

# **Educational Impact of Film and Television Culture Infiltrated by Environmental Documentary Films on Adolescents' Cognitive Level**

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**Keywords:** Environmental Documentary; Teenagers 'Cognition; Film and Television Culture

**Abstract:** From the perspective of Recessive Ideological and political education, communication theory and psychological situational cognition, this paper explores the educational impact of film and television culture permeated in environmental protection documentaries on teenagers 'cognitive level, and analyses the educational role of film and television culture in college students' self-cognition, emotional cognition and social cognition. We can see that watching environmental documentaries can effectively increase teenagers' attention to environmental issues, thereby improving and standardizing their daily life style and making them the backbone of social environmental protection.

## **1. Introduction**

Watching environmental documentaries can effectively increase teenagers' attention to environmental issues, thereby improving and standardizing their daily life style and making them the backbone of social environmental protection.

## **2. The perspective of Recessive Ideological and political education**

From the perspective of potential ideological and political education, the educational impact of film and television culture permeated from environmental documentaries on teenagers' cognitive level is mainly the impact of potential educational ideas and connotations contained in environmental documentaries on teenagers' cognitive development. <sup>[1]</sup>We know that through the dissemination of film and television, the inner dominant ideology and spirit contained in film and television cultural works can always guide people's ideological and moral, aesthetic and other educational functions, especially the youth group, whose outlook on life and world outlook are flexible and easy to accept new ideas and new concepts. Film and television culture has their cognitive development and behavior habits. It plays a powerful guiding role. For example, *The Inconvenient Truth*, which won the best documentary at the 79th Academy Awards in February 2007, is an environmental documentary in the United States.

An excellent film and television work will be perfumed in the accumulation of years. This environmental documentary has been used to make the public understand and recognize the phenomenon of global warming. Mr. Gore, the protagonist of the film, is a politician. He attaches great importance to the issue of "global warming". The film tells us that he has traveled around the world for several years to give lectures on the threat of greenhouse effect to global warming. Mr. Gore has collected a large number of research results of scientific researchers and made them into animations and charts which are easy to listen to. <sup>[2]</sup>The courseware that people understand and accept makes people realize that the greenhouse effect makes the earth change in his expressive and courseware display: the pests and diseases on the earth are increasing, the sea level is rising, the glaciers in the Antarctic and Antarctic are melting gradually, even the simple penguins that we like are slowly

decreasing, the phenomenon of the Dead Sea is no longer alive, and the water of the Dead Sea is no longer there. At the rate of 1.2 meters per year, the Dead Sea will dry up completely in a few decades. If global warming continues, it will be a luxury for people to read in the Dead Sea by 2050.

The environment we are familiar with is no longer as reliable and stable as we imagine. If we allow it to develop, human beings will die out. So Mr. Gore calls on people to wake up, face the grim fact of global warming, give full play to people's creativity, actively seek environmental protection methods conducive to the health of the earth, and strive to achieve energy conservation and emission reduction, and reduce greenhouse gas emissions. ...<sup>[3]</sup> The emergence of this film is not only recognized at the artistic level, but also deeply touched by the public at the national level. "The Inconvenient Truth" won the Academy Award, not only for its artistic recognition, but also for its deep shock in promoting people's awareness of environmental protection. Immediately after the film was released, it aroused tremendous repercussions around the world. People began to recognize the harm of carbon dioxide emissions to the environment. So far, greenhouse effect is still the most urgent problem to be solved for human to protect the environment.<sup>[4]</sup> Teenagers are the backbone of social development. Such environmental films can directly impact their ideological awareness and cause their ideological progress, so that they can consciously regulate their behavior, take green environmental protection as their responsibility, and establish the concept of protecting and creating a good environment from me.

### 3. The Perspective of Communication Theory

Cultivation theory is also called cultivation analysis or enlightenment analysis. In the 1960s and 1970s, American communication scholar Bernard Gerbner and others began a series of studies on the content of TV violence. Besides the content analysis of TV violence, they also measured the influence of TV on audience attitudes, and finally created the "cultivation theory". According to this theory, the "symbolic" reality put forward by the media in modern society exerts a tremendous influence on people's understanding of the real world. Some tendencies in the media, to a certain extent, exert a subtle process of cultivating the subjective world in people's minds, unconsciously restricting people's view of reality and values.<sup>[5]</sup> The cultivation theory holds that the mass media has its own characteristics of public opinion orientation, which determines the bias of its information dissemination. As the main body of communication of social mainstream consciousness, the film and television media are bound to be affected by the current political and economic situation, and maintain the existing social norms. Just as most of the news media in our country advocate party and government policies, they strongly advocate the socialist core values.<sup>[6]</sup>

In 2015, at his own expense, Chai Jing filmed a documentary on the in-depth investigation of haze, "Under the Dome", a 103-minute documentary that attracted the attention of the whole society at the beginning of its publication. Chai Jing's TED speech, which was supposed to be a slow-paced, dull documentary, turned into a vivid "story meeting", through the alternation of live speech, pictures, videos and animation, presented her volunteers to follow Peking University experiment in a few years, into Tangshan, into Los Angeles, and interviewed leading authorities from all sides. Collecting all kinds of data, with the sincerity of being a mother and the dignity of being a journalist, what is the fog? What is PM2.5? Where does the haze come from? What should we do?<sup>[7]</sup> History is created in this way, that is, millions of ordinary people, one day, they will say no, I am not satisfied, I do not want to wait, I no longer blame, I want to stand up to do something, I want to do, right now, right here, right here".<sup>[8]</sup> This documentary is full of sincerity, so that the audience will also feel the severity of the haze phenomenon in the detailed factual and rational analysis. With its unique form of dissemination, this work "cultivates" the viewer's understanding of haze in a subtle way. Objectively speaking, the current data on PM2.5 cited by Chaijing mainly come from western developed countries, but our country is vast in territory, and the proportion of heavy industry development is high in economic development.

Relatively speaking, the environmental situation of our country is different from that of Western

countries. Chaijing's survey report shows that air pollution ranks first among many factors leading to lung cancer. The proportion of lung cancer is higher than we imagine, but in our real life, the proportion of lung cancer has not reached the exaggerated level shown in the film, and a considerable part of the cause of the disease is not due to air pollution. Therefore, when viewing documentaries, adolescents should make rational analysis, consider the reality of life, and not blindly accept the ideological impact of the film. They should combine the correct values and face up to the cultivation of their own consciousness brought about by the transmission of film and television culture dialectically, so as to improve their knowledge structure selectively.

#### **4. The perspective of situational cognitive theory in psychology**

The emergence of situational cognitive theory in psychology dates back to the 1980s. Its early research lacked certain scientific and did not become an independent system. It was not until Maslow and Rogers jointly established this theoretical system that situational cognitive theory developed. This theory is also a research hotspot in the field of learning theory in Western countries. Situational cognitive theory holds that the individual's psychological development often comes from the surrounding environment. The current situation of cognitive development is determined by the situation, and the situation is the basis of all activities. In order to get rid of the traditional mechanical learning, they think that activities should be related to learning, and learners should be given knowledge construction from the real situation of activities. They think that situation is the core focus of learning.<sup>[9]</sup>

Since the twenty-first century, situational cognitive theory has been widely applied in the field of teaching, and multimedia teaching has been widely applied in teaching. Multimedia teaching, in the form of enjoying teaching and making full use of the diversity of situations, can better attract students through PPT or movies, make them feel immersed in the situation, stimulate their desire for active learning, and then better understand and grasp the content of classroom teaching, and more deeply grasp and guide the ideological construction of young students, so as to achieve teaching results than compulsory teaching.<sup>[10]</sup> Learning style is more effective.

With the development of the Internet, learning is no longer confined to classroom teaching in schools. The emergence of telecast teaching has made education a great step towards resource equity. This new teaching form has brought more convenience to the learning and life of learners in various regions, and has increased the rich and colorful educational content. Tang Ying, a Chinese scholar, said in her works that "educational thought is a more general concept. It has a variety of styles and forms. It can be a common sense experience of people's educational career, a by-product of philosophical thought, a social consciousness, or inspired educational novels and essays." It can be said that people's educational thoughts can be displayed from common sense to science, from philosophy to poetry.

#### **Conclusions**

From the perspective of Recessive Ideological and political education, from the perspective of communication theory and from the perspective of psychological situational cognition, this paper explores the educational impact of film and television culture permeated in environmental protection documentaries on teenagers' cognitive level, and analyses the educational role of film and television culture in college students' self-cognition, emotional cognition and social cognition. We can see that watching environmental documentaries can effectively increase teenagers' attention to environmental issues, thereby improving and standardizing their daily life style and making them the backbone of social environmental protection.

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