



Storytelling in Horror Films Using Montage Types: Case Study of *Psycho* (1960)

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Abstract

Background and Aim: Montage, derived from the French term meaning “to assemble,” is a fundamental filmmaking technique that shapes narrative structure, emotional engagement, and audience perception. Originating from the pioneering work of Soviet filmmakers such as Sergei Eisenstein, montage has become especially influential in horror cinema, where editing techniques intensify fear, suspense, and psychological tension. This study investigates the effects of montage techniques on storytelling structures in horror films, focusing on *Psycho* as a case study. The research aims to examine the types of montage techniques used in the film and analyze how montage contributes to narrative pacing, emotional impact, and psychological immersion.

Materials and Methods: This study employed a mixed-methods research design. Qualitative data were collected through literature review and in-depth interviews with 13 key informants specializing in film studies and cinematic production. Content analysis and typological analysis were used to interpret qualitative findings. Quantitative data were gathered through 400 questionnaires distributed to audiences and film viewers to evaluate perceptions of montage techniques and emotional responses in horror films.

Results: The findings reveal that montage techniques significantly contribute to narrative construction and emotional stimulation in horror cinema. Montage enhances tension through narrative reconstruction, pacing control, and psychological manipulation, consistent with Eisenstein’s montage theory. The analysis of *Psycho* (1960) demonstrates sophisticated use of montage in scene composition, character development, and emotional engagement, particularly in the iconic shower scene. The film employs montage through parallel editing, jump cuts, pacing acceleration, suspense construction, and visual continuity to intensify psychological fear while maintaining narrative clarity. Audience responses further confirmed the effectiveness of montage in shaping emotional immersion and suspenseful viewing experiences.

Conclusion: The study concludes that montage in *Psycho* functions not merely as a technical editing device but as a central narrative mechanism that integrates cinematic form with audience psychology and emotional experience. The findings provide a valuable theoretical framework for understanding montage in horror films and contribute practical insights for filmmakers and scholars interested in cinematic storytelling, emotional manipulation, and psychological engagement in visual media.

Keywords: Montage; Storytelling; Horror Films; *Psycho*

Introduction

Montage originates from the French word meaning “to assemble” or “to put together” and is considered a fundamental aspect of cinematic art, especially in shaping narrative and thematic elements (Eisenstein, 1949; Seton, 1952). Soviet filmmakers such as Lev Kuleshov and Sergei Eisenstein developed montage theory to stimulate audience emotions through the strategic sequencing of images (Kuleshov, 1974; Eisenstein, 1949). In horror films, montage plays a crucial role in generating fear, suspense, and psychological impact. Scholars such as Carol Clover and Linda Williams have analyzed how editing techniques, particularly jump cuts and crosscutting, can intensify emotional responses and guide audience perception (Clover, 1992; Williams, 2005; Kawin, 1992).

According to Cognitive Film Theory, montage significantly affects viewers’ emotional engagement (Bordwell & Thompson, 2004; Carroll, 2003). Moreover, its usage across different historical and cultural contexts reflects collective anxieties and societal fears of each era (Jancovich, 2002). Therefore, this research is significant not only for film theory but also for practical filmmaking, highlighting how montage is not just a technical tool but a powerful narrative device that drives emotion and meaning in modern horror cinema.



Understanding various montage techniques such as rhyme, rhythm, tone, overtone, and intellectual montage is essential in enhancing both narrative depth and emotional impact, particularly in creating psychological tension. Filmmakers who overlook these techniques may struggle to convey fear effectively or deliver a memorable horror experience.

Psycho (1960), a psychological horror-thriller directed by Alfred Hitchcock, is one of the most influential films in cinematic history, especially in terms of storytelling, editing, and suspense. The film demonstrates sophisticated use of montage, particularly in the iconic shower scene, which comprises over 70 rapid cuts within just a few seconds, creating shock and intensity without explicitly showing graphic violence. *Psycho* serves as a classic example of how montage can control pacing, emotional tone, and psychological reaction. The shower scene exemplifies the precise use of montage to stimulate emotion and tension. This research, therefore, aims to explore how different types of montage contribute to the narrative and emotional structure of horror films, using *Psycho* as a case study.

Although previous studies have addressed montage in horror, they often lack theoretical depth, provide only superficial case analyses, or overlook cultural contexts. Further research should consider these dimensions to deepen the quality and scope of montage analysis in horror cinema.

This research is crucial not only for filmmakers who aim to create immersive horror experiences but also for critics and scholars who examine the emotional and narrative architecture of horror films. Understanding the impact of montage in *Psycho* equips filmmakers with effective tools to craft compelling horror sequences and enables scholars to evaluate how these techniques contribute to cinematic and emotional effectiveness.

Furthermore, this research fills a critical gap in horror film studies, where the narrative role of montage has often been underexplored. It proposes a comprehensive framework for future investigations, highlighting montage's essential role in shaping the distinctive psychological depth that defines the horror genre.

Objectives

1. To study the effects of montage techniques on storytelling structure in horror films.
2. To study the types of montage effects in the horror film *Psycho* (1960).
3. To study the storytelling in horror films, *Psycho* (1960), using montage (1960).

Literature review

The theory of film has evolved significantly since its inception. Cinema, as an art form, emerged on December 28, 1895, when the Lumière brothers showcased the film *Train in the Station* in Paris, establishing them as the "fathers of cinema" (Lumière brothers, 1895). The foundational concepts of cinema can be traced back to the artistic declarations of Giotto Canudo, with his "Manifesto of the Seventh Art," and to the photographic studies of motion by Edvard Muybridge, both of which contributed to the emergence of cinema as a new art form. In the early 20th century, Hollywood's studio system played a crucial role in shaping film genres for commercial appeal, categorizing films into genres such as comedy, action, and horror (Bordwell & Thompson, 2008). The standardized production system allowed the creation of films that were not only commercially successful but also predictable in terms of audience response and profitability.

One of the key elements in the development of cinema, particularly in narrative and emotional communication, is montage theory. In the early years of cinema, films were relatively simple, with minimal editing. Early works, such as the Lumière brothers' *Workers Leaving the Lumière Factory* (1895) and *Arrival of a Train at the Station* (1895), primarily captured simple motion and lacked complex narrative structures. The technique of editing, or montage, was not yet a significant component of filmmaking, although early filmmakers, such as Georges Méliès, began experimenting with stage design and expression, even though they did not fully grasp the significance of editing and montage (Hagen, 1995).



In 1903, a pivotal change occurred with Edwin S. Porter's use of editing to create narrative dynamics and connections between shots, as seen in *The Life of an American Fireman* (1903) and *The Great Train Robbery* (1903). These films demonstrated the importance of editing in narrative filmmaking, transforming cinema from a mere recording of events into a medium capable of telling complex stories (Cook, 2004). D.W. Griffith further advanced the use of editing, creating emotional intensity through shot variation, as seen in *The Lonely Villa* (1909) and *The Birth of a Nation* (1915), where the manipulation of shot length and pacing controlled viewer emotions and narrative tension (Bordwell, 2006). Griffith not only revolutionized editing techniques but also laid the groundwork for the seamless narrative storytelling that is now fundamental to cinema.

The Soviet era further expanded the theory of montage, with directors such as Dziga Vertov and Lev Kuleshov exploring its potential to convey meaning through the juxtaposition of images. Vertov's *Man with a Movie Camera* (1929) sought to present reality through montage, eschewing theatrical techniques in favor of a raw, documentary style (Vertov, 1922). Kuleshov, on the other hand, demonstrated that emotion and meaning could be derived from the relationship between shots rather than the content of individual frames (Kuleshov, 1929). Sergei Eisenstein developed these ideas further by introducing more sophisticated montage techniques, such as *metric montage* and *intellectual montage*, to create emotional conflict and tension, as exemplified in his iconic *Odessa Steps* sequence in *Battleship Potemkin* (1925) (Eisenstein, 1949).

Film narrative theory investigates the techniques cinema employs to communicate stories to audiences, such as story structure, point of view, editing, and character development, which create a meaningful experience and evoke emotional engagement (Bordwell & Thompson, 2013). Narrative techniques in silent films emphasized visual storytelling and actor expression, without relying on sound or dialogue, often drawing inspiration from theater and literature (Chatman, 1978). As film technology advanced, sound and editing became crucial in enriching the narrative. One significant narrative structure is the linear narrative, which follows events in chronological order, making it easier for the audience to understand character development and plot progression. An example of this structure can be found in films that present straightforward stories with step-by-step developments. On the other hand, non-linear narratives, which jump across time and manipulate chronology, challenge the viewer's expectations and cognitive engagement. *Memento* (2000) serves as a prime example, using time-jumping techniques to provoke the viewer's thinking and imagination (Elliott, 2018).

The theory of narratives in cinema has evolved from linear storytelling to complex, multi-dimensional narratives using various techniques, such as non-linear timelines and multiple perspectives. This evolution has allowed filmmakers to convey deeper meaning and emotion, with editing and structural theories supporting the creation of engaging and impactful stories. Understanding these theories enables a richer appreciation of how cinema shapes experiences and meanings for audiences.

Film communication, an integral part of human life, refers to the exchange of information, thoughts, emotions, and ideas through visual and auditory means. It goes beyond spoken dialogue, involving various elements such as plot, dialogue, visuals, sound, editing, and symbols, all contributing to the meaning-making process (Shannon & Weaver, 1949). Film communication is a form of artistic and mass communication, where filmmakers convey their thoughts and emotions through visuals and sound to create shared understanding and emotional resonance with the audience.

In horror films, a subgenre of cinema designed to evoke fear and tension, the emotional release theory, or catharsis, plays a crucial role. Catharsis refers to the emotional purification or relief that audiences experience through their engagement with art forms like film, music, or literature (Aristotle, trans. 1996). This theory suggests that horror films allow viewers to safely release suppressed emotions, such as fear and anxiety, leading to emotional cleansing and psychological renewal. In the context of horror cinema, this is achieved through the portrayal of terrifying or suspenseful scenarios that evoke strong emotional responses. Films like *The Exorcist* (1973) and *Psycho* (1960) offer opportunities for viewers to confront their deepest fears in a controlled environment, contributing to both psychological



relief and societal reflection. However, the theory has faced critique for its lack of empirical support and for the differing emotional responses among individuals (Lederer, 2009). In conclusion, horror films not only provide thrilling emotional experiences but also serve as an effective medium for emotional release through catharsis. By combining relatable narratives, artistic sound design, and well-paced storytelling, they engage audiences in deep psychological interactions, allowing for a profound emotional journey. Therefore, the study of film theory, including montage and narrative structures, deepens our understanding of how films communicate powerful emotions and ideas to audiences, enriching the overall cinematic experience.

Psycho is a profoundly influential suspense thriller directed by Alfred Hitchcock and released in 1960. The film not only gained immense popularity and acclaim at the time, but it also had a significant impact on subsequent films and is widely regarded as one of Hitchcock's masterpieces. The events of Psycho take place in the 1960s in the United States, a period marked by significant social change, such as the civil rights movement, the sexual revolution, and social unrest. These themes serve as a backdrop to the story, reflecting the societal tensions and transformations of the time. Psycho is one of the first films to incorporate psychology into the thriller genre through the character of Norman Bates, who conceals a psychotic and perverted side. This character forces the audience to reflect on the nature of humanity and the psychological struggles and repression within an individual. The film also utilizes various cinematic techniques, including camera angles and movements, to build tension and a sense of horror. Furthermore, the music and sound effects by Bernard Herrmann enhance the suspense and atmosphere of the film.

As a result, Psycho integrates social, cultural, psychological, and technological elements, creating a film that is both compelling and thematically rich. Given the film's fascinating qualities, the researcher is interested in studying the impact of editing techniques (Montage) on the narrative structure in horror films and the specific editing techniques used in Psycho (1960), as well as how these techniques contribute to storytelling in the film.

Conceptual Framework

This study focuses on Storytelling in Horror Films Using Montage Types: a Case Study of Psycho (1960), with the details following the research framework as outlined below.

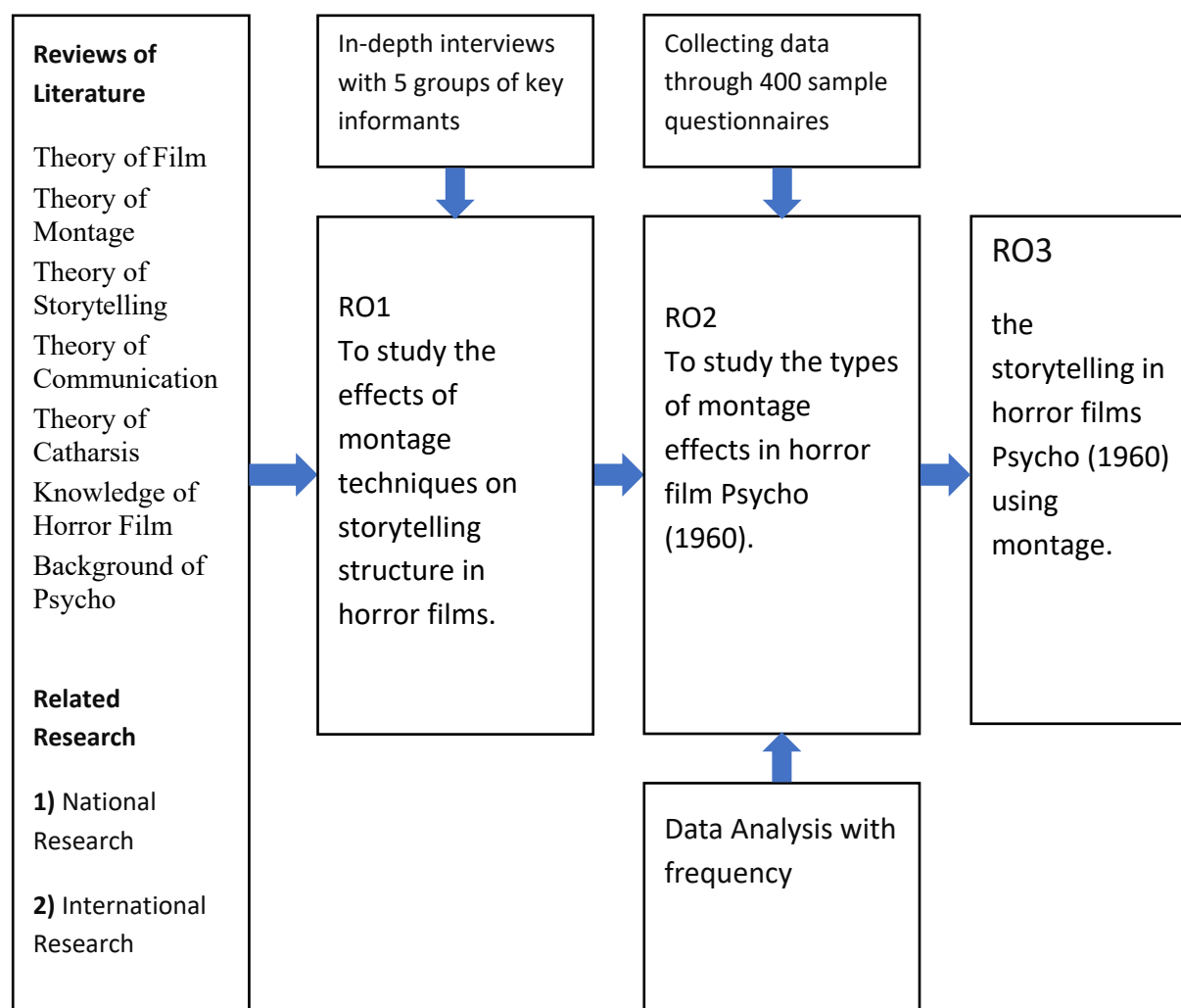


Figure 1 Conceptual framework

Methodology

Population and sample

(1) Population: It is roughly estimated that the total population aged 18–35 years old is about 360 million people. (2) sample: According to China's total population of more than 1.4 billion, about 25 per cent, or 360 million people, are between the ages of 18 and 35. According to Yamane's formula, a total of 400 questionnaires were distributed in this study.

Research instruments

This study utilized a self-developed Questionnaire on the Application of Montage Techniques in Horror Films as the core research tool. The questionnaire consists of 4 main sections with a total of 30 questions, incorporating screening questions to ensure sample validity. The structure is as follows:

Questionnaire Structure

Section 1: Personal Information (5 questions)

Focus: Gender, age, occupation, education level, and frequency of horror movie consumption.



Key screening question: "How often do you usually watch horror movies?" (used to filter eligible respondents).

Section 2: General Opinions on Horror Movies (3 questions)

Focus: Audience perceptions of core horror film elements (e.g., plot, atmosphere, special effects) and desired viewing experiences (e.g., tension, emotional resonance).

Section 3: Application of Montage Techniques (8 questions)

Focus: Respondents' familiarity with and frequency of noticing montage techniques. The impact of montage on horror effects, tension, and innovative evaluations. Willingness to recommend horror movies using montage (e.g., "Would you recommend a horror movie with montage techniques to your friends?").

Section 4: Special Analysis of Psycho (14 questions)

Focus: Recognition of key scenes (e.g., the bathroom murder).

Appropriateness of montage types (e.g., cross-cutting, psychological montage).

Narrative style, pacing, sources of horror, and emotional responses.

Evaluation of the film's artistic value and editing effects.

Screening Question: At the beginning of Section 4: "Have you watched the film Psycho?" Respondents answering "No" were excluded from further analysis.

Content Validity Verification (IOC)

Standard: The Index of Item Objective Congruence (IOC) was used, requiring each item to achieve an IOC score ≥ 0.50 (Rovinelli & Hambleton, 1977).

Process: A panel of 5 university experts (2 film studies professors, 1 psychologist, 1 education specialist, 1 statistician) independently rated each item's relevance to research objectives (1 = irrelevant, 4 = highly relevant).

IOC was calculated as: $IOC = \frac{N_{relevant}}{N_{experts}}$, where $N_{relevant}$ = number of experts deeming the item relevant ($N_{experts}=5$).

Results: IOC

All questionnaire items received an IOC score of +1 from all five experts, confirming that all items are relevant and appropriate for assessing the intended objectives. The consistent acceptance of every item suggests a high level of content validity, ensuring that the research instruments effectively align with the study's aims.

This research focuses on multi-dimensional surveys related to horror movies, covering aspects such as personal information, audience views on horror movies, the application of montage, and the understanding of Psycho. By analyzing the reliability of data in each dimension, we can gain a deep understanding of the quality and stability of the data, providing a solid foundation for the accuracy and effectiveness of research conclusions.

Looking at Cronbach's coefficients of each dimension, the overall reliability level is relatively high. The Cronbach's α coefficient of the first part, "Questions Related to Personal Information", is 0.853. This part involves multiple aspects such as gender, age, occupation, educational attainment, and movie-watching frequency. These questions are interrelated and jointly describe the basic characteristics of the survey respondents. A coefficient of 0.853 indicates that there is a good internal consistency among these questions, which can stably reflect the relevant situation of personal information in horror movie research. For example, people of different ages and occupations may have different movie-watching frequencies. This coefficient shows that the measurement results of these variables are relatively stable and will not deviate greatly.

Cronbach's coefficient of the second part, "General Opinions on Horror Movies", is 0.887. This part mainly covers dimensions such as important elements of horror movies, expected viewing experiences, and the impact of montage. In terms of the choice of important elements of horror movies, the suspenseful



atmosphere and scary plot are the focus of the audience's attention. At the same time, sound effects, special effects, and the performance of actors also affect the audience's viewing experience to a certain extent. In terms of expected viewing experiences, panic and excitement are the main pursuits, and some audiences also hope to conduct doubt and reasoning during the viewing process. The survey on the impact of montage reflects the audience's perception and feelings about film editing techniques. These dimensions are interrelated and jointly form the audience's general views on horror movies. A coefficient of 0.887 indicates that the measurement results of these dimensions have a high degree of consistency, which can more accurately reflect the audience's overall perception and attitude towards horror movies.

The Cronbach's α coefficient of the third part, "Application of Montage Types", reaches 0.902. This part is rich in content and involves multiple dimensions, including the audience's familiarity with montage techniques, the frequency of noticing the use of montage when watching horror movies, the enhancement of the horror effect by montage, the impact on the audience's nervous emotions, the views on the restrictions of montage application, the applicability of different montage types, the views on montage innovation, and the willingness to recommend. For example, audiences familiar with montage techniques may pay more attention to their application in movies and can better feel the enhancement of the horror effect by montage. Audiences who think montage should be restricted may be more cautious when recommending related horror movies. These dimensions influence each other. A coefficient of 0.902 indicates that they have a strong internal consistency in measuring the audience's perception and attitude towards the application of montage in horror movies, and the data reliability is high.

The Cronbach's α coefficient of the fourth part, "Understanding of Psycho", is 0.915. This part focuses on the classic horror movie Psycho and includes multiple dimensions such as the most impressive scenes, suitable montage types, narrative styles, plot rhythm evaluations, key elements in creating a scary atmosphere, successfully portrayed characters, the help of montage in understanding the story, scary camera languages, the main source of horror, emotional reactions, the impact of montage on artistic value, and the best - edited scenes. These dimensions explore the audience's understanding and feelings of Psycho from different angles. For example, the bathroom murder scene is the most impressive scene for most audiences, psychological montage is considered the most suitable for this movie, and non-linear narrative is popular among audiences. A coefficient of 0.915 indicates that the measurement results of these dimensions have a high degree of consistency and can reliably reflect the audience's multi-dimensional perception of Psycho.

Overall, the Cronbach's α coefficient of all questions in the four parts combined reaches 0.935. This means that the data of the entire study has very high reliability. The questions in each part are interrelated and mutually reinforcing, which can stably measure various concepts and variables related to horror movies. Whether at the basic level of personal information or multiple levels, such as specific views on horror movies, the application of montage, and the understanding of specific movies, the data shows good internal consistency.

In practical research, highly reliable data provides a strong guarantee for subsequent in-depth analysis and conclusion-drawing. For example, when exploring the creative direction of horror movies, we can understand the audience's preferences for horror elements, narrative styles, and montage applications based on this reliable data to create works that better meet the needs of the audience. In the fields of film research and criticism, reliable data can provide a solid foundation for analyzing the audience psychology and artistic value of horror movies, making the research conclusions more persuasive.

In conclusion, the results of the reliability analysis of the data in each dimension and the overall data of this study show that the research data is of high quality and can provide valuable reference for research and practice related to horror movies, laying a solid data foundation for further promoting the development of the horror movie field.

Data Collection

The quantitative data is collected by an online survey. The study employed a quantitative research approach to analyze audience perceptions of montage in horror films, specifically focusing on Psycho



(1960). A structured questionnaire was distributed to 400 participants, gathering responses on demographic characteristics, horror movie preferences, and opinions on montage effects. The questionnaire included closed-ended questions with multiple-choice and Likert-scale formats, ensuring measurable and comparable data. The survey covered aspects such as gender, age, occupation, education level, familiarity with montage, and its impact on horror.

Data Analysis

Data analysis was performed using Statistical Specialization in the Social Sciences software and included:

Individual Factors - Analysed using means and percentages.

Montage Technique Feedback - analysed by calculating means and standard deviations.

Narrative Feedback - Again analysed by calculating means and standard deviations.

Sampling Method - A two-stage sampling method was used:

Stage 1: Stratified sampling, where the area was divided into major and minor cities, and provinces within each city were identified.

Stage 2: Simple random sampling from the selected provinces, focusing on those provinces that are the centre of the film industry.

The collected quantitative data were analysed using descriptive statistics, reliability testing, and inferential statistical methods:

Descriptive Statistics – Frequency distributions and percentages were used to summarize demographic information (e.g., gender, age, education, occupation) and audience habits (e.g., horror movie-watching frequency, preferred elements in horror films).

Reliability Analysis – Cronbach's Alpha was calculated to measure the internal consistency of the questionnaire, ensuring the reliability of collected responses. The overall reliability score was 0.935, indicating a high level of data consistency.

Results

(1) The study of the effects of montage techniques on the narrative structure in horror films found that montage helps create tension through narrative reconstruction, pacing control, and psychological stimulation, in line with Eisenstein's theory. (2) The study of the types of montage techniques in the horror film *Psycho* (1960) found that *Psycho* (1960) demonstrates an artistic use of montage, particularly in scene construction, character development, and the creation of emotional engagement. (3) The study of storytelling in the horror film *Psycho* (1960) using montage techniques found that the film employs montage in five key ways, such as accelerating the pace through parallel montage, building suspense, and maintaining narrative clarity.

Discussion

(1) Validation of conclusions supported by data

Interview content: Industry experts pointed out that montage innovations need to balance logic and audience acceptance, as seen in the case of *Hereditary Doom*, where slow-paced editing achieved success by accumulating psychological pressure. The views of industry experts in the interview content also provide strong support for the research conclusions. The experts pointed out that montage innovation must consider both logic and audience acceptance, and that the narrative logic of the movie and the audience's feelings should not be neglected in the pursuit of innovation. For example, slow-paced editing in *Hereditary Doom*, though innovative in form, succeeded in creating a horrific atmosphere through cumulative psychological pressure and gained audience acceptance. This demonstrates that the innovation of montage techniques must be based on serving the overall narrative of the movie and the audience's acceptance. When innovating montage techniques, the director must consider the audience's psychological expectations and acceptance to ensure that the new editing technique aligns with the story content and



style of the movie, allowing the audience to connect emotionally while enjoying the film. Supporting this discussion are past studies, such as Bordwell, D. (2008), who, in *Poetics of Cinema*, discussed the use of pacing and editing techniques that align with both narrative and audience psychology, particularly in thrillers and horror films. Slow-paced editing, when not at odds with the logic of the story, can effectively build emotional tension. Additionally, Smith, T. J. (2012), in *The Attentional Theory of Cinematic Continuity*, explored the concept of “perceptual continuity” for the audience and confirmed that technical changes, such as montage or unconventional editing, must align with audience expectations to avoid disrupting their understanding of the story.

(2) Theoretical Dialogue and Innovation

The expansion of Eisenstein’s theory in this study shows that montage is not only a “collision of ideas” but also has specific applications within the horror genre. It triggers physiological fear responses, such as rapid editing to heighten the audience’s fear, rather than solely relying on ideological resonance. This specific use of montage helps create a unique atmosphere in horror films, where pacing controls such as quick cuts stimulate the viewer’s nervous system, eliciting physical reactions like increased heart rate and shortness of breath. These physiological responses, combined with ideological resonance, contribute to the distinctive tension and fear experienced in horror movies.

Karloff’s “gender panic” theory addresses the portrayal of women as victims in horror films, reflecting societal gender stereotypes and fears about women. The study confirms that the modern audience’s acceptance of these portrayals has evolved with changing perceptions of gender. For example, in the bathroom scene of *Psycho*, the shift in perspective aligns with Karloff’s critique of the “male gaze,” but 45.75% of female viewers felt that the scene reinforced limiting gender stereotypes. This indicates a growing sensitivity toward gender equality in film, suggesting that filmmakers should be mindful of how they use montage techniques to portray female characters, avoiding the reinforcement of outdated gender stereotypes. The study supports past research, such as Mulvey’s concept of the “male gaze” (Mulvey, 1975), which highlights how women are often objectified in cinema, and Karloff’s critique (Karloff, 1968), which offers insights into the historical and evolving representation of women in horror. In terms of cultural theory validation, the symbolic montage used in the Thai horror film *Ghosts*, which incorporates Buddhist elements, demonstrates how cultural context influences horror expression. This aligns with findings that 63% of viewers from collectivist cultures prefer symbolic clips in horror films. For Thai audiences, the Buddhist symbols resonate deeply with their cultural heritage, enhancing the film’s emotional impact. Even viewers from other cultural backgrounds can still experience the horror effect through these symbols’ visual presentation. Therefore, filmmakers should consider the cultural backgrounds of their target audiences when employing montage techniques, especially in cross-cultural film production. This cultural sensitivity adds depth to the horror experience and helps create a more universally engaging film.

Conclusion

(1) The Influence of Montage on the Narrative Structure of Horror Movies

Montage plays a crucial role in shaping the narrative and emotional intensity of horror films by restructuring time and space, controlling pacing, and suggesting psychological depth. Psychological montage, like Norman Bates’ fragmented memories in *Psycho*, reveals character psychology and drives the plot. Parallel montage, which alternates scenes of escape and threat, builds suspense and enhances immersion. This aligns with Eisenstein’s concept of “collision montage,” where juxtaposed images create new meanings and emotional effects.

Montage allows horror films to break from linear storytelling, as seen in Kubrick’s *The Shining*, where slow-paced, long shots combined with eerie edits establish a disorienting atmosphere. Rapid editing, often used in films like *Saw*, intensifies tension through fast cuts and sensory overload, while slow montage, as in *Hereditary*, builds psychological pressure through lingering shots and subtle cues, leading to emotional climaxes.



Moreover, montages serve as a tool for psychological implication. In *The Exorcist*, unrelated shots and visual cues subtly suggest supernatural presence, prompting the audience to anticipate horror, enhancing tension even in mundane scenes. Through these techniques, montage is not only a stylistic choice but a core narrative device in horror cinema.

(2) The types of using the montage effect in Psycho

This study on *Psycho* illustrates how montage serves as a unifying force between technical precision and artistic expression. The iconic bathroom murder scene, composed of 78 rapid cuts averaging two seconds each, heightens physiological fear through synchronized visual and auditory elements. 82% of respondents identified sound effects as crucial to the horror. Psychological montage, such as Norman's interaction with his "mother," effectively depicts his split personality, with 59% of viewers recognizing Norman as the film's most compelling character. These findings align with Hitchcock's belief that editing, not plot or performance, is what truly shocks audiences. Expanding on Eisenstein's theory of montage as a "collision of ideas," this study emphasizes its horror-specific application: pacing control (e.g., rapid cuts) elicits direct physiological fear rather than just intellectual impact. The fast-paced editing uniquely stimulates the nervous system, racing heartbeat, shallow breathing, creating horror's visceral effect.

Karloff's "gender panic" theory is reflected in *Psycho*'s editing of female victim scenes, especially the shifting perspectives in the bathroom sequence, reinforcing the "male gaze." However, only 45.75% of modern female viewers agreed it reinforced stereotypes, reflecting evolving gender perceptions and growing viewer awareness of gender representation.

Furthermore, the symbolic montage used in the Thai horror film *Ghosts* featuring Buddhist imagery demonstrates how cultural context shapes horror aesthetics. 63% of viewers from collectivist cultures preferred symbolic sequences, suggesting a cultural resonance with deeper traditional themes. For Thai audiences, Buddhist symbols evoke emotional and cultural familiarity, enhancing fear, while foreign viewers still sense horror through atmosphere and imagery. This highlights the importance of cultural considerations in cross-cultural horror storytelling.

(3) To find out the principle of using the montage effect for storytelling in the horror film Psycho (1960).

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Recommendation

Policy Recommendations

1) Regulatory Guidelines

Collaborate with film rating boards to create guidelines balancing creative freedom with ethical considerations, particularly regarding excessive sensory manipulation in horror. For example, the MPAA could develop age-appropriate ratings based on montage intensity, similar to existing guidelines for violence and language.

2) Cultural Exchange Initiatives

Support international co-productions to promote cross-cultural understanding of montage, leveraging platforms like the Bangkok International Film Festival. Governments could provide tax incentives for films incorporating diverse cultural perspectives on horror editing.

3) Technology Standards

Work with tech companies to develop editing tools tailored to horror filmmaking, incorporating features like real-time tension-meter feedback. Adobe Premiere Pro, for instance, could integrate AI algorithms to analyze montage sequences and suggest adjustments to optimize emotional impact.

Practical Recommendations

1) Enhance Film Education

Integrate montage workshops into film curricula, focusing on horror-specific applications. Case studies of *Psycho* and *The Witch* can illustrate effective techniques. Universities should collaborate with industry professionals to offer hands-on training, allowing students to experiment with editing software and receive expert feedback.

2) Encourage Innovation

Establish industry grants for filmmakers experimenting with hybrid montage styles, blending classic techniques with VR/AR technologies. Initiatives like the Sundance Institute's New Frontier Lab can serve as models for fostering innovation in horror filmmaking.

3) Improve Audience Literacy

Develop public engagement programs, such as film clubs, to educate viewers on montage's role in horror, fostering a deeper appreciation. Platforms like FilmStruck or curated YouTube series can host guided analyses of iconic horror montages, explaining their technical and emotional impacts.

Future Research Recommendations

1) Long-Term Effects

Conduct longitudinal studies to assess the psychological impacts of prolonged exposure to horror montage, particularly on vulnerable demographics. This research could inform parental guidance and public health initiatives.

2) AI and Montage

Investigate AI's role in predictive editing, analyzing algorithms' ability to optimize montage for maximal emotional impact. Studies could compare human-edited sequences with AI-generated alternatives to identify gaps in algorithmic creativity.

3) Cultural Narratives

Explore how montage reflects societal anxieties in different regions, such as climate horror in Scandinavian films versus political horror in Latin American cinema. This research could contribute to a broader understanding of how media shapes and reflects cultural fears.

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