



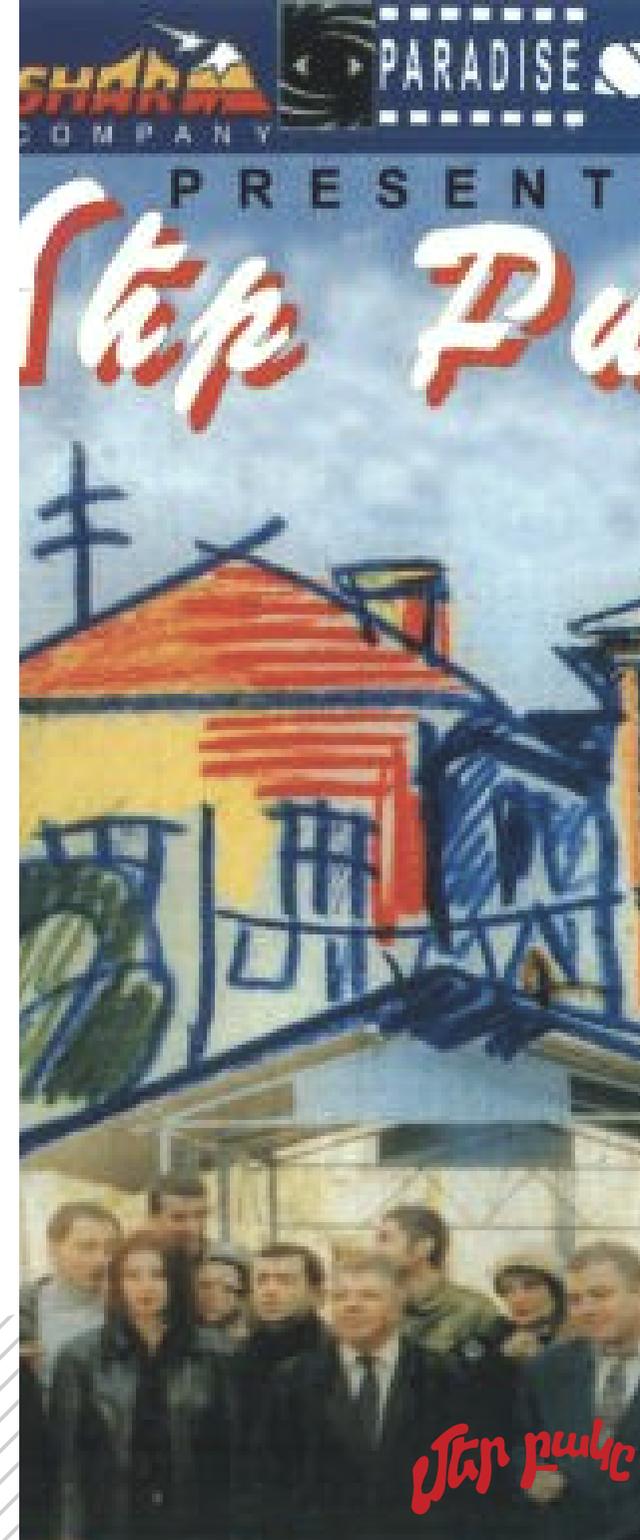
Երբ բանկ - THE COMEDY
OF NEWBORN ARMENIA

CAPSTONE
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ABOUT "MER BAK"

"Mer Bak" (Armenian: Մեր Բակ, English translation: Our Yard) unites three films with one similar global objective; to illustrate the everyday life of a group of people living in a cluster of buildings with a shared courtyard in Yerevan, the capital of Armenia. "Mer Bak" is a musical comedy. The premiere of the first film took place in 1997, on New Year's Eve. The story centers on the daily routine of the citizen's lives, with its small intrigues, funny stories from street life including love stories.





Why "Mer Bak"

All of the films are screened on Armenian Public TV Channel every year since its release during the winter holidays, which is a family gathering time for the Armenian nation. Building up on real based stories from Armenian reality, these films strived to recreate the unified culture, members of society, with common ideas, social behaviors, and national values.

Central Research Questions

- What makes the movie “watchable” and relatable for the people born after 1997, the year the first movie was aired?
- The sub-question: How can the humor about Armenian reality in the movies could be used on the TV to alleviate the public tension?

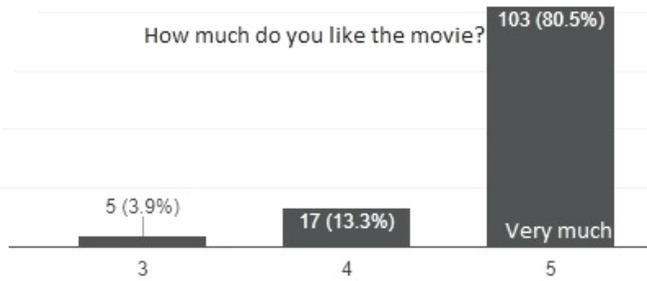


Methodology

- Movie Content Analysis
- Survey
- Interviews
- Focus Group Screening

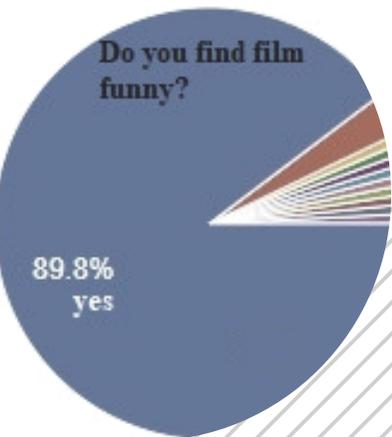
Youth Interpretation

How much do you like the movie?

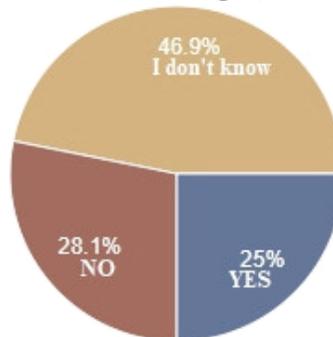


- Despite of the audience laughing at every joke, not every humor and reference is understood by the youth.
- The majority (90%) of the survey respondents re-watches the movie every year during the New Year's Eve.
- For the majority of the youth the movie is still relevant.
- The social issues the audience sees in the movies are: poverty, gender issues, leaving Armenia for earning money, lack of personal space etc.

Do you find film funny?



Do you think the film changed Armenian soc.



The Phenomena of Nostalgia

Nostalgia is an attempt to turn back time, to overcome the irreversibility of its current, to turn historical time into a mythological space. "Mer Bak" gives social nostalgia to its audience. The social myth is one of the ways to transform objective reality.



Conclusion

- The irony "Mer Bak" has is the creation of space between us and our dissatisfied situation.
- "Mer Bak" became a thin cultural string the people could grasp and hang on, during the cultural hunger era (1990s-2000s).
- "Mer Bak" became precious for Armenian society not for its valuable camera shots, interesting and catchy scenario and plot, but rather for the environment it gives while watching it.

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թռանք...

Thank You!