FILM INDUSTRY INFLUENCE ON THE SOCIETY AND A PERSON

R.V. Eremin, I.V. Malusha
Scientific adviser associate professor N.Yu. Gutareva
National Research Tomsk Polytechnic University, Tomsk, Russia

Let's consider films influence on the modern society. The film industry has grown and developed rapidly since its inception in the early 1900's. Over the years, it has gained the attention of every culture in every part of the world. These days, thanks to Hollywood, it is a great instrument to form the social culture by changing the viewers' opinions. The idea that a film can have such a huge impact on people can be difficult for some persons; however, this same impact can also be a great tool when used properly and for the right reasons.

The prosperous 1920's gave us such main movie studios like Metro Goldwyn Mayer, Paramount, Warner Brothers, 20th Century Fox from the Hollywood area. Their growth gave rise to movie viewings and the overall popularity of this form of entertainment all over the world.

We should point out what "mass communication" is nowadays. The term 'mass' suggests great volume. It also refers to the extent and reception of messages/communication. Communication is where movies come into play. It entails understanding the meaning and receiving the message. If we put them together, mass communication is the distribution of an idea or message to a large number of people.

Films fit perfectly into this description. Just examining the revenues some of these movies generate attests to their popularity around the world. The movie "Avatar" holds the record as the world's highest grossing movie at almost two billion dollars. There are many more movies that made close to the one billion dollars. For example, «Titanic», «Jurassic World», «Furious Seven», «The Avengers».

There are also films that show us historic events. These movies are like history lessons which show something we were not able to witness or take part in. Films like «The Dawns Here Are Quiet» and «Fate of a man» are examples of how films can show the new generation the exploits their ancestors have done.

Let's realize how films can change human conscience.

Movies play an important role as advertising grounds as many companies pay large sums of money for their product names to appear in movies. This form of advertisement is very popular and works because people see their favorite actors using these products and imitate them. Fans mimic their idols in how their dress, eat, even act. Movie is the strongest means of propaganda. Therefore, Joseph Vissarionovich Stalin watched every feature film before he went to the rental, which he personally gave "good." He understood that cinema influences the mood of people, shapes their views on life, and how the ideological factor to a large extent shapes the thinking of the audience.

Today, in the period of unprecedented expansion of mass culture, growth of its role in modern society, it is extremely important to establish mechanisms of its impact, to reveal the "secret of contagion". If art is not limited to sensual influence, but sets the task of a complex process of sublimation of feelings, will, emotions, intellectual charge, the works of mass culture are fundamentally different from the works of art — direct reproduction of "lived" feelings, appeal to elementary emotions, and sometimes even instincts. Mass culture in this sense is likened to advertising, which less and less appeals to the mind, as well as new films of mass culture, with its "bombardment" of emotions, intellectual blackmail and the desire to subdue the consumer. And there and there an advertised product is considered to be as something irrational. Only in one case it offers fashionable suspenders or "best in the world" dog cutlets, the other is a brisk trade of feelings — sold love, laughter, fear, curiosity, excitement, sex and horror.

There has long been a heated debate about whether a murder image can cause a real murder, showing a picture of vice to stimulate the blossoming of vice in life? Two theories have appeared on the foundation of this dispute: one claims the healing, therapeutic effect on the viewer of works depicting sex, violence, horror; the other sees it as an undoubted evil, generating a chain reaction of crime and vice. Both theories have a considerable reserve of empirical data. Indeed, can art exert a "bad influence", sow immorality, and give rise to a craving for crime, cynicism and disbelief? Can the image of barbarity to cause a reaction follow? "Complex action" is produced by art, however, does not deprive us of the opportunity to somehow sort out this complexity. Hardly the most bloody of Shakespeare's tragedy was caused by someone's desire to emulate lady Macbeth or king Henry IV, a detailed description of the murder of the old woman in "Crime and punishment" does not multiply the ranks of Raskolnikov, the murder of the father of their children in "the Sweet life" Fellini bear only the bitter reflection over the reasons for this, but not imitation.

Also, we want to consider how genres affect a person. A comedy is the best way to escape from problems and cheer you up — watch a funny movie. It is when watching such films that a person stands out the hormone of happiness-endorphin, which makes us laugh. But comedy is not just a way to cheer you up. After all, endorphin protects a person from viruses and bacteria, that is, it helps the immune system. No wonder they say: "the more you laugh, the longer you will live".

As for a drama, these films and series do not distract people from the problems, but rather make you think about everything unpleasant. Watching the drama, we think about what we have done wrong, in the head there are millions of thoughts, even little things people attach great importance. A significant difference between dramas from other genres that people unconsciously take on the emotions of those characters that he likes or a little bit like him. If we have done a bad thing, we begin to think about the similarity with antihero, trying to justify our actions. Or, conversely, condemn yourself for what you did, even for small sins. That is why a person is not recommended to watch the drama if he is fixated on some problem.

Horror is a Controversial genre, because for some people it's just a way to get an adrenaline rush, which in reality we do not have the courage to get. For other people horror is banned, they want to watch such films, but the fear

takes over. Long recognized the powerful influence of the films of this genre on the psyche and thus, there are many restrictions on viewing such films.

Thus, films have a huge impact on a person, his behavior, culture and the whole world.

References

1. Film industry influence on society [Electronic resource] // URL: https://sites.google.com/site/cocanketa/home/sovremennye-issledovania (date of the application: 01.02.2018).
2. Impact of films on a person [Electronic resource] // URL: https://shkolazhizni.ru/psychology/articles/78612/ (date of the application: 01.02.2018).
3. Differences between genres [Electronic resource] // URL: http://www.lookatme.ru/mag/live/inspiration-lists/209407-films (date of the application: 01.02.2018).
4. Genres of films [Electronic resource] // URL: https://www.ronl.ru/shpargalki/psikhologiya/836542/ (date of the application: 01.02.2018).

THE INFLUENCE OF THE MEDIA ON THE LEVEL OF SPEECH CULTURE IN THE MODERN SOCIETY

V.D. Kazak

Scientific adviser associate professor N.Yu. Gutareva
National Research Tomsk Polytechnic University, Tomsk, Russia

Language is the history of the people, the path of civilization and culture from the sources to the present day. Now many people are concerned that by the beginning of the 21st century we have forgotten to speak and write normally in Russian. Language is the soul of the people. By nature, it cannot but reflect what is happening to a man and around him. Coarsening of a language, its apparent impoverishment, communication – all this indicates our spiritual and moral degradation.

At present, it is not possible to realize the influence of the media, especially the electronic media, on the formation of a modern way of life and language. We can see that the language norm of the Russian language changes in the media. At present, we are witnessing an unprecedented distortion and coarsening of the Russian language in the media, the Internet and, as a consequence, in the speech of our fellow citizens.

The state of Russian language culture is of concern to many people today. This is talked about and written by teachers and journalists, writers, scholars - linguists. At present, it is not possible to realize the influence of the media, especially electronic (radio and television), on the formation of a modern way of life and language. According to research data in recent decades, 70-80% of mass social information consumers receive through radio and television channels and only 20-30% through printed periodicals. The electronic mass media out of the XX and XXI centuries have the opportunity to form language norms in all age groups of millions of people. A recent survey has showed that:

- 40% of the students surveyed are confident of the negative influence of the mass media on our speech, as in today's world there is no strict control over this sphere, that is why people's speech in the media there are verbal errors, parasitic words, etc;

- 32% of respondents believe that the media positively influences a person's speech, enrich our speech with new words;

- 20% cannot give an unambiguous answer, considering that different media have different impact on the person;

- 8% believe that the media does not have any influence on the speech of a person [1].

Here is an example of the use of slangs and jargon in some famous magazines and on the television:

1) There are constant violations of the norms of the words pronunciation, both by the presenters of the programs themselves, and by the heroes of these programs, as well as by politicians and artists on the television and radio. On the radio and youth television channels (MTV, MUZTV, etc.), where the target audience is youth and adolescents, there is a huge amount of borrowed vocabulary from the English language (its American version), especially a large number of words related to fashion (trend, bow, print and etc.) and modern music (hit, demo, track, sound, etc.).

2) We read already on the first page of the teen magazine "Bravo": "victim of the main party-goer of the world", "motorcycle glamorous - pink color". Further on the pages of this magazine every now and again there are the words of youth slang: booze, carbon monoxide, Goth - party, tusanut, fanatet, trash. Let's take two more youth magazines, the readers of which are girls — ELLE GIRL and YES! Here the vocabulary differs in the orientation towards the readers — shopping, gifts to the cashier, upgrade (the word that used to be used exclusively in computer vocabulary, spread among young people), super-creative, stir up, the right young lady, make-up, lava-story, military stripes. The influence of the publication on the speech of a particular stratum of society depends on the targeting of the material to a certain age category. Sometimes you go to the site, for example, "Vkontakte" (even the name is written in violation of spelling norms) and one can wonder how and how illiterate people can be. The words immediately rush into the eyes: "clear", "ATP", "some garbage", "PPC", "dr", "agon', "this is a fiasco bratan", "but you'll be in contra?" [2].

Thus, the modern media, overcoming the traditional boundaries of the functional styles, tend to approach the level of the average philistine, consumer of mass culture as much as possible, try to speak his language. And since the thinking level of the average linguistic personality is largely formed precisely through the media, as it is they who make up the most authoritative speech environment for many native speakers. Reading newspapers, listening to the radio, watching TV and the Internet – these are the areas of speech activity, in which "standards", "norms", "aesthetics" for the