

THE EVOLUTION

- There has been a significant development of horror media products from the 60s to present day regarding genre, themes, audiences and topics.
- The increase of budget and accessibility to quality media has increased the effectiveness of media products from the 60s to modern day making films scarier.
- The genres and themes that were most popular in each era were determined by the audiences society at the time (e.g. before the 60s, vampires were scary because people had never seen anything like it before).

HORROR TIMELINE

1960s

In the production of horror TV becoming more available in the 1960s, the popularity of horror increased.

1970s

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1980s

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Present Day

Popular Horror films of today often carry a supernatural genre and include themes of ghosts, evil spirits and possession. This is because modern media such as social medias like facebook allow people to follow trends such as the 'Charlie Charlie' challenge which all involve paranormal themes. The popularity of these videos and challenges has led to more people fearing and believing that they could come into contact with the supernatural like the people in modern day films.

2000

The 'naughties' showed a rise in the popularity of slasher horror films. This created a cycle between the 'Summer Horror' era to the 2000s modern twist on slasher films.

This era also took on the theme of first person footage that has been found. This came from the 80s film 'The Shogun's Project'. This can be seen in modern films of 'Disturbing Activity' that has made the found camera footage popular between audiences in present day.

Examples of films in this era are:

- Insidious (2010)
- Disturbing Activity (2010)
- The Conjuring 2 (2016)
- Paranormal Activity (2009)
- The Ring (2002)
- Saw (2004)

1990s

With the production of horror TV becoming more available in the 1990s, the popularity of horror increased.

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HORROR TIMELINE

1960s

At the production of color TV, increasing mass attendance in the 1960s for popularity of horror.

1970s

Horror film's popularity increased in the 1970s. Horror movies were made for a wider audience. The genre was more accessible. The genre was more accessible. The genre was more accessible.

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Present Day

Popular Horror films of today often carry a supernatural genre and include themes of ghosts, ouija boards and possession. This is because modern media such as social media like facebook allow people to follow trends such as the 'Charlie Charlie' challenge which has made paranormal themes. The popularity of these videos and challenges has led to more people hearing and believing that they could come into contact with the supernatural like the people in modern day films.

Examples of popular films in today's era are:

- Insidious (2010)
- Annabelle (2017)
- Lights Out (2016)
- The Conjuring 2 (2016)

2000

The 'haughies' showed a rise in the popularity of slasher horror films. This created a cycle between the 'Mummy Horror' era to the 2000s modern twist on splatter films.

This era also took on the theme of first person footage that has been found. This came from the 90s film The Blair Witch Project. This can be seen in modern films of Paranormal Activity that has made the found camera footage popular between audiences in present day.

Examples of films in this era are:

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design by Don Sibly for Prezi

the 1960s

With the introduction of colour TV becoming more accessible in the 1950s, the popularity of horror increased.

The fear that the audience experienced increased as producers began to use normal people as villains compared to fictional characters such as Dracula in previous films. This was found to be more effective as the audience felt as though they could experience the terror of the films in real life.

SOME POPULAR EXAMPLES OF FILMS IN THE 1960S ARE:

Peeping Tom (1960) - Slasher

Psycho (1960)

Innocents (1961)

The Night of the Living Dead (1968)

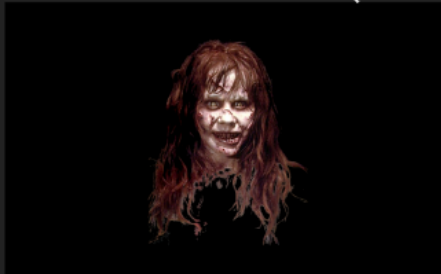


the 1970s

- The 1970s showed a rise in **occult** themed films, which are films obtaining **supernatural** and **satanic** themes.
- A significant theme that the audiences often found most effective was the fear of **children**. This fear became more prominent through the release of films involving children being under demonic possession or talking to the supernatural.

EXAMPLES OF FILMS IN THE 1970S ARE:

The Exorcist (1973)



Texas Chainsaw Massacare (1974)



Halloween (1978)



Audrey Rose (1977)



the 1980s

Within the 1980s, a large popularity surrounded the Slasher genre in horror films.

With this in mind, many of the films created in this era had large budgets which meant special effects could be used at a higher standard than previously in order to make the slasher genre more effective on the audience.

Blood splatter effects and realistic gore/deaths meant that the realism of the films was more pronounced, meaning the audience felt a greater sense of fear.

EXAMPLES OF FILMS IN THIS ERA ARE:



Hellraiser (1987)



Nightmare on Elms Street (1984)



The Shining (1980)

the 1990s

In the 1990s audiences saw the end of old fashioned horror themes involving antagonists such as Vampires and Zombies as viewers no longer found them terrifying.

The psychological sub-genre became popular in this era instead because it imposed the use of ordinary people having the urge to kill others. As previously mentioned, the audience felt that they could easily be put into a situation like this.

Wes Craven also created well known films in this era and implemented both slasher and teen themes into his films. This kept the teen horror genre going and created a cycle for films in the near future.



The Silence of the Lambs (1991)

Blair Witch Project (1999)



Scream (1976)





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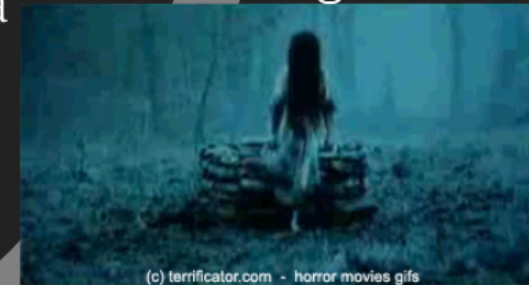
Saw (2004)



Paranormal Activity



The Ring (2002)

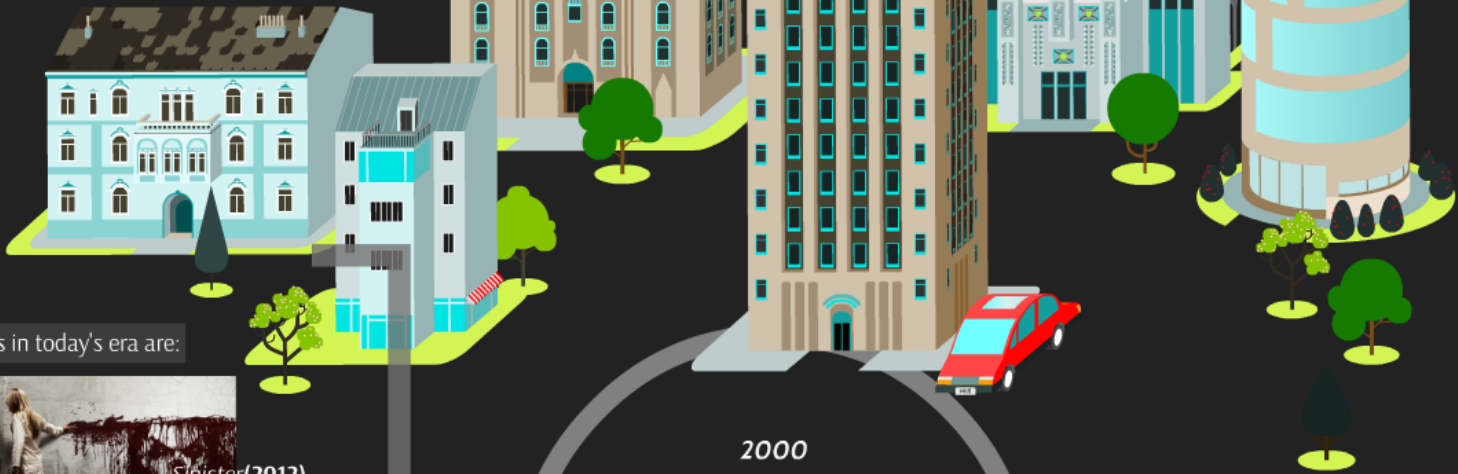
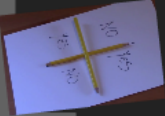


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Present Day



Popular Horror films of today often carry a supernatural genre and include themes of ghosts, ouija boards and possession. This is because modern media such as social medias like facebook, allow people to follow trends such as the 'Charlie Charlie' challenge which all involve paranormal themes. The popularity of these videos and challenges has lead to more people fearing and believing that they could come into contact with the supernatural like the people in modern day films.



Examples of popular films in today's era are:

Insidious (2010)



Sinister (2012)

Lights Out (2016)



The Conjuring 2 (2016)



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Paranormal Activity (2007)

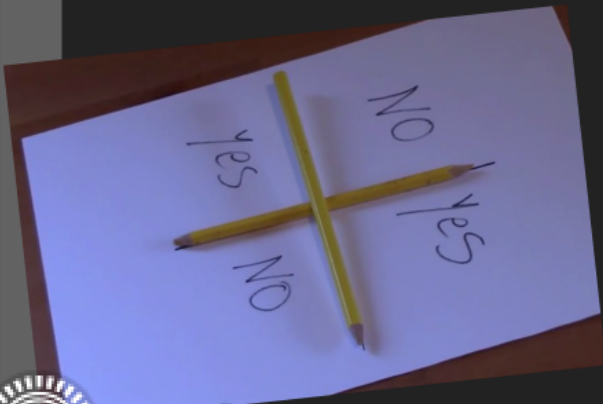


The Ring (2002)





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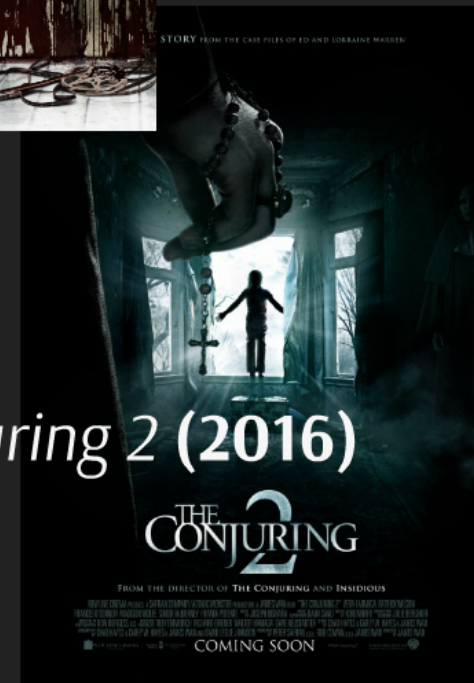


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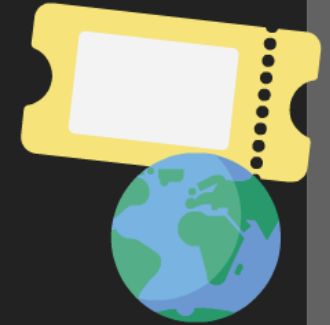
Lights Out(2016)



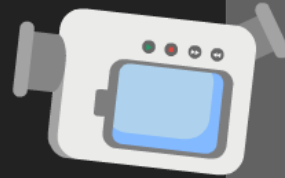
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HORROR TIMELINE

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1960s

Horror film's popularity increased in the 1960s. Horror movies were made for a younger audience. The genre was more violent and more graphic. The genre was more violent and more graphic.

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