

The background is a dark red gradient with a large, glowing yellow full moon on the right. Silhouettes of a haunted house with multiple towers, a gnarled tree, a fence, and several bats are scattered across the scene. The title 'Chills And Thrills' is written in a large, white, gothic-style font on the left side.

Chills And Thrills

A Blog about Horror Cinema by Pia Kabott

Access my Blog here: <https://piakabott.wixsite.com/chills-and-thrills>

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Introduction

Mission:

Intended as a haven for horror enthusiasts and cinema lovers, my blog is dedicated to exploring the profound depths of the horror genre. My goal is to go beyond mere scares and chills and focus on critically acclaimed films that go beyond the conventional horror narrative. My mission is to analyze the psychological underpinnings of these films and uncover the complicated layers of unconscious fears, desires and primeval archetypes. My goal is to provide insightful analysis that goes beyond superficial horrors and shines a spotlight on films with socially critical undertones and directors who left an indelible mark on the genre.

Vision:

In creating a unique cinematic journey, my vision is to be the go-to source for those seeking a deeper understanding of horror films. I strive to create a community where discussions go beyond the screen and explore the psychological, stylistic and directorial aspects that make the genre so appealing. My blog aims to celebrate the art of horror cinema and highlight films that shaped the genre and the influential people behind them.



Personas



Chris, 31

Chris is a casual moviegoer with a passion for Horror.

Goals:

- Discovering the emotional and psychological dimensions of cinema
- Incorporating thought-provoking films into their entertainment choices
- Expanding their taste

Challenges:

- Navigating through the extensive horror film catalogue without feeling overwhelmed
- Identifying films that strike a balance between entertainment and depth

Keywords:

- Genre exploration
- Impactful entertainment
- Cool Horror Characters
- Classic Horror films



Eva, 28

Eva works in the field of psychology.

Goals:

- Explore the depth of the human psyche in Horror films
- Find catharsis in films that challenge traditional horror conventions
- Understand the psychological impact on films on personal thoughts and emotions

Challenges:

- Balancing the emotional toll of intense films with everyday life
- Struggling to find a community that appreciates unconventional (horror) films

Keywords:

- Psychological Horror
- Human Psyche
- Unconventional Storytelling



Alex, 34

Alex is a film critic with a background in visual arts.

Goals:

- Analyze and appreciate the artistic choices in horror cinema
- Showcase the impact of films on emotions and self-reflections
- Explore and promote thought-provoking narratives

Challenges:

- Balancing personal emotions with objective film critique
- Navigating the divide between mainstream and unconventional horror
- Understanding the psychological depth in films

Keywords:

- Film criticism
- Artistic choices of Directors
- Emotional impact
- Horror Directors

Channels for the Personas



Instagram

Instagram can be used to share visuals, movie posters, and dynamic horror clips



X

X can be used to engage in real-time discussions, share quick reviews, and updates



Letterboxd

Letterboxd is an excellent platform to post comprehensive reviews, share lists, and engage with a broad film community.

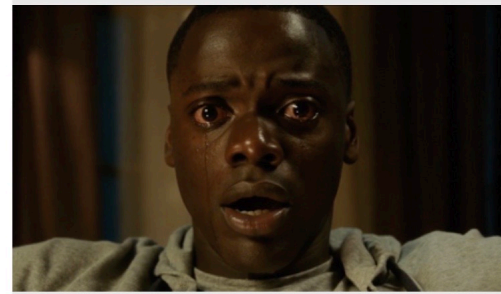
Blog Post Structure

Headline	A compelling, informative and relevant title for each post Titles start either with the word „How“, and/or contain a number for lists (e.g. „ <u>How</u> Jordan Peele revolutionized an entire Genre in just <u>three</u> films“)
Introduction	Introducing the main topics, highlighting relevance to the audience, and demonstrating expertise through figures, anecdotes, or experience
Main Body	Organized into subheadings and paragraphs Present the most relevant information upfront, allowing the audience to skim and focus on sections relevant to them how-to guides benefit from a chronological order using transition words / linking words for smooth progression
Conclusion	Seamlessly connects all covered topics, incorporating call to actions, and guiding readers to explore additional relevant blog posts to maintain their engagement

Posting Timeline

Date	Day	Time	Post
December 28, 2023	Thursday	7.00 AM	3 Movies that should be Horror, but aren't
January 6, 2024	Saturday	9.00 AM	How Jordan Peele revolutionized an entire Genre in just three films
January 16, 2024	Tuesday	7.00 AM	How Dario Argento turned Horror into an aesthetic
January 18, 2024	Thursday	7.00 AM	The Evolution and Influence of Women in the Horror Genre
January 20, 2024	Saturday	9.00 AM	How Ari Aster elevated Horror to new heights
January 22, 2024	Monday	7.00 AM	3 Psychological Horror Classics that 'll leave you shook

Media Usage



Bildbeschriftung

Source: Peele, Jordan (2017). Get Out

Alt-Text ⓘ

Daniel Kaluuya, playing Chris Washington, being hypn

SEO Strategy



Backlinks

Backlinks to Streaming
Platforms and Picture
Sources

Off-Site



Social Media

Linking all Social Media
accounts that are relevant
for the Personas



Call to Action

Promote Customer
Engagement



Meta description

Meta Descriptions for
each blog post

On-Site



Metatags

Relevant Meta Tags
reciting containing
relevant keywords



Keywords

Incorporating relevant
Keywords for the
Personas

Homepage

Blog Outlay

Category Page

CHILLS AND THRILLS.
/ HORROR // 18+

Where Every Scroll Sends Shivers Down Your Screen

Welcome, fellow Horror enthusiast! I'm Pia, the curator of 'Chills and Thrills.' Join me on a journey into the spine-tingling world of horror cinema, where every post is crafted to provide you with the most thrilling films. Let's explore the artistry, the suspense, and the adrenaline together!

[Start Now](#)

02 Directors

01 Movies

03 Actors

CHILLS AND THRILLS.
/ HORROR // 18+

Movies

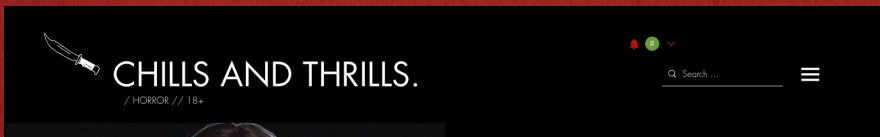
[The Evolution and Influence of Women in the Horror Genre](#)
The horror genre has long been a space dominated by tales of terror, suspense, and the supernatural. While historically male-centric, the...
2 Articles 0 Comments

[3 MOVIES THAT SHOULD BE HORROR, BUT AREN'T](#)
From psychological Horror, to Slasher, over Gore, Horror does not equal Horror. The Genre branches into plenty of Subgenres, all...
5 Articles 0 Comments

About Me

Blog Outlay

Footer



About Me

Hey there! I'm Pia, a 21-year-old student from Germany. I'm super passionate about horror movies and all things cinema. My blog is like a cozy spot for fellow horror lovers, where we dive into the fascinating world of the horror genre. I'm not just about the usual scares – my mission is to explore the really good psychological horror films, the ones that make you think and feel. I want to dig into the deep stuff, like what makes us scared and excited. My goal is to analyze these movies, not just for the spooky parts, but to uncover the hidden fears and desires we all have. I'm all about going beyond the surface and shining a light on horror films that have important messages and directors who made a big impact.

In my cinematic journey, I want my blog to be the place everyone turns to for a deeper understanding of horror films. I'm building a community where we can chat about more than just what happens on screen. We'll explore the cool psychology, the unique style, and the awesome directors that make horror movies so awesome. My blog is like a celebration of the art of horror cinema, highlighting the films that shaped the genre and the amazing people who created them. Join me in this spooky adventure! 🎬👻

My favorite Horror Films:



Tenebrae (1982):
Dario Argento



Funny Games (1997):
Michael Haneke



Martyrs (2008):
Pascal Laugier



Scream (1996):
Wes Craven

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Let's Chat!

First Name

Last Name

Email *

Message

Send

Thanks for submitting!

[Cookies](#) [Impressum](#) [Privacy Policy](#)

The background is a dark red gradient. In the upper right, a large, bright yellow full moon is partially obscured by the dark silhouette of a gnarled tree. A small black bat is flying in front of the moon. Another larger black silhouette of a gnarled tree is on the left side. At the bottom, there are dark brown silhouettes of rolling hills. In the center, the word "Appendix" is written in a white, gothic-style font. There are also several smaller black silhouettes of bats and trees scattered throughout the scene.

Appendix

Reference List

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Reflection

The blog has been a very interesting experience for me as this is something I have never done before. It was a lot of work that went especially into little details like picking the right headline, or the right pictures. There was surprisingly a lot of thought that had to go into this, what I initially hadn't expected. Often times it also included having to watch certain movies before being able to write about them. Therefore, I really had to meticulously plan out when to post what and what movies to cover, and therefore, what movies do I have to watch when. This in the end, made this assignment extremely time-consuming. But I enjoyed that it really forced me to stick to a schedule. I also really loved that we were allowed to write this blog about any topic that we're interested in, because even though it was a lot of work, and a lot of research, writing and delving into something you are genuinely interested in, is still a lot of fun. I also liked that it forced me, despite already being quite knowledgeable about the topic, to go even deeper and bring it to an academic level, undermined by interesting research. Therefore, this assignment not only enlarged my horizon in terms of blogging and how to lead and feed a blog, but also in the blog's topic itself, because if you really go that deep into a topic it automatically requires you to critically assess it and view it from more perspectives than your initial.



Activity Log

Date	Subject	Activity
01.12.23 – 12.12.23	Research & Brainstorming Creating Webpage	<ul style="list-style-type: none">– Looking at example blogs– Researching Design Trends– Thinking of interesting topics for posts– Coming up with first concept ideas for the overall blog
13.12.23 – 28.12.23	Writing and figuring out first blog post	<ul style="list-style-type: none">– Looking through templates– Finding a fitting structure for the posts– Finding fitting screenshots to underline text
28.12.23 - 22.01.23	Writing blog posts Finishing webpage design Making report	<ul style="list-style-type: none">– Writing more blog posts after a self-set schedule– Consolidate design concept– Make everything cohesive

Certification

Congratulations!



Google Analytics Certification

Completed by pia kabott on 21 January 2024

Congratulations, you are now certified in Google Analytics.

Completion ID: 251165036 Expires: 21 January 2025

