



# Research on the Dissemination of Environmental Protection Awareness in Film and Television Works

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DOI: 10.32629/asc.v5i6.3438

**Abstract:** In today's society, environmental issues have increasingly become a global focus of attention, and film and television works, as a powerful medium of communication, have a significant impact on the public's awareness of environmental protection. This article aims to explore how film and television works can effectively spread environmental awareness, using various means such as plot, characters, and visual effects to raise audience attention to environmental issues and stimulate their willingness to take environmental actions. Through case analysis, audience surveys, and other methods, this article reveals the unique role of film and television works in environmental education, and explores the possible development directions of future film and television works in environmental communication.

**Keywords:** film and television works, environmental protection, consciousness dissemination

## 1. Introduction

With the accelerated development of global industrialization and urbanization, environmental issues have become increasingly prominent, such as climate change, resource depletion, ecological damage, etc., posing a serious threat to human survival and development. Therefore, raising public awareness of environmental protection and promoting sustainable development has become a shared global responsibility. As a widely influential medium of communication, film and television works can convey environmental protection concepts to audiences through vivid storylines, three-dimensional character images, and stunning visual effects, stimulate their environmental awareness, and guide them to take environmental actions[3].

## 2. Presentation of environmental themes in film and television works

The environmental problems in today's world are becoming increasingly severe, and environmental issues are receiving increasing attention in society. Environmental pollution, climate change, resource depletion, and other issues have become global challenges, and film and television, as an important form of cultural expression, have extensive dissemination and influence. In this context, more and more film and television production teams are paying attention to environmental protection themes and attempting to convey environmental concepts through film and television photography and production, arousing public awareness and action on environmental protection.

The concern for environmental protection in film and television works is first reflected in the theme[1]. In short, the theme of the work is its core idea or central issue, which is the main information or profound insights that the creator attempts to convey to the audience through the work. The presentation of themes in film and television works is a process that involves the comprehensive use of multiple techniques. The director needs to use clever narrative structures, character shaping, visual elements, dialogue and narration, symbolism and metaphor, music and sound effects, and ending treatments to deeply embed the theme into the film, so that the audience can resonate and deeply understand the deep meaning of the film during the viewing process. For example, the documentary "The Pulse of the Earth" showcases the magnificence and diversity of various ecosystems on Earth through breathtaking natural landscapes, inspiring people's love and awareness of protecting the natural environment.

Secondly, film and television works also present environmental issues such as pollution and ecological destruction to the audience through plot and visuals, arousing their attention to environmental problems. For example, The source of this crisis is a batch of electronic "foreign waste", which contains a large amount of toxic substances, especially high-intensity radioactive cesium-137. These substances have suddenly leaked and are about to endanger the entire city within 24 hours, putting the entire city on the brink of destruction. The film deeply reveals the importance of environmental protection and the damage caused by human activities to the environment through this story. It warns people to be vigilant about the neglect of safety and environmental standards in the process of industrialization, as well as the trampling of the rights and interests of grassroots workers[2].

Finally, there are also film and television works that present the hardships and significance of environmental protection struggles, enabling the audience to understand the importance and necessity of environmental protection work. For example, the movie “Dolphin Bay” exposes the truth about the dolphin hunting industry in Taiji, Japan, showcasing the struggle between environmentalists and local fishermen, as well as their efforts to protect dolphins. This presentation allows the audience to see the complexity and difficulty of the environmental struggle, inspiring their determination and courage to participate in environmental actions. The theme of a work not only reflects the creator’s personal views, emotions, and values, but is also often closely related to the historical background and socio-cultural environment. A successful work’s theme often resonates with the audience, stimulates their thinking, and even changes their concepts and behaviors.

### 3. The Guiding Role of Film and Television Works in Environmental Awareness

Film and television works spread values, reflect social phenomena, enhance aesthetic education, and evoke emotional resonance through various means such as plot setting, character shaping, and visual effects. In terms of raising public awareness of environmental issues, film and television works often present environmental issues to the audience through vivid images and storylines, making the public more concerned about the environmental situation. In order to make environmental themed film and television works more realistic and persuasive, film and television production teams usually choose to shoot real environmental scenes on site. This method can make the audience feel the magnificence and mystery of nature, while also being more likely to resonate and stimulate the audience’s awareness of environmental protection. For example, the documentary “Plastic Ocean” showcases the harm of plastic waste in the ocean to marine life, allowing viewers to intuitively feel the severity of plastic pollution. This presentation has raised public awareness of plastic pollution issues, prompting them to think about how to reduce plastic use and protect the marine ecological environment.

Secondly, film and television works stimulate the audience’s awareness of environmental protection through emotional rendering and storyline, making them resonate and feel a sense of responsibility towards environmental issues. Special effects technology also plays a crucial role in modern film and television production. Through digital synthesis and post-processing, the visual effects of the film can be enhanced on the basis of real-life scenes, making the destruction and protection of the environment more vivid and vivid. For example, using special effects technology in the film to depict the spread of pollutants, the withering of forests, and the extinction of animals and plants can make the audience deeply feel the seriousness and urgency of environmental issues.

Finally, film and television works convey the concept of environmental protection by telling environmental stories, allowing the audience to understand the close relationship between environmental protection and life. The TV drama “Our Forty Years” showcases the important role of environmental protection concepts in social development by telling the changes in Chinese society and the improvement of people’s lives over the past forty years of reform and opening up. The Year of Earth Change “: This film documents the astonishing changes that occurred in the natural environment during the global pandemic lockdown in 2020, such as wildlife reappearing on city streets and rivers becoming clear. The film showcases the positive impact of reduced human activities on the environment and calls for people to pay more attention to ecological protection. This presentation allows the audience to see the actual effects of environmental actions, enhancing their confidence and motivation to participate in environmental actions.

### 4. Conclusion

As a widely influential medium of communication, film and television works play an important role in promoting environmental awareness. By depicting the beauty of nature, revealing environmental issues, presenting environmental struggles, and telling environmental stories, film and television works can raise the audience’s attention to environmental issues, stimulate their environmental awareness, and guide them to take environmental actions. However, film and television works also face some challenges in environmental communication, such as the accuracy of environmental information, audience acceptance, and the sustainability of environmental actions. To address these challenges, film and television works need to adopt a series of strategies to optimize the effectiveness of environmental communication, such as ensuring the accuracy of environmental information, increasing audience acceptance, and promoting the sustainability of environmental actions.

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