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Abstract Valuation of a movie by its viewers during the screening is one of basic parts of reception. Presented perspective is situated in paradigms of cognitivism, linguistic view of the world and cultural study. Act of valuation consists of three components: intellectual, emotional and dependent on will. In the article movie is defined as a text of culture, being at the same time a form of art, industrial product and effect of process of social communication. Giving the axiological values is an active mental process, during which the semantic negotiations between the movie and its viewer occur-his knowledge placed in cognitive models. Valuation of movies is always made relative and it corresponds to viewer's personal perspective of the world. Author claims that finding "objective" axiological categories in case of artistic phenomena valuation is impossible. Accepted assumption is an interpretational-hermeneutic attitude, emphasizing lecture practice, individual valuation, understanding and pragmatic "use" of a text and acceptance of cultural contexts and discursive entanglements broadening its meanings.