Princess Cinderella's story made audience to experience some difficulties and suffering, but the happy ending that the lovers finally got married still soothed people's anxieties. However, over the past few decades, society has changed. People today are in a relatively peaceful and stable international environment. Easing the war scare, calming an anxious heart and propitiating the sentiments of frustration and disturbance are not the most important mission any more. More likely, the free pursuit of freedom and happiness, the beliefs that insisting on being yourself, and the fearless courage are more needed and accepted by people today. Such characters are showed

by the princesses in *Frozen* exactly. That's a reason why Princess Elsa and Princess Anna have the personality which are more popular among people today.

In another aspect, these three princesses catered to the needs of society, catered to the public's emotions and concerns, and also catered to men. Back to that time, male is absolutely the leading role in the world. What is the perfect image of female is completely determined by them. More specifically, a man need a beautiful wife, but not only that. Women should be beautiful, naive, and virtuous. They must pay attention to family and can do every kind of housework. For instance, Princess Snow White, Cinderella and Aurora, each of them can cook. Women only in this way can be perfect as well as can be saved by princes in movies.

With the social development, however, by 1989, "democracy" and "freedom" had won popularity. Just under such a background, *The Little Mermaid* emerged. It was a real surprise for audience at that time and Princess Animation of Disney won a great number of consumers with its first innovation. This terrific innovation suits the times' currents. Princess Ariel, unlike the previous three princesses, feels more like a real human being. She has shortcomings and can make mistakes. More importantly than all of that, Princess Ariel has the spirit of rebellion and independence. She clings to her ideal of freedom bravely. Just like an ordinary girl who is in puberty, she wants to fall in love with her sweetheart and struggles hard for her own happiness.

Also in this period, another princess Belle (*Beauty and The Beast*, 1991), who loves reading and had read a lot, was even more remarkable. The researcher considers that this is the second terrific innovation of Princess Animation of Disney. It is known that for a long time, only men have authority to read and study, so reading is a shining point of this princess and it attracts audience as well. Besides, Princess Belle has free

spirit and independent nature. She is smart, brave, and stubborn. And one more thing worth mentioning is she fell in love with a monster, instead of a heartthrob in their town. Add these factors together, Princess Belle is also an image closer to the social context of that age. She presents an intriguing combination of feminine looks with a masculine mind. She is the ideal image of female to the public then.

From Princess Ariel to Princess Mulan, these princesses keep up with the changes of time. They are not the same kind of princess as before. On the contrary, they dream like a man, and they follow their dreams like a man. Especially Princess Mulan (*Mulan*, 1998). She disguises herself as a male soldier to take her father's place in the conscription. As it were, the innovation point of Princess Animation of Disney focuses on the changing time and the developing society. The princesses in its film always go with the tide of historical development. As entering the 21st Century, there are some new changes happening. *The Princess and the Frog* (2009) is about how enterprising Princess Tiana start a cafe; *Tangled* (2010) is about Princess Rapunzel's journey of searching for her biological parent; and *Brave* (2012) is a story about how Princess Merida refusing to get married choose a road of adventure. The themes of these three animations are not romantic love any more. Same as *Frozen*. From the researcher's point of view, in terms of theme, such changes are the response to social development in new era. It's also the third innovation. Today, to some extent, marriage and family are not that important for women as before. Or to say, it is not that indispensable for women in modern life. Now, women can choose when to get married, even choosing to get married or not. It is the result of the society of gender equality. Modern women, who are encouraged to be independence and to be the owner of their destiny, are the prototypes of princesses in Disney's animation.

One more reason, *Frozen* is so popular with the participants is that the film is an interpretation of girl power. That is also the fourth innovation of Princess Animation of Disney. On Cambridge Dictionaries Online, girl power is interpreted as the idea that women and girls should be confident, make decisions, and achieve things independently of men. In addition to this, girl power is also a title of Dawn H. Currie, Deirdre M. Kelly and Shauna Pomerantz's work precisely. They explored the diverse and contradictory meanings of girl power that circulate through popular culture, and stated that "'girl power' has come to signify the personal power of individual girls to pursue an unlimited future and, perhaps as a consequence, also to signal anxiety that girls are now being favoured over boys, at the neglect of boy's potentials". (Currie, Kelly, & Pomerantz, 2009, p.20). According to their opinion, Princess Elsa's natural magical abilities are the visual expression of girl power. After all kinds of struggles, finally Princess Elsa accepts her magic to be true to herself. The meaning behind that is the complete liberation of modern women and the release of girl power. The participants, especially the female participants, see Princess Elsa as themselves, who have high ideals, beautiful aspiration, and long to be the most true self with their own power.

From what the researcher has mentioned above, Princess Animation of Disney has a good inheritance. It focuses on the development of society and innovates continuously. It captures the various information on changes about women over time, and then makes the changes presented by the princesses. In this way, the princesses, who become the shadows of the corresponding female automatically, have something in common with their audience. That is also a deeper reason why the participants love Princess Elsa. By this token, the love from people to Disney princesses is also their

support to the development of human history and the progress of civilised society.

4.2 Reflection on the Soundtrack *Let It Go*.

Since it released, *Let It Go* has consistently been nominated or won for all important awards in this business, such as the 41st Annie Awards, the 86th Academy Awards, the 57th Grammy Awards, and the 71st Golden Globe Awards. It acquired great recognition from the critics as well as audience across the whole world.

Especially on the internet, the song generated a huge response. On YouTube, where *Let It Go* sits alongside countless amateur cover versions, spoofs, supercuts and fan-made videos, only the *Let It Go* sing-along uploaded by official Disney has attracted more than 646 millions views. Besides, the song also has a simplified pop version, which was released before the movie and performed by another singer over the start of the film's closing credits. It was precisely because of crazing about the song *Let It Go*, any version of the two, that many moviegoers would love to go to the cinema. That's how some of the participants did. They were impressed by the song first and then they paid attention to the movie. For instance, Participant G described why he saw *Frozen* as follows:

I heard the song before the movie released, it was so popular among my families, friends and relatives. I saw the movie because the song... my cousins they like it very much, they recommended it to me. (Participant G, Interviewed on 20th Nov.2015)

For Participant A, his first time to hear the song is when he was watching *Frozen*.

However, before he saw the movie, he already knew the song and felt it was so popular. As he stated:

After they (Disney) released the film, one or two weeks, It is quite like... the singer already released it to the social media. Everybody likes it and chat chat. what is it? I just know the name is 'Let It Go' , and I didn't hear it before.

(Participant A, Interviewed on 11th Nov.2015)

As one can see from Participant G's and Participant A's account, to some extent, it was the popularity of *Let It Go* which proposed *Frozen* to wider attention of general audience. Furthermore, the song is perhaps one of the reasons why audiences are interested in the movie and flocking to cinema. Meanwhile, *Let It Go* is also the reason why some audiences find it so easy to empathise with the role of Princess Elsa. Through the song's excellent interpretation for the character, especially the embodiment of Princess Elsa's inner world, audiences not only caught Princess Elsa's atmosphere, but also, her loneliness, her determination, and her joy. The audiences associated the special situation of Princess Elsa to their own real life. With the lyrical song's portrait, they could find specific feelings or deeply emotion which were related to themselves. Sequentially, they interpreted the image of Princess Elsa from their individual life. In the next examples, a couples of participants narrated their thought about *Let It Go*, and described how the song inspired them to understand the character Princess Elsa. Participant B gave a high evaluation of *Let It Go* in the interview. She said that "After watching *Frozen*, I made it single cycle all day":

Interviewer: What attracted you so much? You know...a lot of people love it, just like you, so what do you think are the reasons for this phenomenon?

Interviewee B: I think...this song appeared just right in the movie, it was in line with the plot. Besides, in the narrative logic, it plays to the plot to the impetus role. Many people remember this song with that special scene. That's also the most impressive and attractive scene for me. It's...when the song started, Elsa was climbing up the snow mountain slowly. She was alone...and she sang "I am free" I think that is very touching.

Interviewer: Well, how about the song itself?

Interviewee B: As far as the song is concerned, I think... it excited the audience. You know... a good soundtrack should be suitable for the scenario it appears...and drew the audiences' attention. Let It Go did it very well. First of all, it is the amazing melody. especially the song has a piano prelude, which makes it even more impressive, it is so beautiful, it is a song with a catchy tune. Then, more than that, it has great lyrics. Its lyric portrays Elsa's inner world...and let me know that she depressed for a long time. She can, finally, release her energy...her special power, she can show her own magic...She finally can not be tied down by the past...and no longer feared for what others think about her. It's...who cares? Right? At that moment, I think...Elsa relaxed and lost her fear forever. Although...a bit lonely maybe. But, through the song and the scenario, I feel that... she found herself again...and accepted herself...including the unusual part. So...the song let me understand the spiritual journey of Princess Elsa. (Participant B, Interviewed on 14th Nov.2015)

Similarly, in the next instance, Participant A also paid close attention to the song, including the melody and lyric. He felt that Elsa had some changes while she were singing:

When she decided to live alone and show the magic around... and built the ice castle, she sang the song ... the past she leaved it behind, something like that...She decided to change herself...from a teenager to another section... a powerful princess. (Participant A, Interviewed on 11th Nov.2015)

Though the interview, it was very obvious that Participant A was fully aware of the changes of Princess Elsa, meanwhile, it also reminded him of his own story:

Interviewer: How the moment (fragment) remind you of yourself? or your own life?

Interviewee A: Um...It reminded me that when I decided to change myself, like, Um..like, lose my weight, three or four years ago, change to be a new...

Interviewer: New one?

Interviewee A: Yeah.

Interviewer: To be a better one?

Interviewee A: Yeah, something like that. Slim, kind of. I think it's similar as Elsa. To change into a new one, change into a new person....I think...

every...Um, every changing, um, the process, um, I mean the result is, could be make me happy, yes, I think the new one is looking for us, looking for me,

and I can, I can know, and, I watch a long, a long alone way, but I think the destination is... it could be a new one, and better than the past, something like that.

Interviewer: No matter how others think about you?

Interviewee A: No, it is my life. I don't care. It's my life, it's my life.

(Participant A, Interviewed on 11th Nov.2015)

Participant D is like a few of participants before. She likes the song very much and stated like this:

I like the song Let It Go. First of all, its melody is very good. It is a catchy song...it is easy to remember and sing along. Furthermore, if you saw the movie and followed the lyrics, you know that...the song described the changes of Princess Elsa's thought. It shows her thought process in detail. I mean...the song has a more profound significance for the movie. Think about it...if Elsa just say her feeling out rather than singing the song, I think the movie can not be that enticing. Through the song, audience can understand more about Elsa. We can be aware of her inner world of emotional changes...her loneliness, her grievance, and her decision of letting it go. Anyway...this song made Princess Elsa impress people.(Participant D, Interviewed on 14th Nov.2015)

When asked about whether this song ever reminds her of her own life or not, Participant D gave a positive answer:

Seriously, I think...everyone...in real life... may encounter that...we are not understand by others, Or, we are at a loss to think of anything sufficiently pleasant to be worth doing. So...what shall I do at this time? Well...Elsa and her song let me think that...anything, anything in my life, as long as I do my job well, no matter what others say, as long as I recognise and acknowledge my own role, and control my own life, no need to worry about other things. Just let it go.(Participant D, Interviewed on 14th Nov.2015)

In the next instance, Participant G reveals why he likes Let It Go so much and how he feels about the song. He stated that:

Let It Go is very heart touching. (I feel that) Elsa's mood is like...trying to shift something and trying to like... be... super super brave. Nothing happened to her...and...no one can defeat her. It reminded me lots of things especially when I am in low confidence, when I listen to this song, make me feel that...there is some hero in the world who like this...like this...(Participant G, Interviewed on 20th Nov.2015)

One other participant, participant F, also explained her feeling about the song and how she understood it. Her response below echoed that of the previous participant's:

It (Let It Go) makes people strong...I think something like that...She (Elsa) became a powerful girl. I like the song. It makes people feel strong. Let It Go shows that she (Elsa) hides from everyone, she go to the mountain, and makes

her ice castle. She sings and makes the castle... and tries to hide from everyone. She thinks that she hurt her sister by her hand. During the song, I think she changes her attitude. Because... actually, she did not hurt another princess on purpose. It is an accident. So...actually she is a good person. And...the song also can remind me of my own life... sometimes...When I have problems, or feel so bad...I should forget...and let it go. (Participant F, Interviewed on 20th Nov.2015)

Through the interview, some participants also displayed that their understanding to the song could be change over time. Participant C is an example. She shared some of her thoughts and expressed clearly that how she felt about the song is related to time:

As a matter of fact, after I graduated from my college, I think I understand the meaning of this song better. Now...after all I had been through, I really think that people close their heart, conceal the actual thoughts and true feelings is generally not wise. It is not wise to others as well as to yourself. It is only when you be yourself, that you can find the best way for yourself. (Participant C, Interviewed on 14th Nov.2015)

In the discussion of this field, participants expressed their views and shared their own experiences, ideas, or opinions about Let It Go from different aspects. Based on these, the second finding which is not difficult to get is the song can affect people in different ways, and people who have the same or similar experience with Elsa can

resonate to the song Let It Go in an easier way.

The most influential part of the song Let It Go is the lyrics. It has a direct and significant impact on most of the participants (71.4%) . Here is the original lyrics in English.

The snow glows white on the mountain tonight

Not a foot print to be seen

A kingdom of isolation

And it looks like I'm the Queen

The wind is howling like this swirling storm inside

Couldn't keep it in, heaven knows I've tried

Don't let them in, don't let them see

Be the good girl you always have to be

Conceal, don't feel, don't let them know

Well, now they know

Let it go, let it go

Can't hold it back any more

Let it go, let it go

Turn away and slam the door

I don't care what they're going to say

Let the storm rage on

The cold never bothered me anyway

It's funny how some distance makes everything seem small

And the fears that once controlled me can't get to me at all

It's time to see what I can do

To test the limits and break through

No right, no wrong, no rules for me

I'm free

Let it go, let it go

I am one with the wind and sky

Let it go, let it go
You'll never see me cry
Here I stand and here I'll stay
Let the storm rage on
My power flurries through the air into the ground;
My soul is spiraling in frozen fractals all around
And one thought crystallizes like an ice blast
I'm never going back, the past is in the past
Let it go, let it go
And I'll rise like the break of dawn
Let it go, let it go
That perfect girl is gone
Here I stand in the light of day
Let the storm rage on
The cold never bothered me anyway

Firstly, as for the lyrics itself, as the researcher see it, that's one of the causes why the song affects the participants deeply. To be specific, at the beginning of the song, Princess Elsa blamed herself for revealing her worst side in front of others. She felt guilty. But, at the same time, she was beginning to wonder that if it was all her fault? And if the ones who tried to control and contort her were all right? Little by little, she figured it out. She wants to have a new and own world and never suppress herself again. Finally, she ceased the rapid flow of her self-reproving spirit. The hard feeling of which bonding her for so many years has fully untie, and she needs not to prove anything to anyone. All she needs to do is to do what she likes. The lyrics shows Princess Elsa's mentality records clearly. Such spiritual course struck a chord with the participants.

Secondly, on the other hand, the localisation of the lyrics is also a important

cause. As is known to all, the song Let It Go has totally 41 languages around the world. See Table 3. All the information is collected from the Internet.

Table 3: Let It Go in 41 Languages

	Language	Name of Song	Singer	Meaning of the Name
1	English	Let It Go	Idina Menzel (Movie) and Demi Lovato (Credits)	Let it go
2	Brazilian Portuguese	Livre Estou	Taryn Szpilman	I'm Free
3	Bulgarian	Слагамкрай	НадеждаПанайотова	I'm Putting an End
4	Cantonese	冰心锁	白珍宝	Ice Heart Lock
5	Spanish	¡Suéltalo!	Gisela	Let It Go
6	Catalan	¡Suéltalo!	Gisela	Let It Go
7	Croatian	Puštam sve	Nataša Mirković	I'm Letting Everything Go
8	Czech	Najednou	Monika Absolonová	Suddenly
9	Danish	Lad Det Ske	Maria Lucia Heiberg Rosenberg	Let It Happen
10	Dutch	Laat het gaan	Willemijn Verkaik	Let It Go
11	Estonian	Olgu nii	Hanna-Liina Võsa	Let It Be
12	Finnish	Taakse jää	Katja Sirkkä	It's Left Behind
13	Belgian	Laat Het Los	Elke Buyle	Let Go
14	French	Libérée, délivrée	Anaïs Delva (movie and credits)	Freed, Released
15	German	Lass jetzt los	Willemijn Verkaik	Let Go Now
16	Greek	Και ξεχνώ	Σία Κοσσινά	And I Forget
17	Hebrew	לעזוב	מור מונה	To Let Go
18	Hungarian	Legyen hó	Nikolett Füredi	Let There Be Snow
19	Icelandic	Þetta er nóg	Ágústa Eva Erlendsdóttir	This Is Enough
20	Italian	All'alba sorgerò	Serena Autieri (movie) and Martina Stoessel (credits)	I Will Rise at the Dawn
21	Korean	다잊어	박혜나	Forget Everything

(Continued)

Table 3(Continued): Let It Go in 41 Languages

	Language	Name of Song	Singer	Meaning of the Name
22	Latin American Spanish	Libre Soy	Carmen Sarahí(movie) and Martina Stoessel (credits)	I'm Free
23	Latvian		Jolanta Strikaite	
24	Lithuanian	Tebūnie	GirmantėVaitkutė	Let It Be
25	Bahasa Malaysia	Bebaskan	Marsha Milan Londoh (movie and credits)	Free It
26	Mandarin	随它吧	胡维纳 (movie) and 姚贝娜 (Credits)	Let It Be
27	Norwegian	La Den Gå	Lisa Stokke	Let It Go
28	Polish	Mam tęmoc	Katarzyna Łaska	I Have This Power
29	Portuguese	JáPassou	Ana Margarida Encarnação	It Has Passed
30	Romanian	S-a întâmplat	Dalma Kovács	It Happened
31	Russian	Отпустиизабудь	АннаБутурлина(movie) and ЮлияДовганишина(credits)	Let Go and Forget the Past
32	Serbian	Садјекрај	ЈеленаГавриловић	Now It's the End
33	Slovak	Von to dám	Andrea Somorovska	I Let It Out
34	Slovene	Zaživim	Nuška Drašček Rojko	I Come to Life
35	Swedish	SlåDig Fri	Annika Herlitz	Free Yourself
36	Taiwan Chinese	放开手	林芯仪	Release Your Hands
37	Thai	ปล่อยมันไป	วิชญานันเป็ยกลิ่น	Let It Go
38	Turkish	Aldırma	Begüm Günceler	Don't Mind It
39	Ukrainian	Всеодно	Шаніс	Doesn't Matter
40	Vietnamese	Hãy bước đi	Dương Hoàng Yến	Step Ahead
41	Japanese	ありのまま	松たか子 (movie) and May J.(Credits)	As It Is

The 41 different languages have greatly helped the song to spread over the world and win the affection of people. It not only makes people in different countries

understand the meaning of the song very well, but also extremely improves the chance of people resonate to the song. Put another way, because of context's richness in connotation and diversity in features, the translation of the lyrics into different versions has narrowed the gap between the song and the audiences around the whole world greatly. Besides, the localisation is not only on the lyrics. Singer is also one important form of the localisation. The song in each version of each language is performed and extended by a local singer. The best part of this practice is that it does not seem stiff and curt. And comparing with a foreign singer, those local people are more likely to accept the local singer who are under the same culture and language context with themselves.

Last but not least, there is one more reason which is also about the lyrics. That's the multi-language version of *Let It Go*. In March 2014, Disney made a special edition which is a cooperation of the original 25 languages. Here is the lyrics of the mix-languages version.

(English) The snow glows white on the mountain tonight, not a footprint to be seen

(French) Un royaume de solitude, ma place est là pour toujours

(German) Der Wind, er heult so wie der Sturm ganz tief in mir

(Dutch) Het werd mij te veel, hoe ik mijn best ook deed

(Mandarin) 别让他们进来看见做好女孩就像你的从前

(Swedish) Visa ingenting, vad du än gör, allt är förstört!

(Japanese) ありのままの姿見せるのよ

(Latin American Spanish) Libre soy, libre soy, ¡libertad sin vuelta atrás!

(Polish) Wszystkim wbrew na ten gest mnie stać

(Hungarian) Jöjjön száz orkán, és közben a szívtemen ül a jég

(Castilian Spanish) Desde la distancia, ¡qué pequeño todo es!

(Catalan) I les pors que em dominaven per sempre han fugit

(Italian) Non è un difetto, è una virtù e non la fermerò mai più

(Korean) 내마음대로자유롭게살래

(Serbian) Cad je kraj, cad je kraj, na krilima vetra sam

(Cantonese) 谁亦要随心讲忘掉昨天悲歌

(Portuguese) Estou aqui, e vou ficar! Venha a tempestade!

(Bahasa Malaysia) Kuasaku buat hidup bercelaru

(Russian) Подвластны мне мороз и лёд, ну что за дивный дар

(Danish) Og som krystaller står en tanke ganske klar

(Bulgarian) Shte spra da būda az na minaloto plen

(Norwegian) La den gå, la den gå, jeg skal stige lik solen nå

(Thai) ปล่อยออกมาเล็กซ่อนเร้นเด็กดีไม่เห็นมีค่า

(Canadian French) Je suis là, comme je l'ai rêvé

(Flemish) En de storm raast door De vrieskou, daar zat ik toch al niet mee

In this version, singers, who come from different areas, in different cultures and faith, with different hair and skin colour, sing just one song. It received a great response on the Internet. In the researcher's view, this phenomenon is easy to understand. As the saying goes, there is no boundary in music. Music is a universal language and much more universal than words sometimes. In this way, through the song people can hear other languages and try to feel and understand other languages. That's one way of cultural integration. On this view, part of the great popularity of the song in mix version comes from the fact that people prefer the integration of different cultures and collaborative efforts. The other hand, it is also in some way to represent the tradition of Disney, which is harmony between one culture and diverse cultures of the world.

In addition to the lyrics, there is another influential part of the song that makes the participants like it as well as be deeply moved by it. That's due to the perfect

matching between the music and the frames of Frozen. In terms of music, the whole song is the queen's solo and with no interruptions. Themes of loneliness, loss and freedom made and rekindled reverberate throughout the song, granting a pleasing and strengthening emotional coherence upon the proceedings. On the other side, the related frames are also wonderful and coordinate with the music very well.

Specifically, the frames describes that on that cold winter night, heavy snow has sealed the mountain passes. The towering snow mountain is watching over the land like a ruler. In such a wide open spaces, a solitary figure, Princess Elsa, is climbing the mountain. Afterwards, she takes her glove off, gives up her royal clothing, run and does the magic as her wishes, even, at last, she lets her hair down and throws away her crown. In this process, the snowflakes which is glittering, translucent and dancing in the sky, the crystalline stairs, the ice blast and flowers, and the fast-growing emerging ice castle which is most amazing and fabulous are all impressive and have strong visual impact. As it were, in each frame, courage, indomitable spirit, and the yearning for freedom are lying latent everywhere. It, concurrently, just matches with the music perfectly. Every accent in music is also emphasised in the frame. The matching fully meets the expectations of the participants and makes them feel strong. Just like they can understand how Princess Elsa controlled and kept her feeling in the motions and check her magics come out, due to the perfect matching and the close relation to the plot, they can realise that's a great glory moment for Elsa as well. Furthermore, it is not just about girls, it is about everyone. In that part of inside, people may hide or conceal because they are afraid of their power sometimes. However, when they finally have that moment, they are going to stop caring about what others think, because they are going to be their truly self. That's so liberal.

Hence, for all these reasons, in the researcher's opinion, the different parts of the song affect people in different ways. The lyrics touch their heart. It speaks directly to their heart and receives their understanding effectively. And the good matching of music and frames provide stunning and strong visual impact. It makes people to get and enjoy a much better visual and audio experience. Besides, the two sides, the music and the frames of Frozen, have a mutual influence on each other and supplement each other. It is just under the common action of them that people can release their feelings and identify with the character. That's one important reason why the participants completely related to the character and the song affects them so much.

Based on the second finding that people who have the same or similar experience with Princess Elsa can resonate to the song Let It Go in an easier way, the researcher reckons that it is a special way of communication from the song to the participants. In this case, considering the song is storytelling, besides, it is also an important turning point in the whole story, therefore, to some degrees, the communication from the song to the participants is also an exchange from the story to the participants. It is based on the structure of the story and focus on the content of the story. Meanwhile, it is also related to the participants' personal experience. Only these three points are covered, this type of communication can be dramatic, expressive and resonates with the participants very well. It is another area worthy of analysis.

First of all, the framing method of the story is a foundation of effective communication from the story to the participants. A good story structure is experiential. The beginnings, middles, and ends are well arranged and audiences can be gradually attracted by it with the story going on. When a story structure can inspire people, and kindle their desire to pursuit of perfection, it can captive their heart. For

Frozen, the structure of the story can be summarised simply:

Background: As a curse, a small country named Arendelle is in a world of ice and snow.

Conflicts: Princess Elsa and Anna grew apart; Princess Elsa who with super power can not accept herself and separates herself; the malevolent Prince Hans has designs on Arendelle;

Resolution: the brave and kind-hearted Princess Anna and civilian Kristoff deeply impress Princess Elsa by their behaviour and peace return to Arendelle.

Such structure has compelling beginning, middle and fascinating ending.

Audience can keep diving deeper, deeper, deeper into the story and following the journey of the character from the beginning to the end. In the whole process, there are many turning points which are bound up with the evolution of the story and all are well organised. The audience pay a close attention on them spontaneously in case the plot development may change at any time. This attractive structure is an important point for laying a foundation of the effective communication.

Secondly, in addition to the structure of story, the content of story is also a main element for a higher level understanding and effective communication with its audience. The content needs ups and downs, not only that, it needs to be true, convincing and contain some characteristics which reflect the common humanity. Particularly the latter, it usually reflected by the character of the roles. *Frozen*, for example, Princess Elsa is a girl who had been trying to hide her disadvantages. She used to be unwilling to accept herself. Then, after having some tough days, she

courageously faces all and does not care what others think about her. Such distinctive experience is easy to be understood and get other's attention, and her charismatic personalities, such as kind, valorous, independent, purposeful, and yearning for freedom are what humans have in common. In this way, the participants feel that the story is close to them. And this kind of story may happen, or ever happened to themselves. They fully empathise with how the character feels. It seems that they are closely linked with the story. On this view, the effective communication is related to the content transmission. When the participants are satisfied with the content, their needs and desires are met, and they will be touched by the story naturally. Furthermore, when the content has emotional connection with the participants, and through expressing and sharing true feelings that makes them be immersive, the content of the story can be more impressive and helps the communication to be more effective.

Thirdly, the personal experience of the participants is another important point to the effective communication. When the participants encounter and enjoy the story of *Frozen*, their inner thought experiences a process from relating the images to the rational thinking. Through the depicting of pictures and sound, they start to link their own daily life to the role and plots so to get a much wider and better understanding. Especially for those participants who have similar experience with Princess Elsa, they are more likely to be taken deep into the world of her, know her feelings, understand her situation and difficulties, and acknowledge what she had done. They realise her inner thoughts from the inside, instead of considering her as an object from the outside. They develop feelings for Princess Elsa and invest their own emotion to her. Thus it can be seen that it is exactly because of having the similar experience, the

participants are sympathise with the character easily.

The described way of film focuses on expressing true feelings. It emphasises the recalling of emotion. Through its expressing and communicating, the participants can experience the story and acquire perspectives. Accordingly they refresh their memory and associate the plot with their own life. From this, in the researcher's opinion, it is an expressive way of communication and the messages conveyed by this way is memorable.

4.3 Follow-up impact of the soundtrack *Let It Go*

“Let it go”originally is very common in colloquial use. People usually use it to express a kind of mood. Nowadays, however, it is not just a simple expressions. It means more than before. Just like Participant D said: “Nowadays, as long as I heard people say ‘let it go’, I will think of the song, and then think of the movie Frozen”(Participant D, Interviewed on 14th Nov.2015). Besides, Participant C also has deep feelings with this phenomenon:

Every time I heard the phrase (let it go), I would like to sing it. It's seems like...the phrase possesses some magic power, it is not as simple as before. I think...I should understand more than the literal sense of the word. Well, at least for me, it is a phrase with stories. (Participant C, Interviewed on 14th Nov.2015)

The participants of this research do have some sympathy with this statement. Through interviews with the interviewees, to say the least, now, the sentence “Let it

go”can remind them of the corresponding melody naturally. It also brings them some memories. In the next couples of instances, participants stated the follow-up impact of the song respectively, both at the spiritual level and behaviour level. Participant G, for instance, “can listen and feel like ‘let it go’people singing are very very good instead of say it.”He also cites an example to illustrate the follow-up impact of the song for him:

For example, like...When I went to Europe for the first time...and I met some stranger people on the street, then I went to ask the directions...and it was a very very cold weather at that time...exactly like Frozen. And I ask (a girl) her like...how are you and she said good and...I talked with her...a little bit conversation...and I feel like that she is very very strong enough to do anything. She do not care about things...she walk along...so beautiful scene. The girl reminded me of Frozen. and Let It Go. Because of the similar weather, She is like...brave...very diligent...do not afraid of anything...just nice. So this experience remind me of the movie and I feel happy, it is my beautiful memory. (Participant G, Interviewed on 20th Nov.2015)

Let It Go brings Participant G some special feelings when he is travelling the globe, especially when he meets the similar scenario as the movie. He gets more imagination and ideas from the song, which makes him feel happy and adds new pleasure and good memories for his life. One other participant, Participant B had a more informative response to the follow-up impact of the soundtrack *Let It Go*:

Um...now I do not wanna care too much things, do not care too much... what

others gonna say. And...I think I do not need to care about things that bother me. Just let it go, gone with the wind. Because all of these will be the past, and what others think about you will be change as they understand you more and more. Just like the song, it has been encouraging me. Perhaps, this is very deeply inclined with my personality, because I am a very sentimental person. Furthermore, in particular, I have a special feeling for music.(Participant B, Interviewed on 14th Nov.2015)

Maybe as Participant B says, it is probably due to her personality, the song *Let It Go* leave a deep impact on her, especially in the spiritual level:

I think...I...should have a kind of spirit...as Elsa shows in the song. It is...the mentality of detachment and calm all inclusive own experience, no matter what happens to me.(Participant B, Interviewed on 14th Nov.2015)

In the same way, for Participant A, he also shows some signs of changing in his mind. He presented that there are some ideas which was strengthened when he understood the soundtrack *Let It Go*. He described it in the interview like this:

I think everybody should...have to learn something from mistake. I mean... no one is perfect. No one...I think no one...even other one is...perfection, but, it is not natural. I mean that...natural people is not perfect. If you need something perfect. It is building. I think we have to learn from mistake... all of life. It is never ending and always with us. (Participant A, Interviewed on 11th Nov.2015)

Participant D, who recognised that the song has a big impact on her at the spiritual level, also stated what the song inspired her on how to maintain good psychology conditions:

I think, in the further, no matter what happens to me, I do not wanna struggle with it in my mind any more. I wanna take my further into my own hands and be my own boss. So...to some extent, this song let me know a better way to deal with some unpleasant situation I may meet in the further. It can help me solve some troubles...and...it develops my ways of seeing things I think.

(Participant D, Interviewed on 14th Nov.2015)

In addition to the spiritual level, the follow-up impact of Let It Go also involves behavioural aspect. At this point, what is present on the Internet is outstanding. The soundtrack Let It Go has countless cover versions from all over the world in various languages. People re-write lyrics for the melody by themselves while expressing their own feelings, and then they post it online. Due to the popularity of this song, the cover versions arouse wide public attention as well. Then it attracts more and more people to remake of the song. Such-and-such, the song took over the world and became a kind of phenomenon over a period of time.

On the other hand, another marked impact on behaviour is the purchasing intention of related merchandise. Shortly after the movie Frozen release is Christmas Day, the princess doll Elsa, the princess doll Anna and the crystal ball of Princess Elsa conveniently be the hot gadgets on Christmas lists for girls. Besides, according to

the American National Retail Federation, the princess doll Elsa and other related merchandise of Disney animation *Frozen* are on the top of the list of sales in 2014 Halloween.(Allen, 2014). Most parents who want to buy a gift for their children regard them as their first choice. It is so hot that the Barbie dolls out of favour for the first time. This phenomenon has struck a responsive chord among the participants. Participant G, for example, who was a witness to this phenomenon. He had bought some related merchandise for his family kid:

I have ever bought skirt for my niece. You know... just like that which the Princess Elsa had worn. She likes it very much. And others, like bags, books, cartoons. Why I chose? Because we are interesting in this. So we chose. My niece said “Oh! I like *Frozen*! *Frozen*! If you do not buy it I will not talk to you”. I had to buy it. And after I bought them she hugged me and kissed me.
(Participant G, Interviewed on 20th Nov.2015)

In each of these examples above, the participants explained how the soundtrack *Let It Go* impacts them on their thought or behaviour. Even though the impact on every participant is different and the influence is in different level as well, it also can be seen that, *Let It Go* and the movie *Frozen* indeed have an effect on the participants and the effect is not small or non-existent. Comparing the two sides, the effect is mainly be seen in spiritual level rather than behavioural level, and the effect in spiritual level last longer than the effect in behavioural level. That is the third finding of this research.

Movie, to a certain extent, was created as the spirit Utopia of the human beings.

It is a reflection of human certain demands in the spirit level, and it integrates some kind of human yearning for the real life. When people see movies, they can be deeply touched by the characters and at the same time affected by the emotions the characters express. Besides, all of the emotional factors in the whole view experience, and the ideas, conception, values, beliefs, and faith that the movie delivers can also affect audience's psychological states directly as well as their idea of the future. That's why movie can make audience empathise with it and, furthermore, make audience release their inner self. By virtue of the magic power of movie, people enrich their spiritual home and get emotional venting in their conscious or unconscious state. Accordingly in such way, their pursuit of life experience in their spiritual world can be achieved. This kind of realisation and achievement, in the researcher's opinion, is the essence of the follow-up impact of the soundtrack *Let It Go* in this research.

According to the third finding of this research, the participants really affected by the soundtrack *Let It Go* and the most affected part is spiritual. Besides, they have already shown the influence of different kind and level in their real life. Although wide individual difference really exist on emotional experience, emotional recognition, emotional expression, and emotional regulation, there are still similarities about the follow-up impact.

Firstly, all the follow-up impact, which is in various and different forms, stems from a deep acceptance and identification of the film *Frozen* and the character Princess Elsa. It reflected in three aspects which are closely connected to each other. First one is the participants would like to share Princess Elsa's mental state and emotion during their view experience. They resonate with the story and imagine themselves as Princess Elsa spontaneously. Based on this, the second one is that the

participants would like to view things from Princess Elsa's perspective. They care for her, think of her and place themselves in her position. It seems that they are experiencing the same circumstance with her. More importantly, the third one is that the participants identify with the character. They agree with her opinion, ideas and behaviour. In this way, the character's thought, values and practice may influence the participants directly or indirectly. That's the first stage of the pursuit of life experience in participants' spiritual world, and the foundation of the various follow-up impact as well.

Further, the follow-up impact is a realisation way by which the participants can copy, imitate or reference what they like or what they think is right. Put another way, it is like emulating idols or worshipping heroes. Generally, when people find someone they identify with or appreciate very much, they tend to learn and follow in their own real life, more or less. Similarly, the participants imitate the way that Princess Elsa does things and therefore the various follow-up impact appear. It is a manifestation of self-actualisation and through it the participants achieve their pursuit of life experience in the spiritual world.

To sum up the above, the participants release their emotion along with Princess Elsa during the view experience, further, they identify with her and accept her thought and practice. Moreover, they imitate her in their own real life. Such as "not caring too much anymore", "be yourself, do not change for anyone" or "accept myself, no longer avoid anything" and so on. The follow-up impact like these is the direct expression of the influence that the movie and the song make, also, the realization of the pursuit of life experience in their spiritual world.

CHAPTER 5

CONCLUSION

Robert Hershon ever indicated in CINEASTE magazine that most of us have a favorite tune that we claim as “our song” because of its sentimental associations with a romantic relationship, a time period, or a particularly meaningful event in our lives. These personal anthems of the heart are, of course, usually pop tunes whose associations are also shared by large segments of the general populace (Hershon, 2001, p.24). In this research, through the study and analysis of the song *Let It Go*, it has been found that *Let It Go* is such a song that Hershon indicated. It really has a special influence on the participants and mainly shown in three aspects as follows.

First of all, as a soundtrack of Disney movie *Frozen*, the song *Let It Go* left a deep impression to the participants and has a sentimental association with them. Certainly, besides the song, the content of the movie, the way of storytelling, and the quality of images all made a contribution to the success of the movie. However, in terms of the song, it is effective in helping the participants to understand the character, the plot, and the whole story. Through the song they are more keenly aware of the emotion that Princess Elsa expressed and they know intently who she is or what her deepest thought are. In another word, it makes the participants not only be more involved in their view experience, but also get messages from the movie in a more memorable way. At least, the song has been tied together with the movie for them. Furthermore, it is precisely because of having such deep understanding and feeling, the participants can find out the unique feature of the movie *Frozen* and love it so much.

Secondly, in terms of the song itself, it seems like a symbol of liberty and passes a kind of life attitude to the participants. The lyrics straightforward simple, clear, not that many covering up. It conveys the yearning for freedom and shows the determination to be who you want to be. The participants get the message from the song and accept this kind of attitude toward life in their own life. Meanwhile, they also find their deeper connection with what ignites their passion and fire in the song, which makes the song be more influential to them. Not only that, since the song has a variety of language versions, the participants can feel the integration of different cultures through the method of music appreciation. That makes, to some extent, the song has broader and deeper impact on the participants as well.

Last and the most profound influence about the song is that *Let It Go*, in its own way, helps the participants to achieve their spiritual pursuit to a certain extent. It provides a spiritual space and conveys a kind of liberalistic culture. By enjoying and appreciating the song, the participants understand the story of the movie deeply; further, they regulate their emotions and improve their life attitude in their real life. It makes them be without fear of hardship and gives them the hope and courage to overcome difficulties. During this whole process, the ideas, conception, and the values which expressed by the song run deep in the participants' heart and be applied in their real situations. This kind of influence is quietly and pervasive. It is in a special and quiet way to make the participants experience the beauty, joy, and get the personal spiritual satisfaction of actualizing their best selves. In a word, the song holds much meaning for the participants. It has a great impact on what they see, believe, and remember.

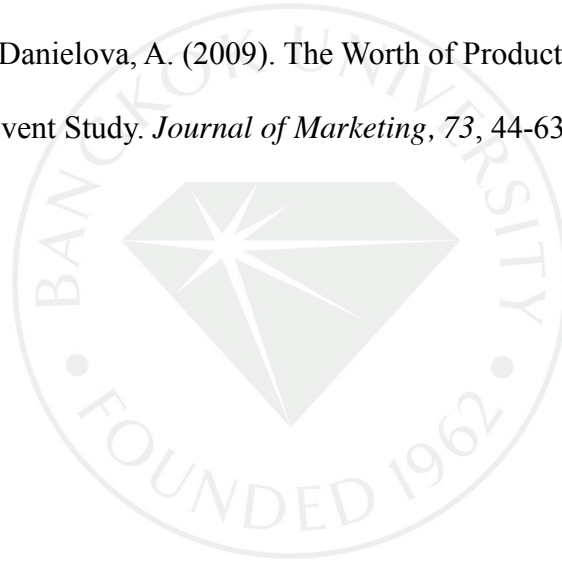
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APPENDIX

Sample Questions for Interview

1: **【Basic Information】**

Country, Age, Family members, Currently employed or not?

2: **【Personal Habits About Movie】**

Do you like watching movie?

Which kind of movie do you like best?

How often do you see a movie?

3: **【Relation to Frozen】**

When is your first time to see Frozen, where?

How do you feel about the whole story?

What is the different between Frozen and other Disney animations in your opinion?

4: **【Relation to Let It Go】**

You know Let It Go before the movie's release or after?

What is your impression of this song?

Why do you like it?

5: **【Relation to the Plot】**

When you see the Let It Go fragment in Frozen, did you pay attention to the lyrics?

How do you understand the fragment and the princess Elsa?

Does this remind you of yourself or your own life? How so?

6: **【Impact】**

When the term "Let It Go" is mentioned, what comes to your mind?

Does/ Has the fragment ever inspired you to change your thought or behaviour?

Please give one example.

7: **【Impact】**

Do you agree that the movie influence you? Mainly on what?

What kind of soundtrack do you think is the most influential in animation movie?

Which aspect does the soundtrack mostly influence on?



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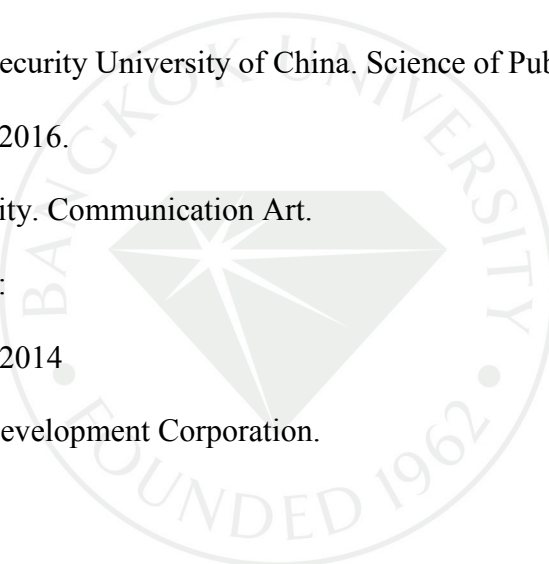
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