RESEARCH ON THE INFLUENCE OF FILM AND TELEVISION CULTURE ON COLLEGE STUDENTS’ MENTAL HEALTH

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SUMMARY

Background: In recent years, with the development of economy and society, the demand for talents in China is increasing. Universities are an important source of talents, and university pupils are the participants and promoters of social development. Therefore, the quality and ability level of university pupils has always been concerned by people from all walks of life.

Subjects and methods: Taking 1000 university pupils from three universities in a city as the research object, this paper aims to understand the current situation of mental well-being problems of contemporary university pupils. In the way of experimental pilot, 100 university pupils were taken as the experimental objects to carry out mental well-being intervention on students by means of movie and teevee cultural intervention. To understand the influence of movie and teevee culture on pupils’ mental well-being problems through the changes of subjects’ mental well-being problems scores.

Results: After the intervention of movie and teevee culture, the scores of mental well-being problems of university pupils in different grades showed an obvious downward trend. The mental well-being quality of university pupils in different grades has been importantly improved, which verifies the effectiveness of movie and teevee culture in alleviating university pupils’ mental well-being problems.

Conclusions: Movie and teevee cultural works have rich forms of expression, strong cultural appeal and artistic penetration. They can effectively adjust the psychological problems of the audience through implicit psychological intervention, help the audience with mental well-being problems eliminate their negative emotions, and convey positive and optimistic life ideas.

Key words: movie and teevee culture - mental health - anxiety - depression - college student

INTRODUCTION

Compared with other stages, university pupils begin to initially contact the society, so they will be impacted by new ideas, and also feel the fierce competitive pressure of the society, which will affect their mental well-being. In addition, university pupils have rich emotions and a strong sense of competition, but their Willpower and self-control ability are relatively weak, and they lack the spirit of hard work. Therefore, they are often frustrated. Over time, they have anxiety (Farkas 2021). Moderate anxiety will help students improve their attention and competitive consciousness, and help to improve their learning enthusiasm and learning efficiency; However, excessive anxiety will damage students’ mental and physical health, which is not conducive to students’ mental well-being and long-term development. There are four main reasons for university pupils’ mental anxiety, namely, poor adaptability to the environment, unstable mood, less optimistic and positive attitude towards life, weak willpower and poor ability of psychological self-regulation (Lascurein et al. 2020).

With the development of electronic technology, the richness of cultural communication and entertainment equipment in people’s daily life has greatly increased. As one of the common forms of entertainment communication, movie and teevee culture has been integrated into people’s daily life to provide people with spiritual entertainment experience (Fraguas et al. 2021). Film, television and other movie and teevee cultures cover a wide range of areas and have a great influence on people’s living habits, ways of thinking and behavior patterns. They can spread certain spiritual power and information to people through movie and teevee works. The communication characteristics of movie and teevee culture are shown in Figure 1. Movie and teevee culture have strong artistic appeal and can convey different feelings of emotional experience to the audience through the expression form of artistic language. Moreover, the movie and teevee culture takes the network as the media, and the audience can watch and appreciate it at any time. It is less limited by time and space, which is convenient for the dissemination and sharing of culture and art. And the cultural information transmission of movie and teevee culture to the audience is recessive, which is not easy to be perceived. In the process of appreciating art works, the audience unconsciously accepted the culture and information transmission of movie and teevee works. Movie and teevee culture also have certain interactivity. In particular, some TV programs use live interaction to narrow the distance between them and the audience, making movie and teevee programs have strong affinity (Bhutani & Scott 2021).

Many scholars have studied the mechanism and treatment of mental well-being problems. Kim and others have analyzed the value of media research methods to entertainment health education, explored the mechanism of the impact of media means on the audience, and discussed how to use media means to carry out health education. Through comprehensive
analysis of the tasks and narratives in TV dramas, it is found that the narrative and characters of media influence means will have an impact on health education, and the stereotyped image in TV dramas will directly affect the impression of objects, movie and teevee media means have important value in the development of public health work (Kim & Noriega 2020). Bingham and his team members analyzed the correlation between hypothalamic pituitary adrenal axis dysfunction and severe depression. By detecting the concentration of cortisol in the hair of patients, they analyzed the correlation between it and the psychiatric characteristics, neuropsychology and function of severe depression in remission. The results showed that there was no considerable correlation between hair cortisol concentration and psychiatric characteristics, neuropsychology and function, which proved that the hypothesis of correlation between neuropsychological manifestations of remitting severe depressive disorder and changes in hair cortisol concentration was not tenable (Bingham et al. 2021).

**Figure 1.** Communication characteristics of movie and teevee culture

Hegh and other scholars have studied the emotional instability of cross psychiatric spectrum disorders, and analyzed the core symptoms of cross functional damage in psychiatric patients, so as to improve the treatment effect of psychiatric patients. The study compared the levels of emotional instability in patients with schizophrenia, bipolar disorder and healthy controls, and discussed the clinical relevance of emotional instability. The study found that the emotional instability of patients with schizophrenia and bipolar disorder was importantly higher than that of healthy compare group, so emotional instability can be used as a potential therapeutic target for psychiatric spectrum disorders (Hegh et al. 2020). Roelfs and other scholars analyzed the phenotypic independent characteristics that are genetically related to mental well-being, and analyzed the genetic structure differences and overlaps between different mental well-being diseases, so as to obtain the unique characteristics between healthy individuals and mental well-being problems, and understand their correlation and mechanism. The study statistically analyzed the mental well-being questionnaire data of several individuals to capture the mental symptoms and the risk factors leading to individual mental well-being problems. Studies have found that there is a correlation between genes of various mental well-being diseases, and mental well-being diseases have a certain genetic basis (Roelfs et al. 2021). Herniman and his team members discussed the psychometric validity of MADRS depression scale in schizophrenic spectrum disorders, and analyzed the validity of depression scale in patients’ psychometrics, which is of great significance for the early identification and accurate evaluation of schizophrenic spectrum disorders. The study found that MADRS depression scale has high predictive validity for cases of schizophrenia spectrum disorders, but there are differences in the optimal threshold for patients with or without positive psychiatric symptoms, so it is necessary to determine the optimal threshold in clinical evaluation (Herniman et al. 2021).

**SUBJECTS AND METHODS**

**Study setting**

With the popularity of network culture in modern society, as an important carrier and form of information culture, entertainment and communication activities such as movie and teevee culture occupy an important position in people’s daily life, affecting the living habits and aesthetic interests of the audience. Movie and teevee culture convey cultural signals to the audience through film, television programs and other rich forms of display. Silent cultural information such as national culture and values are integrated into the whole movie and teevee program to achieve the entertaining transmission and output of culture and information. The movie and teevee
culture, with its strong artistic appeal and shocking resonance, conveys its own unique artistic language and signals to the audience, prompting the audience to associate and think from the movie and teevee works, and plays a direct role with people’s inner emotions. Movie and teevee culture can effectively help the audience relieve their inner emotions, relieve pressure and change their mood. Therefore, the research comprehensively analyzes the mechanism of psychological intervention of movie and teevee culture, analyzes the impact of movie and teevee culture Intervention on improving the mental well-being level of university pupils, and hopes to put forward a new promotion scheme for university pupils’ mental well-being through movie and teevee culture intervention.

Design

Anxiety refers to the anxiety, anxiety and other complex emotions caused by an individual’s worry about his own future development. Internal and external factors may lead to psychological anxiety. However, patients with depression often have the problem of cognitive dysfunction. After the disease, the cognitive ability of patients in thinking ability, attention, memory and other aspects will decline, and the function of patients in emotion, subject behavior, active consciousness and other aspects will also decline importantly. In recent years, the number of patients with depression has increased year by year, and depression has become one of the mental disease’s worthies of special attention (Pintos et al. 2020). The main problem that depression patients face in their daily life is the decline of their labor ability and social ability. Their social function attributes and life attributes show a rapid regression. Patients with serious illness will directly lose their basic living ability and need the care and assistance of others. Depression has the characteristics of high recurrence rate, long course of disease, and it is difficult to cure depression. Rehabilitation treatment has become an important means of depression treatment in psychiatry. Through different types of rehabilitation treatment, it can help patients alleviate their condition and improve their quality of life.

Entertainment and art assisted therapy is an important means of rehabilitation treatment for anxiety and depression. It is studied that art entertainment can help patients maintain a state of physical and mental pleasure, improve their abilities in thinking, behavior, cognition, interpersonal communication, etc., and enhance their living ability (Kaster et al. 2020). Make use of rich movie and teevee cultural works to help patients strengthen contact and communication with the outside world and improve their adaptability to the outside environment. Under the influence of movie and teevee art, the psychological guidance and comfort of patients with anxiety or depression are imperceptibly carried out, and positive movie and teevee works are used to help patients with anxiety or depression establish an upward and sunny psychological attitude (Hasanovi et al. 2020).

The research combines the methods of investigation, statistics and experimental pilot, analyzes the intervention effect of movie and teevee culture on university pupils’ mental well-being, and analyzes the effect of movie and teevee culture on university pupils’ mental well-being problems based on the psychological intervention mechanism of movie and teevee culture on the audience. Taking 1000 university pupils from three universities in a city as the research object, this paper uses the method of stratified cluster random sampling to randomly select university pupils from grade one to grade four in three universities for investigation and research, and analyzes the current situation of mental well-being problems of contemporary university pupils. In order to alleviate the mental well-being problems of university pupils, 100 university pupils were selected as the experimental subjects, and the means of movie and teevee cultural intervention were used to intervene the mental well-being of students. The changes of students’ mental well-being level were evaluated with the self-made scale. The scale analyzes the impact of movie and teevee culture Intervention on the development of university pupils’ mental well-being from the five dimensions of university pupils’ self-confidence, sense of responsibility, creativity, personality development and personality stability. There are 21 test items in total. The test factors of the questionnaire are shown in Figure 2. The Likert five grade scoring method is adopted for scoring. Five grades of 1-5 are used to quantify the impact of the ideological and political education concept of the curriculum. 1 indicates irrelevant, 2 indicates slight impact, 3 indicates general impact, 4 indicates considerable impact, and 5 indicates full impact. In order to avoid the impact of personal subjective emotions on the effectiveness of the survey results, the average score of 1000 respondents are taken and rounded to determine the final survey results.

After the questionnaire collection is completed, the collected questionnaires are preprocessed to eliminate invalid questionnaires such as incomplete answers and inconsistent results, and the data are preliminarily sorted out. The statistical software SPSS24.0 is used to test and analyze the collected questionnaires, and the data statistical results are compared and analyzed. Cronbach’s alpha reliability coefficient method is used to verify the data validity. The alpha coefficient calculation formula is shown as follows:

\[
\alpha = \frac{K}{K-1} \left( 1 - \frac{\sum_{i=1}^{K} \frac{S_{i}^2}{S_{X}^2}}{K} \right)
\]

In formula (1), \(K\) represents the number of questions in the questionnaire, \(S_{X}^2\) represents the variance of the total sample score, and \(S_{i}^2\) represents the variance of the score of a certain item.
Figure 2. Questionnaire test factor

RESULTS

In order to verify the reliability of the designed questionnaire, the reliability of the questionnaire was analyzed. The alpha coefficient results of the questionnaire are shown in Table 1.

Table 1. Reliability analysis results

<table>
<thead>
<tr>
<th>Factor</th>
<th>Cronbach’s alpha coefficient</th>
<th>Overall Cronbach’s alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self confidence</td>
<td>0.759</td>
<td></td>
</tr>
<tr>
<td>Sense of responsibility</td>
<td>0.794</td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>0.813</td>
<td>0.795</td>
</tr>
<tr>
<td>Character development</td>
<td>0.808</td>
<td></td>
</tr>
<tr>
<td>Personality stability</td>
<td>0.792</td>
<td></td>
</tr>
</tbody>
</table>

As can be seen from Table 1, the overall alpha coefficient of the scale is 0.875, and the alpha coefficient of each dimension item is greater than 0.8. Statistics were made on the mental well-being scores of the respondents in the process of receiving movie and teeeve culture intervention treatment. The changes of mental well-being scores of university pupils of different grades are shown in Figure 3.

As can be seen from Figure 3, the scores of mental well-being problems of university pupils of different grades show an obvious downward trend after the movie and teeeve culture intervention treatment.

DISCUSSION

At this stage, the fundamental purpose of higher education is to cultivate all-round comprehensive professionals and to provide talent resources for national construction and social development. Therefore, higher education has been committed to improving the comprehensive quality of university pupils from the aspects of professional skills, psychological quality, humanistic quality and so on. However, university pupils are generally under strong development pressure, and their psychological endurance is also limited. Therefore, many university pupils have different degrees of mental well-being problems. University pupils’ mental well-being problems are mainly caused by personal and external conditions. University pupils’ activities in the university environment are limited and affected by environmental factors, and campus environmental factors also include students’ learning environment atmosphere. Bad campus environment and learning atmosphere can easily lead to negative emotions among university pupils, thus reducing the quality of university pupils’ mental well-being. From the perspective of personal conditions, the internal factors of university pupils directly determine their mental well-being level. Some university pupils are prone to escape, fear of difficulties and other emotions. When they encounter more difficult learning problems, these university pupils are more likely to have anxiety and fear, and it is difficult to settle down to find solutions, resulting in mental well-being problems. Moreover, the thinking concept and emotional model of university pupils are still in the development stage, and their minds are not firm enough. The intrusion of some bad ideas and their easy to hinder and interfere with the physical and mental development of university pupils lead to the psychological deviation of university pupils, and ultimately affect the life behavior model of university pupils. Therefore, universities should focus on the mental well-being of modern university pupils, create a good psychological atmosphere environment for university pupils throughout the university pupils’ period, actively explore a variety of psychological intervention and treatment methods, promote the cultivation of university pupils’ psychological quality, establish a comprehensive psychological intervention
mechanism, and improve the comprehensive ability level of university pupils (Docherty et al. 2020). Therefore, the research takes movie and teevee culture as the starting point to explore the intervention measures for university pupils’ mental well-being problems. With the popularity of network culture in modern society, as an important carrier and form of information culture, entertainment communication activities such as movie and teevee communication activities occupy an important position in people’s daily life, affecting the audience’s living habits and aesthetic interests. Movie and teevee communication activities convey cultural signals to the audience through films, television programs and other rich forms of display. Silent cultural information such as national culture and values are integrated into the whole movie and teevee programs to achieve the entertaining transmission and output of culture and information. The movie and teevee communication activities, with their strong artistic appeal and shocking resonance, convey their own unique artistic language and signals to the audience, urge the audience to associate and think through the movie and teevee works, and play a direct role in influencing people’s inner emotions (Bachetti et al. 2020). Therefore, film and television communication activities can effectively help the audience alleviate their inner emotions, relieve pressure and change their mood.

The study used the scale to investigate and analyze university pupils, and analyzed the reliability of the scale. The study found that the overall alpha coefficient of the scale was 0.875, the overall reliability of the scale was high, and the internal consistency of the scale design items was good. And the alpha coefficient of each dimension item is greater than 0.8, which verifies the reliability of the questionnaire item and proves the validity of the survey result data. The study used comparative experiments to analyze the impact of movie and teevee cultural intervention on the mental well-being of university pupils. The results showed that after the movie and teevee cultural intervention, the scores of mental well-being problems of university pupils in different grades showed a considerable downward trend, and the mental well-being level of university pupils continued to improve. Through the positive and optimistic movie and teevee works, the mental well-being quality of university pupils in different grades has been importantly improved, which verifies the effectiveness of movie and teevee culture in alleviating university pupils’ mental well-being problems. With the development of economy and the improvement of science and technology, people’s way of entertainment has also undergone great changes. Animation movie and teevee works are one of the main forms of entertainment. Compared with traditional art works, animation movie and teevee works are the combination of information technology and sound, as well as the integration of visual and auditory art. Therefore, animation movie and teevee works stimulate the senses of the audience more strongly, and it is easier to cause the emotional resonance of the audience.

CONCLUSIONS

University pupils’ mental well-being is the basic guarantee for their future development. Students’ optimism is the key factor for their long-term survival in the social environment. Therefore, cultivating students’ mental well-being and optimism is of great significance to their life and survival. Therefore, the study uses movie and teevee culture to carry out artistic intervention on the mental well-being of university pupils. Movie and teevee culture have greatly broadened the way of mental rehabilitation treatment by a kind of implicit information output and psychological intervention, so that mental rehabilitation treatment is no longer limited to simple drug treatment and nursing. Movie and teevee culture, with its unique artistic advantages, takes high-quality movie and teevee communication works as the media and platform to convey a positive, optimistic and sunny life attitude and spirit to the audience with psychological problems, so as to achieve the purpose of auxiliary treatment for the audience with psychological problems, and its treatment effect is importantly higher than that of general psychological counseling and intervention.

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