



Impact of Film and other Social Narratives on Students

Sakyojit Banerjee

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

November 7, 2022

Impact of Film and other Social Narratives on Students

Author- Sakyojit Banerjee(sumitra.argha@gmail.com)

Abstract

These days movies possess a critical portion of the media items devoured by individuals. In Russia, cinema is being considered as a implies of person and social change, which makes a commitment to the arrangement of the Russian audience's viewpoint, counting their states of mind towards topical social issues. At the identical time, the address of the adequacy of films' affect remains an open address in mental science. Agreeing to the observational introduction of our approach to the consider of mass media impact, our objective was to urge modern information on the positive affect of films supported particular exploratory investigate. The assignment was to acknowledge changes within the states of mind of young individuals, because the foremost dynamic watchers, towards topical social issues after observing a very chosen film. Employing a psychosemantic method that included 25 scales outlined to differentiate states of mind towards elderly individuals, respondents assessed their different characteristics a while recently and after observing the film.

Keywords: cinema, mass media, films, attitudes, elderly people,students.

Introduction

With the event of data era, someone's immersion inside the sector of mass media is steadily growing. an incredible portion of consumed media merchandise is occupied with the help of cinema. in line with sociological surveys, visiting the cinema is that the most famous manner of paying entertainment time in Russia today the audiences of cinemas are growing, the center of which could be 18-24 years Olds, yet because the frequency of visits—every tenth Russian goes to the cinema numerous instances a month, the opportunities and frequency of internet viewings is expanding, whilst hobby in television suggests is additionally increasing. The importance of the function that cinema plays in Russia is likewise showed through the close attention presently being paid to the development of the cinema enterprise: the priority subjects of state financing are defined (e.g., "regulation and order: the heroes of present day society within the combat towards crime terror, extremism and corruption", "on the continuity of army generations, at the successors of military traditions", "images, patterns of conduct and innovative motivation of our contemporary—a person of labor, within the military or a scientist"), whilst nation packages are being released to open new cinema theatres in small towns. Cinema turns into a "tool for broadcasting kingdom ideology to the masses", and is additionally being taken into consideration as a "way of character and social transformation". As a result, films are anticipated to shape ideals, affect evaluations and alternate attitudes, inclusive of towards topical social issues.

However, the question of the efficiency of films remains open in psychology. In preferred, that's a key trouble for mass articulation studies: how an awful lot emotion, cognition and behavior are modified under the effect of mass media. There are various standards about this: from "theories of a minimum impact" to "theories of a sturdy effect". As a result, as an example, cultivation theory considers that mass communicate contributes to the assimilation of generally prevalent values, norms and designs of conduct; and a meta-evaluation of studies ends within the conclusion that there's a relationship between the published mass media photo of fact and people's attitudes closer to that. In spite of criticisms, cultivation concept is currently being advanced. On the opposite hand, supporters of the choice perspective imply the susceptible outcomes of mass communication, precipitated, as an example, with the help of the reality that humans have gotten increasingly more subject of their mass media interest because of a wider kind of assets of knowledge now and expanding their alternatives. It looks troublesome to identify one mechanism of mass media impact on the human psyche Associate in Nursing behavior and to induce an unambiguous answer to the question concerning its potency. this is often because of the interconnection of various factors that mediate the influence of mass media (personal expertise, realistic content, depth of identification with heroes, temperament traits, etc.), likewise as those factors that perpetually impact persons besides those within the media. Therefore, our thoughts and ideas concerning this issue unit of measurement mostly supported research knowledge, and do not seem to be restricted to a minimum of one theory. When concerning analysis of cinema, we are able to notice knowledge on the various effects of film exposure. It should be noted that the effectiveness of the impact is determined by what it's directed at: it's tougher to change human behavior than to influence opinions or attitudes. During this regard, there's still a debatable drawback on the influence of the media on the aggressive behavior of people. This analysis focuses on the potential of pro-social, "humanistic" impact of films and their effectiveness in resolution topical social problems.

The studies reveal the influence of films on people's beliefs and opinions, stereotypes and attitudes. Movies will have a significant impact on gender and ethnic stereotypes, modification attitudes towards bound teams of people and cause recently fashioned opinions on varied problems. as an example, HIV films contributed to sympathy to parents living with HIV, TV series with transgender characters contributed to positive attitudes towards transgender persons; the portrayal of mental disorders in movies had an impression on people's data concerning and attitudes toward the insane. Also, viewing Associate in Nursing empathy-arousing film concerning immigrants elicited additional positive attitudes toward them, and observation a pic giving a positive depiction of gay men reduced preconception. Alternative films influenced people's angle towards smoking and their intentions to quit, whereas a series with a positive donation message helped viewers to create selections concerning their own donation. it has been shown that emotional involvement in viewing, evaluated victimization surveys drawing on theories of social learning and social representations, will increase the effectiveness of influence; immersion in narrative, that correlates with the need for psychological feature, and is characterized by a shift of focus from the important world to the

represented one, explains the power of impact inside the framework of transportation theory. Cinema will amend people's opinions on specific problems while not poignant additional stable constructs: as an example, the film "JFK" dedicated to the Kennedy assassination influenced judgments regarding the causes of this crime, however usually didn't amend the politics of the audience; at an analogous time, the flicks "Argo" and "Zero Dark Thirty" modified viewers' opinions regarding the U.S. government that mirrored in academic degree improvement in sentiments regarding this government and its establishments. Movies produce pictures of various countries and stimulate interest in them. as an example, European films formed young viewers' ideas regarding different European countries—such results were obtained during a very study of the role of films and series within the quality of living of young Germans through interviews and focus teams. Another study showed that whether or not the flicks were violent, scary or happy, the extra the viewers were immersed within the stories, the extra favorable impressions they'd of the places featured in them. Various positive effects of films on kids and adolescents were unconcealed.

Dramatic films tutored teenagers regarding social interaction with the opposite sex and adults, had a positive impact on their self-concept, and, as shown by experiments, increased ethnic tolerance; humanistically homeward movies improved skills of kids in act with peers, increased their must assist and perceive others. one in every of the prime samples of positive impact is Sci-fi movies, that clearly show what we'll expect within the near future, and offers ways within which to trust what could also be done to avoid the darkest predictions. Thus, when looking the film "The Day when Tomorrow" (2004), viewers recognized their responsibility for the Earth's ecology and also the should amend client attitudes towards nature. In general, the screening of films on climate problems will increase the quantity of on-line requests and media discussions on these problems.

Methods

Participants

A total of seventy people participated during this study. cluster one contained forty students of The State tutorial University for arts (25% male and 75% female). the standard age was nineteen. Cluster 2 consisted of thirty postgraduate students from Russian Academy of Sciences (47% male and 53% female). the everyday age was twenty-four. All subjects gave their consent for inclusion before they participated within the study. The study was conducted in accordance with the Declaration of capital of Finland and was approved by the native committee (Review Board)

Procedure

The study was conducted in 3 stages: the respondents performed the psychosemantic check before observation of the film, then in real time once viewing and yet again in an exceedingly

pair of weeks. throughout stage three, solely cluster one participated within the study. The respondents didn't see the film before participating within the study.

Results and Discussion

As a result of the preliminary knowledge analysis of the cluster one (students), vital variations were obtained within the assessments given by them to the senior before and now once observance the movie (Wilcoxon signed-rank check, $p < 0.05$). However, the analysis of the combined sample (students and postgraduate students) did not reveal such vital variations. Therefore, it absolutely decided to test the assessments of these 2 teams of respondents. It appeared that the analysis of senior individuals differed among students and postgraduate students before the film was shown (18 of twenty-five scales, Mann—Whitney check, $p < 0.05$). This result could also be explained by the individual variations of the participants (students and postgraduates), that junction rectifier to the necessity to correct the hypothesis and type further analysis tasks, along with the comparison of teams. additional analysis was administrated individually for each cluster of respondents, however not for the united cluster.

Conclusions

As a result of the study, changes within the viewers' attitudes once viewing the film were known. tykes modified their assessments of regulative, psychological feature and emotional characteristics of the senior individuals once watching a movie regarding the senior. At identical time, important variations were found between students and postgraduate students in their assessments of the senior. once viewing the film, students' negative attitudes towards senior individuals got worse, whereas postgraduate students' assessments, on the contrary, modified for the upper. The unconcealed opposite trends are explained by individual variations between the respondents, that embrace age, academic standing as Associate in Nursing indicator of individual psychological characteristics, expertise of interaction with senior individuals and, as a result, attitudes towards senior individuals at the time before gazing the film. Most of the changes within the viewers' attitudes detected without delay staring at the moving picture didn't lodge time. In general, the study confirms the potential for a positive impact, as within the case of up the postgraduates' attitudes, however at identical time demonstrates the necessity to need into consideration the individual variations of viewers to comprehend desired results. specifically, variations in attitudes before watching a picture are possibly causing of variations within the effectiveness of the film's impact. The initially negative perspective towards senior individuals among students might contribute to the negative influence of the film on them. The obtained results kind the concept of additional analysis and cause the vital questions: elucidative the contribution of individual variations to the effectiveness of the impact, foretelling the positive influence of films on completely different teams of people and determinant the mechanisms of the property of changes.

References

1. Zizek S. Cinema Guide of Pervert. Movie. Philosophy. Ideology. Gonzo; Yekaterinburg, Russia: 2019.
2. Kashani T. Movies Change Lives: Pedagogy of Constructive Humanistic Transformation through Cinema. Peter Lang Publishing Inc.; New York, NY, USA: 2016.
3. Kubrak T.A. The problem of information and psychological security in cinema discourse. [(accessed on 27 February 2019)];Psikhologicheskie Issledovaniya. 2016 9:8.
4. Harris R. Psychology of Mass Communications. Prime-Eurosign; St. Petersburg, Russia: 2002.
Bryant J., Thompson S. Basics of Media Exposure. Williams; Moscow, Russia: 2004.