

Research on the Social Attributes and Influences of Film and Television Works

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Abstract:

The social characteristics and wide-ranging impacts of films and television shows are thoroughly examined in this essay, which maintains that these media serve important social purposes including social reflection, cultural communication, and value formation. It is discovered that films and television shows have a big influence on how social issues are expressed and reflected, in addition to being crucial for cultural innovation and inheritance and the formation of social values. Young people's development, the social climate, and the creation and execution of public policies are all significantly impacted by films and television shows. These impacts are not favorable, either, since poor television shows and movies can harm the social climate and the development of young people. Based on this, this paper makes recommendations for improving the supervision and guidance of films and television shows, raising awareness of their social responsibility, bolstering their social function, and encouraging teens' healthy development. By putting these recommendations into practice, the goal is to raise the social worth of movies and television shows, lessen any possible harm they may do, and encourage the peaceful advancement of society.

Keywords: Film and television works; social attributes; social impact; cultural dissemination

1. Introduction

1.1 Research Background

Film and television have been interwoven into people's daily lives in the contemporary social context, becoming an integral element that is impossible to separate. As science and technology advance more quickly and communication channels become more varied, the impact of movies and television shows

keeps growing. Works of many subjects and forms have emerged due to the quick advancement of cinema and television production technology, substantially expanding the audience's selection area. Meanwhile, viewers' expectations and demands for movies and television shows are also changing dynamically. They are no longer content with the conventional mediums of expression and substance. Cultural contacts across many nations and areas have gotten closer in the context of the fast-paced global-

ization movement. As the primary mediums of cultural transmission, film and television are essential for fostering both cultural collision and integration [1]. Some globally renowned films and television shows, for instance, can foster intercultural understanding and reference while allowing viewers to enjoy the charm of many cultures. The diversified trend of social values and the substantial changes in the adolescent's environment have been two of the many new issues and challenges brought about by society's rapid development. These developments have also created a new environment for the production and distribution of films and television shows.

The Internet's widespread use allows for the transmission of films and television shows to transcend time and location boundaries. Its reach is expanded, its pace is accelerated, and viewers may readily access and distribute a broad variety of these media. It is impossible to overlook, though, that this has also led to several issues, including inconsistent quality in certain works and challenges with copyright protection [2]. Given this, it is extremely valuable and practical to carry out an in-depth study on the social characteristics and impacts of films and television shows.

1.2 Research Significance

It is important to recognize the research value of television and movies as important forms of creative and cultural expression. The development and transmission of social culture can be better understood by examining films and television shows in depth. The essence of The Times is frequently captured vividly in films and television shows. Studying them acts as a window into the trajectory of cultural change and the direction of social development, which may continually supply rich and varied resources for cultural studies and offer them a fresh viewpoint on observation [3].

Social values are constructed and guided in large part via the study of films and television shows. The harmonious growth of society may be strongly stimulated by high-quality films and television shows, which can also continually communicate good values and completely ignite people's inner positive energy [4].

Analyzing films and television shows may also highlight issues that are concealed in society's shadows, spark popular interest and critical thought, and then passionately advance social reform and advancement.

Studies of movies and television shows may significantly broaden the area of research in connected topics, enhance the academic theoretical framework, and offer strong and convincing backing for the rapid advancement of media, culture, and other domains [5].

The study of film and television works is of great significance in many aspects, both for the development of society and academic progress, and has an important value that cannot be ignored.

1.3 Research Methods and Data Sources

To guarantee the scientificity and validity of the research, this study has gathered and categorized a large amount of domestic and international academic literature and policy documents on the social influences of film and television works. Additionally, it has a thorough understanding of the research findings and theoretical underpinnings in related fields. For instance, a sizable body of literature has been examined on the cultural transmission and social value structuring of film and television, offering theoretical underpinnings for further investigation [6].

In terms of data sources, it mainly covers authoritative academic databases, professional reports of the film and television industry, relevant statistical data released by government departments, and feedback information from the audience collected through questionnaires. In addition, it also refers to the user comments and discussions on film and television review websites and social media platforms to obtain a broader and diversified view and opinion. It is through the comprehensive application of these research methods and the integration of rich data sources that a solid foundation has been laid and strong support has been provided for the in-depth discussion of the social attributes and influences of film and television works.

2. Analysis of Social Attributes of Film and Television Works

2.1 Cultural Inheritance and Innovation

Film and television works play an important role in the process of cultural inheritance and innovation. It not only carries the precious memory of history and culture but also relies on vivid pictures and fascinating plots to pass on the long-standing traditional cultural elements to the eyes of the vast audience so that the ancient culture can be passed on from generation to generation. Just like the ancient costume drama, it can present the social style of a specific period in an all-round way, show the etiquette system in detail, and deeply interpret the traditional values, so that the audience can deeply understand the past culture in a very intuitive way [7].

Film and television works are also the key carriers of cultural innovation. With the help of modern cutting-edge shooting techniques, amazing special effects technology, and unique narrative methods, the traditional culture is

recreated, injected with new vitality, endowed with the connotation of The Times, and then more in line with the aesthetic preferences and actual needs of contemporary audiences. For example, some science fiction films and television works skillfully integrate traditional cultural elements into the imaginary world of the future, creating a unique cultural landscape.

In the context of the surging tide of globalization, outstanding film and television works can easily overcome the obstacles of region and language, actively spread their own culture on the one hand, and widely absorb the essence of other cultures on the other hand, to continuously provide rich and diverse materials and inspiration for cultural innovation.

Film and television works play an irreplaceable key role in the grand pattern of cultural inheritance and innovation, which has extremely far-reaching and great significance for effectively promoting the vigorous development and prosperity of culture [8].

2.2 Shaping of Social Values

In the process of shaping social values, film and television plays a crucial role. Those outstanding film and television works can convey positive values such as courage, justice, kindness, friendship, and so on, with vivid plots and distinctive characters, so that the audience has a strong resonance during the appreciation, and then unknowingly accepts and practice such values. Just like some films and television works with bravery as the main line, through the protagonist's unflinching and courageous performance in the face of difficulties and dangers, the audience can deeply feel the charm of the quality of bravery, so that they can also strive to cultivate and show the characteristics of bravery in real life.

Film and television works can also criticize and reflect on the existing bad values in society. For example, in the face of negative values such as utilitarianism and selfishness, the drawbacks are revealed through the gradual advancement of the plot and the ups and downs of the fate of the characters, to encourage the audience to examine their values and make corresponding adjustments [9]. For example, some films and television works reflect the competition in the workplace, in which the characters who use all means to achieve their goals and only consider their interests often end up in trouble, which warns the audience to abandon their selfish ideas and establish the correct value orientation.

Film and television works can also accurately reflect the changing trend of social values. With the continuous development of The Times, social values are constantly evolving, and film and television works can quickly cap-

ture these changes and present them in a unique art form, thus causing audiences to think deeply about the development trend of social values. For example, in works reflecting the changing concept of family, the shift from the traditional extended family model of the past to the small nuclear family of today shows the evolution of social values at the family level, prompting the audience to think about the causes and effects behind this change [10].

As a very influential cultural media, film and television works play an important role in shaping social values. They should give full play to their positive effects and contribute to the progress and development of society.

2.3 The Expression and Reflection of Social Problems

As a wide and influential form of cultural communication, film and television works can not only accurately reflect social reality, but also profoundly and significantly present various social problems, thus triggering the public's deep thinking.

In terms of social structural problems, film and television works often present the gap between the rich and the poor, the inequality of education, and the unequal distribution of medical resources clearly to the audience through wonderful plot Settings and delicate portrayal of characters, so that they can intuitively and deeply feel the real existence of these problems and the various impacts on individual life and the operation of the whole society. Like some realistic films, they vividly show the difficult struggle of poor families in life, which makes people think deeply about social equity and the rationality of resource allocation [11].

From the perspective of social psychology, film and television works can also reflect anxiety, loneliness, pressure, and other problems. For example, in some TV dramas, the huge psychological pressure that the protagonist is subjected to in the workplace competition makes the audience feel the same, thus prompting people to pay more attention to and reflect on the psychological state of themselves and those around them.

3. The Social Impact of Film and Television Works

The presentation of social issues in film and television works not only stimulates public concern and discussion, but also promotes social reform and progress, but also has some shortcomings. Some works may overrender social issues, or interpret them from a one-sided perspective, which may cause the audience to form wrong cognition and produce negative emotions [12].

3.1 Effects on Adolescents

The influence of film and television works on young people shows a broad and profound trend. On the positive side, excellent film and television works can give young people rich knowledge reserves and positive values guidance. Such as those rich in educational documentaries, can greatly expand the scope of young people's vision, and then stimulate their strong desire to explore the unknown area. Films with inspirational themes can effectively cultivate young people's tenacity and will to fight and encourage them to boldly chase their dreams. For example, the film "Forrest Gump" has made countless teenagers understand the importance of persistence and effort, and inspired them to go forward in the face of difficulties.

From a negative point of view, bad movies and television works are very likely to have negative effects on teenagers. Some works full of violence, pornography, and other undesirable elements are likely to cause teenagers to form wrong cognitive patterns and behaviors, which will increase their likelihood of committing crimes or cause psychological problems. For example, some violent film and television works may make teenagers mistakenly believe that violence is an effective means to solve problems, to imitate improper behavior in real life [13].

The consumerism concept contained in film and television works also has a high probability of influencing the consumption behavior and value orientation of young people, resulting in their excessive pursuit of material enjoyment, but ignoring the growth of the spiritual field. For example, the frequent appearance of luxury life scenes and brand-name commodity displays in some film and television works may cause teenagers to blindly compare and over-consume.

The influence of film and television works on young people is complicated and varied, which requires the concerted efforts of families, schools, and society to guide them, and help young people treat and choose film and television works with a correct attitude, to promote their healthy growth.

3.2 Influence on Social Atmosphere

It is impossible to undervalue the multifaceted and extensive impact that television and movies have on the social climate. Good movies and television shows may be a potent medium for spreading moral principles and good values, which in turn can help society develop constructively. They are like a bright light that can profoundly touch the audience's inner world, stimulate the positive energy hidden in people's hearts, and then motivate them to actively practice these virtues in their daily lives, ultimately realizing the optimization and improvement of the social

atmosphere. This is similar to those works that emphasize demonstrating positive qualities like friendliness, mutual assistance, and integrity.

Bad films and television works may have negative effects on society. Some works are full of violence, vulgar, utilitarian, and other undesirable content, which is undoubtedly a dangerous seed, easy to cause the audience's bad imitation behavior, resulting in a decline in social moral level, and may even become a potential factor triggering social unrest.

Film and television works play an important role in society through their wide range of dissemination and powerful influence. The role image, behavior pattern, and value orientation in popular film and television works often trigger extensive discussion and imitation in all walks of life. If these works convey wrong ideas, it is like guiding the public in the wrong direction, which may mislead the public, seriously destroy the public order and good customs of the society, and threaten the harmony and stability of the society.

As a very influential cultural media, film and television play a vital role in shaping the social atmosphere. Therefore, it is concluded that the supervision of film and television works should be strengthened, and correct guidance should be given to encourage them to give full play to their positive impact and inject a steady stream of power for the healthy development of the social atmosphere.

3.3 Implications for Public Policy

The influence of film and television works is extremely extensive, and its influence on public policy should not be underestimated. Those excellent quality film and television works can often focus the attention of the society on specific issues, and then strongly promote the formulation and optimization of relevant public policies. For example, many films with the theme of environmental protection and educational equity, which profoundly reflect the social reality, have triggered heated discussions and deep thinking among the public once they came out and further prompted the government departments to attach great importance to them and actively take corresponding policy measures to solve relevant problems.

Film and television productions also play a role in the implementation and evaluation of public policies. With vivid plot arrangement and image display, the public can understand the goal and meaning of public policy more clearly, to enhance the support and cooperation of policies. At the same time, they may also reveal and criticize the defects in the process of policy implementation, and then encourage the government to adjust and improve the policy.

The influence of film and television on public policy is not

entirely positive. Some film and television works may exaggerate or mislead the public, causing the public to form wrong perceptions and expectations of public policies, thus creating numerous obstacles to the implementation of policies.

Film and television works, as very influential media, have a complex and diverse influence on public policy. The government and society should fully understand and reasonably use this influence, to promote the scientific formulation and effective implementation of public policies. For example, in terms of environmental protection policies, if an excellent environment-themed film and television can vividly show the serious consequences of environmental pollution and the importance of environmental protection measures, the public's understanding and support for environmental protection policies may be greatly improved; However, if a work makes an inappropriate interpretation of a certain policy, it may lead to public misunderstanding and resistance. For example, in the communication of the medical reform policy, the wrong presentation may lead to public distrust of the policy.

4. Suggestions

4.1 Strengthen Supervision and Guidance of Film and Television Works

To strengthen the supervision and guidance of film and television works, this paper suggests that the government should establish or improve a special regulatory body, responsible for formulating and implementing the censorship standards of film and television content, to ensure that the values and messages conveyed are positive and healthy. At the same time, a content rating system is implemented to grade works according to the content and appropriate audience age, to help parents and audiences make more appropriate choices. In addition, policies such as financial subsidies and tax breaks encourage film and television production companies to create works with educational significance and social value and improve the overall quality of film and television works. Last but not least, to improve social transparency and public involvement in film and television productions, the public should be encouraged to take part in the assessment and oversight of these works. Social media and audience forums are two platforms that should be used to pay attention to the opinions of the public. These actions are intended to raise the social worth of movies and television shows, lessen any possible harm they may do, and encourage the peaceful advancement of society.

4.2 Enhance the Social Responsibility Awareness of Film and Television Works

To increase their understanding of the social effect of films and television shows, it is recommended that production staff receive education and training on ethics and social responsibility. The film and television industries are also urged to create a system of self-control, create industry standards, and apply intra-industry sanctions to production businesses and people who break the rules. Furthermore, it is recommended that the creation and distribution processes of films and television shows be made more transparent so that the general public may comprehend the production history and intent of these media, hence boosting public confidence in them. Taking these steps may encourage the fair and healthy growth of the film and television industries while also enhancing the social responsibilities of these mediums.

4.3 Strengthen the Social Function of Film and Television Works

It is suggested to use film and television works as a tool to educate and disseminate positive values and pass on positive social information through public service advertisements, special programs, and other forms, to enhance public awareness and promote the spread of positive social energy. At the same time, film and television works are encouraged to explore social issues in depth and provide multiple perspectives, to promote the public's in-depth understanding and thinking of social issues and enhance public discussion and cognition of social issues. In addition, it supports and encourages international cooperation and exchange of film and television works, promotes understanding and respect among different cultures through cultural exchanges, and promotes cross-cultural dialogue and the formation of a global perspective. These measures will help film and television productions play a greater role in education, discussion of social issues and cross-cultural exchanges, and contribute to the overall development and progress of society.

4.4 Promote the Healthy Growth of Adolescents

It is recommended that families and schools strengthen guidance for young people to help them establish correct movie and television viewing habits, and choose beneficial movie and television works to ensure that the content they are exposed to is positive and constructive. At the same time, young people are encouraged to participate in the creation and evaluation of film and television works, which can not only cultivate their critical thinking and creativity but also enhance their understanding and analy-

sis of media content. In addition, mental health education is carried out in schools and communities to help young people identify and resist the negative influence of television and television works and improve their self-protection ability. Through these measures, it can effectively enhance the social value of film and television works, reduce its possible negative impact, and promote the all-round development of young people and the harmonious progress of society.

5. Conclusion

This article demonstrates the significant social functions of cinema and television in the areas of cultural transmission, value formation, and social reflection through a thorough examination of the social characteristics and impacts of these media. Film and television are potent cultural communication tools that may provoke deep thought and broad public attention on social concerns in addition to promoting good ideals. The impact of movies and television shows, however, is a two-edged blade that may have both positive and harmful impacts, particularly on young people, in addition to fostering the peaceful advancement of society.

Based on the research findings, this paper proposes several policy recommendations meant to improve the oversight and direction of motion pictures and television shows, raise their social responsibility awareness, improve their social roles, and support teens' healthy development. The recommendations include establishing and improving regulatory bodies, implementing a content rating system, encouraging quality content creation, encouraging public participation, enhancing education and training, promoting industry self-regulation, enhancing transparency, using film and television for educational dissemination, exploring social issues in-depth, supporting international cooperation and exchange, strengthening family and school guidance, encouraging youth participation, and promoting mental health Education, etc.

Through the implementation of these comprehensive measures, it can effectively enhance the social value of film and television works, reduce their potential negative impact, and promote the harmonious development of society. At the same time, it also provides a new perspective and direction for future research, especially in how to more effectively use film and television works as social education

and cultural communication tools. Future studies might examine how social growth and cinema and television productions interact, as well as how these media can support the constructive advancement of societal ideals. In conclusion, the social function and influence of films and television shows is a complicated and multifaceted issue that calls for the cooperation of the public, the film and television industry, society, and the government to fully appreciate the beneficial role that these media play in fostering social development and cultural inheritance.

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