

# Research on the value of scientific and cultural communication in science fiction films

Qing Wu

Chizhou University, Qingyang, Anhui, 242800, China  
466740090@qq.com

**Abstract:** *At the beginning of the 20th century, science fiction films were born in France. Subsequently, the United States surpassed and became the main force in the science fiction film industry. American science fiction films have a special influence on the science fiction industry, Chinese science fiction films, and their audiences. With the popularity of "The Wandering Earth," it has sparked the enthusiasm of the Chinese film industry for creating science fiction films, and Chinese science fiction films are gradually moving towards a thriving development path. The dissemination of values in Chinese science fiction films has a positive impact. It helps promote mainstream values and guide the value orientation of young people. It is also one of the important windows for external communication. This paper studies representative film cases to summarize the values of Chinese science fiction film dissemination. The research on the dissemination of values in Chinese science fiction films has certain enlightenment and reference significance for the future development of Chinese science fiction films, the external dissemination of Chinese values, and other aspects. Through the research and analysis of the dissemination of values in Chinese science fiction films, it is helpful to explore new paths for the dissemination of Chinese science fiction films, expand the research perspective of values, and provide reference ideas for the future development of the Chinese science fiction film industry and the research and external communication of Chinese science fiction film values.*

**Keywords:** *Chinese science fiction films; values; dissemination*

## 1. Introduction

Science fiction movies refer to film and television works that use science fiction elements, set in imaginative scenarios as the background, and are based on scientific foundations for storytelling[1]. Science fiction movies often have a certain degree of imagination based on scientific principles or theories. In the early 20th century, science fiction movies originated in Western countries such as France and the United States[2]. In the 1930s, China's science fiction-style imagery emerged. In 2019, the science fiction wave sparked by the movie "The Wandering Earth" symbolized a new era of rapid development for Chinese science fiction movies[3]. In the process of spreading Chinese science fiction movies, the values that the movies convey are worthy of in-depth research[4].

Currently, there is a lack of research on Chinese science fiction movies in foreign scholars' literature. With the overseas release of "The Wandering Earth," it has also attracted the attention and discussion of foreign media[5]. However, the international influence of Chinese science fiction movies still needs to be improved. The success of science fiction movies inevitably includes many factors, such as visual effects, narrative techniques, character development, and plot advancement. In the wave of globalization, if China wants to integrate into it, enhancing national cultural soft power is an indispensable part[6]. In the face of the impact of science fiction movies from various countries around the world, Chinese science fiction movies still need to continuously explore in seeking and expressing values. How to tell good Chinese stories and construct, express, and disseminate Chinese cultural values still requires the continuous efforts of the Chinese people. By selecting and summarizing representative values from Chinese science fiction movies for analysis and research, it is hoped that the research on these values can provide certain guidance and inspiration for shaping and expressing Chinese characteristic values in future Chinese science fiction movies[7].

## 2. Common Values

With the progress of society, Chinese science fiction movies are also developing in step with the

times. In the process of spreading Chinese science fiction movies, the values they express need to be explored and researched in depth. The content of these values, whether intentional or unintentional, is conveyed to the audience and plays a certain role as a guiding ideology for the development of Chinese science fiction movies.

In the further induction and analysis of past Chinese science fiction movies, representative values are selected for in-depth research. By summarizing and analyzing the values disseminated in some Chinese science fiction movies, they can be sorted out and discussed. Through the research on these values, it is hoped to provide some assistance for the construction of the ideological core of Chinese science fiction movies in the future.

### ***2.1 Optimistic Attitude***

Optimism, derived from Latin, means "the best" and mainly refers to a sunny and positive attitude. Optimists focus more on the positive value of things and ignore the negative value. Most Chinese TV dramas prefer a "Happy Ending" and this is also why Chinese people tend to embrace the spirit of optimism. Most Chinese movies also reflect the optimistic spirit of the Chinese people, not only in the endings of the movies but also in the details and development of the story.

The optimistic attitude is also reflected in the 2008 movie "CJ7". Although Xiaodi and his father live a difficult life, they still face various problems with optimism and strength. Despite their limited wealth, they often find joy in their hardships, even a bad apple they find can make them satisfied. This optimistic mindset is also the spiritual pillar that supports their efforts in life. Facing life with optimism and positivity gives people a positive spiritual encouragement, and this is also the positive value that the movie seeks to convey. The optimistic attitude of the Chinese people is also reflected in the lives of ordinary people. The 2019 movie "Crazy Alien" embodies this optimistic attitude. Geng Hao's career is not successful, but he never gives up his love for "monkey plays". Whether in the low point of his career or in the chaos of encountering aliens, he remains optimistic and positive, and is full of enthusiasm for the things he loves. Facing difficulties in life with a positive and sunny attitude is exactly the embodiment of an optimistic attitude.

Whether in ancient Chinese mythology or traditional ideological concepts, humans have always maintained a firm belief, a high fighting spirit, and an optimistic spirit in their struggle with external things. This fearless and tenacious spirit of optimism has constructed the excellent national spirit of the Chinese nation. The expression of values in Chinese science fiction movies cannot be separated from the optimistic attitude. Whether it is the comedy elements in the movies or the optimism and humor of the characters, they all embody the long-standing optimistic attitude of the Chinese people. It is with such values that the dissemination of science fiction movies can better demonstrate the indomitable spirit of the Chinese nation and spread to various parts of the world.

### ***2.2 Spirit of Sacrifice and Dedication***

The spirit of sacrifice, also known as "dedication," refers to the willingness to sacrifice personal interests, the interests of small groups, or even one's own life for the purpose of achieving certain goals or ideals. Due to different eras, the purposes and roles of the spirit of sacrifice displayed by people also vary. The spirit of sacrifice is progressive with the times, and sacrifice is a form of abandonment or relinquishment. Whether it is historical heroes or role models in life, the Chinese nation advocates this spirit of sacrifice and dedication, and this spirit is also embedded in film and television works, subtly influencing the public.

Many films in the past have shown various degrees of sacrifice and dedication, such as the sacrifice and dedication between characters or the sacrifice for things. This spirit of sacrifice and dedication has become a unique spiritual concept with Chinese characteristics, which is also demonstrated in Chinese science fiction films. In the film "CJ7" the father of Xiaodi is forced to work on a construction site in order to provide a better life for his child. This is a sacrifice made by a father for his child, a manifestation of paternal love. And the alien "Qizai" chooses to sacrifice himself to save Xiaodi's father, who fell to his death while working at the construction site. The alien, infected by human emotions, also experiences sacrifice and learns to sacrifice himself. This is the expression of the spirit of sacrifice and dedication of the Chinese nation in films since ancient times.

### **2.3 Collectivist Beliefs**

Collectivism advocates that individuals are subordinate to society, and individual interests are subordinate to the interests of the nation, ethnicity, and collective. Collectivism is the opposite of individualism, and its principles influence the norms of communism. Under socialist conditions, the interests of the state, the collective, and the individual are fundamentally consistent. Collectivism is the core value concept of socialism and has always been the dominant values in Chinese society. Whether in daily life or in various film and television productions, the belief in collectivism can be felt.

The popularity of Hollywood science fiction films has widely spread individualism, which represents Western values. The values conveyed by superheroes saving humanity and elites solving survival crises carry Western characteristics. Chinese science fiction films express values that are significantly different from foreign science fiction films. In domestic science fiction films, collectivism takes precedence over individualism, and individual interests are subordinate to the interests of the nation and the collective.

Collectivism beliefs are also reflected in many science fiction movies. In the movie "The Wandering Earth," when faced with the crisis of Earth rapidly falling into Jupiter, the Chinese people did not choose to reunite with their families for a final farewell and give up hope. Instead, they combined the power of all humanity and, through the collective efforts of people around the world, activated the engine to save the Earth. This reflects the collective belief of the Chinese people, which means that all speech and actions are in line with the collective interests of the people. In many domestic science fiction movies, the belief in collectivism is seen as a spiritual guidance for Chinese society and Chinese people, and it holds significant value and meaning. In the recently released TV series "The Three-Body Problem," the belief in collectivism is also reflected. In "The Three-Body Problem," an alien civilization wants to occupy Earth, and in order to protect Earth, people from all countries around the world start discussing ways to resist the Three-Body civilization together. When facing the difficult moment of the end of the world, people on Earth choose to unite and fight against the "Three-Body" civilization, which is a manifestation of collectivism. The belief in collectivism represents the common ideals and shared goals of people, which is exactly what is portrayed in the movie.

The collectivist values that Chinese people possess come from traditional Chinese culture and the influence of social ideologies. Collectivism has been manifested since ancient times. The Confucian value of "filial piety" is not only reflected in family relationships but also in non-family relationships. People always prioritize others and the collective, considering the collective interest as more important than personal interest. This kind of collectivism is also integrated into Chinese science fiction movies, forming a unique expression of values in the movies.

## **3. Values Potentially Conveyed**

While movies provide entertainment and relaxation, they also convey the ideas of directors and creators. Obvious and easily understood values are often grasped immediately after watching a movie, but there are also deeper, subtle connotations embedded in the details of the movie, which are thought-provoking. In the expression of creators, there is an implicit transmission of a unique Chinese value system.

### **3.1 Traditional Family Culture Thought**

Family culture is the core content of Chinese culture and the starting point and foothold of the development of Chinese civilization. "The Great Learning" is a representative Confucian article, which describes the moral cultivation and practice from individuals to families, from families to society, and from society to the world. The family is an important node in this path from theory to practice. During the mature period of political management in the Western Zhou Dynasty, the feudal system was established with the family as the center. The family culture contained in Confucianism embodies political, cultural, and ideological cultivation that surpasses the modern small family and has strong social attributes. External practice starts from the family, from the family to the country, and from the country to the world; from relatives in the family to the ruler and ministers of the country, and then to the great way of the heavens and the earth. "Emphasis on the family" means to organically integrate the construction of the Chinese social family with the construction of millions of small families, and it is a modern interpretation of the Confucian idea of family harmony, governance, and peace in the world.

Chinese science fiction films incorporate the "family culture" of traditional Confucian thought. The idea of family culture is reflected in the film "The Wandering Earth." In "The Wandering Earth," the concept of "home" is mentioned multiple times, and "home" becomes the spiritual pillar and ultimate destination for people. In the film, the grandfather returns to the frozen home in his final moments and slowly closes his eyes while reminiscing about his family, which is a manifestation of family culture. In addition to one's own small family, the concept of family culture also extends to the nation. In the film, people make every effort for the sake of their families and their homeland. Family culture is an inseparable part of Chinese culture, and it can also be felt in an increasing number of domestic science fiction films that the power of "home" can melt the coldness.

### **3.2 Confucianism's "Harmony among People" Thought**

Mencius proposed the view that "heaven does not favor individuals as much as favorable conditions, favorable conditions do not favor individuals as much as harmony among people," which greatly emphasizes the importance of "harmony among people." "Harmony among people" refers to unity and sincere cooperation. In Mencius's view, it is the most crucial among several conditions. Whether it is city walls and moats or weapons and food, ultimately, it is because the people in the city cannot unite and abandon their own city. Mencius believes that giving "love" and "respect" to others in society is very important. The thought of "harmony among people" he proposed is also developed around the concepts of "love" and "respect." Those who are benevolent love others, those who are courteous respect others. Those who love others, others will love them in return. Those who respect others, others will respect them in return. When the thought of "harmony among people" is placed in modern society, if everyone can love and respect each other, it can easily achieve the state of "harmony among people." The thought of "harmony among people" has profound influences on China, from families to collectives, from the nation to the ethnic group.

The thought of "harmony among people" has had significant influence from ancient times to the present, and it also permeates the ideological connotation of the film and television culture industry today. Film and television cultural products have an important function of cultural output, influencing others' values and behaviors through the dissemination of media information.

In "The Wandering Earth," people from all over the world work together to save the Earth. This demonstrates the concept of "love" in their hearts. Many lives are sacrificed in order to restart the engine, and these lives are respected. People persevere and never give up with this sense of "respect." This idea of "unity" is subtly portrayed in many Chinese science fiction films, from individuals to the entire nation and ethnicity. It holds significant meaning and influence.

## **4. Conclusion**

By analyzing representative works of Chinese science fiction films, we can summarize the common values that are widely spread. Optimism has been admired by many Chinese thinkers throughout history, and the yearning for a "harmonious society" is a manifestation of this mindset. The expression of comedy and characters' optimistic attitudes in Chinese science fiction films is inseparable from optimism. The spirit of sacrifice and dedication is manifested differently in different eras. From the classic legends of Nüwa mending the sky to the sacrifices and dedication of the Dayu controlling the flood, the theme of "sacrifice and love" is also important in Chinese science fiction films. Collectivism is the mainstream value in Chinese society and the core value concept of socialism. The collectivist beliefs expressed in Chinese science fiction films serve as a spiritual guide for the Chinese people.

In addition, Chinese science fiction films also convey underlying values. Traditional family culture is the core content of Chinese culture, and Confucianism emphasizes the importance of family culture. Chinese science fiction films subtly transmit the idea of family culture, which embodies the emotions and broad-mindedness of the Chinese people. Confucianism's concept of "unity" has a profound influence on the Chinese nation, and Mencius believes that "unity" revolves around "love" and "respect." While Chinese science fiction films may not explicitly express the concept of "unity," they silently influence the audience. Through the analysis and study of values, it is hoped to provide references for the construction and expression of values in Chinese science fiction films in the future.

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