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An Audience Reception Study of Chen Kaige's *the Promise*

This paper reports on a project investigating the responses of college students to Chinese director Chen Kaige's 2005 transnational historical fantasy film *The Promise*. The research team uses qualitative analysis of focus group discussions to analyze data collected from three groups of subjects. The methodology relies on experiential focus group interviews and divides participants from Providence University in Taiwan into three groups according to cultural diversity: a group of local Taiwanese students, exchange students from China, and international students. Each group includes from 6 to 8 subjects. The data collection comes from interviews led by experienced team-moderators using eight questions during the course of a two-hour discussion. The results may contribute to a better understanding of international audiences for multi-national film productions, allow an assessment of global perceptions of contemporary aesthetics and values, and provide a practical reference into timely marketing strategies for transnational films.