Original Research Article

Violent Film Creation for The China Young Generation In The Digital Era

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ABSTRACT

This Article aimed: 1) To study the viewing behavior of the China young generation in the digital era. 2) To analyze the factors contribute to violent content for the China young generation in the digital era. And 3) To guideline for film creation with violent content for the China young generation in the digital era. This paper adopts the research method of quantitative research and qualitative research. Quantitative research, the sample was 462 students with Student group of some colleges and universities in Guangzhou, China. They were selected by simple method. Qualitative research, 10 interviews with entertainment media experts' period of working in entertainment media experience more than 10 years. The instrument for collecting data was 2 types: questionnaires for quantitative research and in-depth interviews for Qualitative research. Analysis data by statistics include t-test, chi-square. The research results were found as follows;

1) The study revealed factors that contribute to the emergence of violent content for China's young generation in the digital age. There are many reasons why people choose to watch violent movies. For example, the new generation of Chinese youth loves excitement. curious There is a feeling of suspense in watching violent movies. Want to avoid problems in life   2) Factors that cause violent content for China's new generation of youth in the digital era include Social-Psychological ($\overline{x}$=3.84,S.D.=0.85), Behavior ($\overline{x}$=3.80, S.D.=0.87), Cultural and media imperialism($\overline{x}$=3.79, S.D.=0.85), Behavioral Imitation($\overline{x}$=3.66, S.D.=0.90) respectively.

3) Making a violent film can be a complex and delicate process. And filmmakers should take care to ensure that their films are realistic. Be responsible and appropriate for a variety of audience Realistic visualizations should consider the impact they might have on viewers. Ethics recognizes the ethical implications of depicting violence in films. This is especially true when depicting violence against women or children. For viewers: Films containing violence should receive appropriate ratings and warnings. And they should consider the potential impact of their films on different audiences and should take steps to ensure that their films are appropriate for different age groups and sensibilities. Characters or Dialogue Filmmakers should be aware of the legal ramifications of depicting violence in films. This is especially true when depicting violence or summary violence against women.

Introduction

The digital technology era of filmmaking is a period marked by changes and technological innovations in the production, storage, and distribution of films. This era is characterized by the use of digital technology at every stage of the filmmaking process. In this era, filmmaking has been significantly improved through the use of high-resolution digital cameras and image-capturing technologies, allowing for greater control over image details and the creation of higher-quality visuals. Editing and post-production are carried out using digital software that allows for precise image and sound editing. This software enables filmmakers to create complete and compelling films. Product presentation has also evolved in this era, with digital products being presented through various digital channels such as the internet, mobile applications, and streaming services. This enables audiences to access films anytime, anywhere, through portable devices. Film production and storage involve the use of digital technology to record films in digital formats, making it easier to back up and manage data efficiently. Film distribution is carried out through digital channels like digital cinemas or internet streaming, making it convenient and diverse for viewers. Special technologies like 3D filmmaking and virtual reality (VR) have also been employed in films to enhance realism and provide interesting experiences for audiences.

The creation of intense films is closely related to the digital technology era in several aspects: realistic Presentation of Situations and Locations: With the ability to use digital technology, directors and filmmakers can create scenes and locations that appear much more realistic, increasing the level of intensity in various scenes in the film. This creates immersive and lifelike experiences for the audience. Use of Special Effects: Creating intense films in the digital technology era involves the use of special effects to enhance intensity and realism in scenes. Technologies like CGI (Computer-Generated Imagery) are used to craft scenes that exist in the director's imagination and to create challenging action sequences. Communication and Distribution through Digital Media: In the digital technology era, intense films can be communicated and distributed rapidly through digital media, offering diverse platforms for distribution. Besides traditional theaters, intense films can be streamed online through streaming platforms or websites, allowing viewers to access them anytime, anywhere via their digital devices. Virtual Reality (VR) for Immersive Experiences: In some cases, intense films use virtual reality (VR) technology to create immersive experiences for the audience, adding to the intensity and realism of the film. Utilizing social media and Online Platforms: The creation of intense films in the digital age involves leveraging social media and online platforms to generate excitement and engage the viewer community. Viewers can express their opinions and rate intense films through online channels, leading to the creation of media coverage and social sharing, further building anticipation for the film. In summary, the creation of intense films and the digital technology era are closely intertwined, as intense films can use digital technology to enhance the cinematic experience, making it more lifelike and intense for today's audience.

Film rating system or movie rating system (Film rating system) is a system used to determine the suitability level of a movie so that viewers are aware of the content and content of the movie. This system helps parents and viewers choose movies that are better suited to their age group and opinions. Movie rating systems usually have different symbols or levels, which are usually grouped as follows:

G (General Audience): Can be viewed by all genders and all ages. No content inappropriate for children PG (Parental Guidance Suggested): Parental guidance should be provided for children. Or sometimes there may be content that is inappropriate for children.

PG-13 (Parents Strongly Cautioned): Not recommended for viewing by children under 13 May contain content that may cause discomfort to children under this age. R (Restricted): For viewers 17 years and older or with parental guidance required. The content may be violent and inappropriate for children.

NC-17 (Adults Only): For adults only. (No visitors under 17 years of age) Contains content that may be inappropriate for children and youth.

Due to the many restrictions on films in China, researchers have found that intense films in the country often serve as a means to reflect various issues or current topics of interest, presented in an entertaining medium like visual storytelling. Researchers have therefore examined four main theories

Social – Psychological Theory help in understanding the mental processes of viewers while they watch movies or pictures. Study viewing behavior and various responses. To understand what the director or media creator is trying to communicate through film.

Behavioral Imitation Theory people learn by observing the behavior of others and by being aware of the behaviors occurring around them. Individuals will attempt to replicate behaviors they observe, which may involve mimicking or attempting to emulate them.

Behaviorism Theory said about human learning comes from connections between stimuli and which requires the provision of experience or the external environment to produce the desired behavior. By such experiences, if repeated actions It becomes an automatic behavior that manifests clearly and concretely.

Cultural and Media Imperialism is an attempt by colonial nations to seize power. to gain power over the cultural space by using communication market domination due to technological developments. It spreads through MNCs and capitalism to aid in the expansion of media and cultural imperialism from the center of the market and to its periphery. Efforts to imperialize the media and culture of many nations are for the national interest that will follow later. Whether it is creating an important role on the stage world, or attempts to establish oneself as a leading country, including political and economic interests.

Literature Review and Theoretical Framework

Theory of film

The theory of violence in film offers a multidimensional framework for analyzing and understanding the complexity of violence in film content and its impact on individuals and society. This theory posits that violence in film is not merely a simple visual presentation but profoundly influences the psychology and behavioral patterns of the audience. It examines how violence is constructed, portrayed, and received in films, and how this portrayal affects viewers' psychology, particularly in terms of imitation, fear, stimulation, and emotional numbness. The theory emphasizes the responsibility of filmmakers in the creative process, as their content may have lasting effects on the audience, influencing emotions, cognition, and potentially shaping attitudes and responses to violence unconsciously. Psychologists and sociologists use this theory to better understand the relationship between media violence and real-world violence, especially as potential triggers for violent behavior in adolescents and vulnerable populations. Additionally, the theory provides a valuable perspective for media criticism and media

education, enabling a more in-depth analysis and discussion of the portrayal of violence in films and its social and cultural implications. It advocates for a more responsible and thoughtful approach to handling violent scenes in movies to reduce their potential negative impact on society and individuals.

Violence film

The World Health Organization (World Health Organization: WHO) defines violence as: Intentionally using power or physical power to intimidate or act against oneself, others, or groups of people. or community, which has the potential to result in injury, death, or psychological harm. which inhibits growth or obstruction, resulting in loss of certain rights and lack of access to What deserves to be received? Jirawan Deluea (M.P.P.) has given the meaning that Behavior that violates personal rights Physically, verbally, mentally or sexually. that brings danger or suffering to the victim both physically and mentally

Violence means any action that violates the rights and freedoms of other people, both physically and mentally. verbally or mentally through coercion Physical Harm Beating results in physical and mental suffering to others. and causing property damage to both oneself and others (Thasuk Chanprasert, 2011: 93)

From the meanings mentioned above, it can be concluded that the meaning of violence is Violence is an act. Do not do anything that infringes on the rights of others. of a group of people or a community, whether it be physical, verbal, mental or sexual abuse by using force, threats, physical abuse and beating those results in danger or injury to others. birth of suffering or causing property damage

Digital Era

The rise of the digital age has profoundly impacted Chinese film production. Firstly, the development of digital technology has significantly lowered the cost of filmmaking. In the past, film production required expensive film stock and complex chemical processing. However, advancements in digital cameras and post-production software have made filmmaking more cost-effective. This shift has allowed more Chinese filmmakers to enter the industry, increasing diversity and innovation in Chinese cinema. Secondly, the application of digital technology has elevated the importance of visual effects (VFX) in Chinese films. Advanced computer-generated imagery (CGI) enables filmmakers to create stunning visual effects that were difficult to achieve with traditional film techniques. For instance, recent Chinese blockbusters like "The Great Wall" and "The Wandering Earth" have used high-quality visual effects to provide audiences with breathtaking visual experiences.

Digital technology has also facilitated the globalization of Chinese cinema. With the rise of digital distribution and streaming platforms, Chinese films can more easily reach a global audience. This expansion creates new market opportunities for Chinese cinema and promotes cultural exchange and understanding. Chinese stories and culture can be more widely disseminated worldwide through film. Furthermore, digital technology has influenced the filmmaking process itself. Digital editing has made the post-production process more flexible and efficient, allowing filmmakers to adjust shots and scenes more easily. The portability of digital cameras has made shooting more flexible, enabling filming in a wider variety of locations and providing more creative possibilities.

However, the widespread adoption of digital technology also presents challenges. As technology advances, audience expectations for visual effects continue to rise, placing higher technical demands on filmmakers. Additionally, the proliferation of digital technology has intensified competition in the film market, requiring filmmakers to continually innovate to stand out.

In summary, the digital age has significantly impacted Chinese film production by reducing costs, improving efficiency, and facilitating globalization and cultural exchange. At the same time, it has posed new challenges and demands for filmmakers. As technology continues to evolve, the Chinese film industry is expected to undergo further transformation and innovation.

Theory of Social–Psychological

Social psychological theory and research distinguished three major types of responding to injustice: actual restoration of justice by behavioral means, psychological or cognitive restoration of justice by changing the interpretation of the situation, and nonacting or resignation (Tyler et al. 1997). People may prefer cognitive over behavioral reactions to injustice for various reasons. People who caused injustice, and people who are advantaged unfairly, may be inclined to justify the given situation to avoid the need for compensation or restitution and to protect a positive self-image. People who are disadvantaged unfairly may be motivated to deny being victims of injustice in order to protect their self-esteem. In addition, they may come to the conclusion that they themselves are responsible for their own fate. They may also view their negative situation as a result of a legitimate process and thus not regard it as unjust. Finally, they may perceive their situation as normal and appropriate because they compare themselves predominantly with similar others who share the disadvantage. People also seem to be inclined to regard 'what is' as 'what ought to be.' Another important reason why people may not behaviorally react to injustice is that they feel powerless and have resigned to their fate.

Theory of Behavioral Imitation

The Imitation Theory of Violent Films provides a comprehensive framework for understanding and researching how violent media content can influence human behavior and social attitudes. This theory primarily examines how behaviors depicted in violent films may be imitated by audiences, particularly among susceptible groups such as adolescents. It explores the unconscious learning and replication of these behaviors through the act of watching violent films, potentially leading to similar patterns of violent behavior in real life.

For filmmakers, this theory underscores the significant impact their work can have on shaping public attitudes and behaviors regarding violence. It encourages filmmakers to adopt a more responsible approach, considering the potential influence of violent scenes, especially on young audiences. For psychologists, the theory serves as a valuable tool for studying the effects of media violence on individual psychology and behavior, particularly in relation to adolescent crime and aggressive behavior. Educators can use this theory to design effective curricula and interventions that help students recognize and critically analyze violent content in films, thereby fostering media literacy and critical thinking skills. Policymakers can also draw on this theory to

create or adjust media policies aimed at reducing the negative impact of media violence on society, particularly on young people.

In summary, the Imitation Theory of Violent Films offers a crucial perspective for understanding and managing the societal effects of violent content in the media. It contributes to the creation of a healthier and more responsible media environment, addressing the potential risks and fostering greater awareness among filmmakers, psychologists, educators, and policymakers.

Theory of Cultural and Media Imperialism

Cultural and Media Imperialism helps us understand how films disseminate specific cultural values and behavioral patterns globally through media. Within this framework, violent films are not merely entertainment products but also mediums for cultural transmission, carrying cultural information and values that spread worldwide through globalized media networks. This cross-cultural transmission can lead to the global homogenization of specific cultural concepts and lifestyles, particularly in the presentation of violent behaviors and conflict resolution methods. Violent films often showcase the cultural characteristics and social ideals of their producing countries. When these films gain global popularity, they may influence the culture of recipient countries, potentially weakening or distorting existing cultural values. Furthermore, audiences from different cultural backgrounds may have varying levels of acceptance and interpretation of violent films, affecting their global dissemination and reception. This phenomenon is crucial for filmmakers to consider, as they need to contemplate the cross-cultural impact and sensitivity of their works during the creative process. For scholars and researchers, this framework provides an important perspective for studying the influence of globalization on different cultures and societies. Policymakers and cultural critics can utilize this framework to evaluate and formulate strategies that balance the impact of global cultural transmission, safeguarding cultural diversity and uniqueness. Overall, analyzing violent films through the lens of Cultural and Media Imperialism provides a deeper understanding of how media content shapes and transmits cultural values and how these values impact audiences from different cultures and societies.

Theory of Behaviorism

The Theory of Behaviorism provides a framework for understanding and studying how violent content in movies affects the psychology and behavior of audiences. This theory explores how individuals, when watching violent films, internalize behavioral patterns through psychological identification and emotional resonance, potentially replicating these behaviors in real life. Vulnerable groups, such as adolescents, may perceive violent behavior depicted in films as an effective means of conflict resolution, influencing their decision-making and social interactions. This theory is crucial for media regulatory agencies as it offers a scientific basis for formulating media content regulation policies. It aids in establishing more reasonable content rating systems and broadcasting standards to mitigate the negative impact of violent films on specific audience groups. In education, this theory assists educators in designing curricula and activities to teach students how to critically analyze media content, fostering media literacy and enabling them to rationally handle violent elements in films, thus reducing the potential

influence of such content on their behavior. In mental health, psychologists and therapists can use this theory to understand the roots of certain behavioral issues, especially those related to violence. Through research on Violent Film Behaviorism Theory, professionals can better comprehend and address the impact of media content on individual psychology and social behavior. This understanding is significant for promoting mental health, enhancing public media literacy, and constructing a healthy societal environment. In summary, Violent Film Behaviorism Theory provides an important perspective to help us understand and manage the psychological and social effects of violent content in films. It is a valuable tool for media regulation, education, and mental health, contributing to a healthier and more responsible media environment.

Media Exposure

Media exposure to violent films is a multidimensional phenomenon encompassing how media content is disseminated, the frequency of audience exposure, and the effects on individuals and society. Violent films are spread through various channels such as cinemas, television, the internet, and social media. The diversity and ubiquity of these platforms make violent content more accessible. The frequency of audience exposure is a key factor, as frequent exposure to violent films can lead to desensitization, habituation, and even the potential emulation of violent behaviors. The impact of violent films on individuals and society is multifaceted. It affects not only audience emotions and psychological states but also behavior patterns and social beliefs. For vulnerable groups, such as children and adolescents, frequent exposure to violent films can adversely affect their psychological development and behavioral norms. Understanding these factors is crucial for developing effective media policies and educational programs. Media policies need to address the management and control of violent content dissemination. This can include film rating systems, broadcast time restrictions, and content censorship. Educational programs should incorporate media literacy education to help audiences, especially young audiences, understand and critically analyze violent film content. This fosters their ability to discern and cope with media violence. In summary, media exposure to violent films is not just a media dissemination issue but also a social and educational issue that requires comprehensive efforts and measures to address.

Conceptual Framework
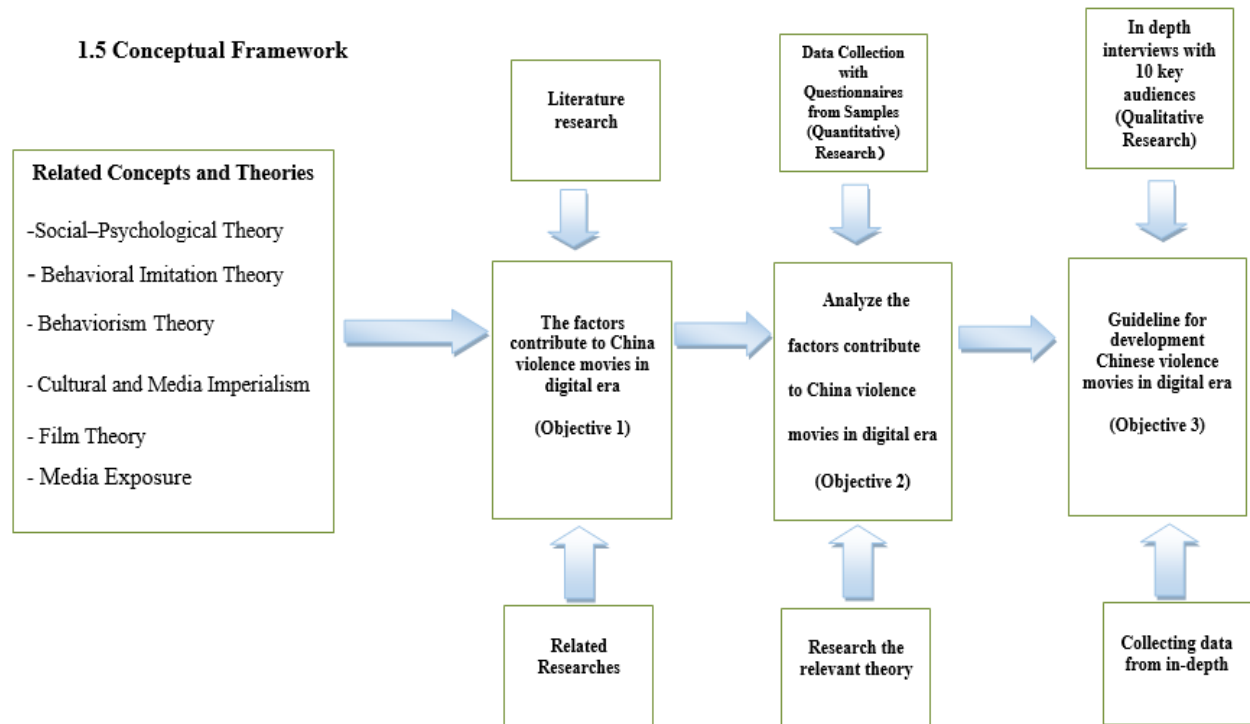
Figure. 1 Conceptual Framework

Objectives

1. To study the viewing behavior of the China young generation in the digital era.

2. To analyze the factors contribute to violent content for the China young generation in the digital era.

3. To guideline for film creation with violent content for the China young generation in the digital era.

Research Methodology

This research is a mixed method research. The research area is located in Guangzhou, China, for quantitative research, Population exact number is unknown. The sample group was 462 students with Student group of some colleges and universities in Guangzhou, China. For quantitative research, the researcher analyzed the quantitative data from the survey using a statistical program using descriptive statistics from the data obtained from the questionnaire. By reporting with Frequency, Percentage, Mean and Standard Deviation and using the results to find truthful answers and consistent with the research objectives set by analysis. Statistical values from all 7 parts of the questionnaire are as follows: Part 1 General information including gender, age, job position, education level, residence, religion, watching movies this section collects data on a nominal Scale. Part 2 Media Exposure including watching movies experience, watching movies time Frequency of watching movies, factors in choosing to watch movies, favorite directors, roles of actors in movies, imitating the behavior of characters in movies, motivation to imitate characters this section collects data on a nominal Scale. Part 3 to 6 are the

valuation scale questionnaire (rating form). Scales numeric weights by setting weights according to the Likert Scale method. When analyzing the data all the scores and found the mean and standard deviation of the sample into 5 grades according to the standard of the question is grading scale. Part 7 other Suggestions this part is about suggestions and comments regarding film creation with violent content for the China's new youth in the digital era this section is an open-ended question.

For qualitative research. The researcher determines Key Informant in qualitative research using the form of This in-depth interview with movie entertainment media experts Using the Purposive Sampling method, the criteria was to have experience working with entertainment media for more than 10 years or more and interviewed a total of 10 key informants. The researcher has used Semi-Structured Interview by choosing to use In-Depth Interview with Key Informant where the researcher has determined various questions in advance from analyzing answers in previous research including survey research with questionnaires to create interview questions. Based on the theoretical framework that was set out as the main point of the interview. This is to find the answer. The third research objective is to find ways to create violent films for China young generation in the digital age.

Result

Objective 1. To study the viewing behavior of China young generation in the digital era. China in the digital era. 2) To analyze the factors contribute to violent content for the China young generation in the digital era. And 3) To guideline for film creation with violent content for the China young generation in the digital era.

The study revealed factors that contribute to the emergence of violent content for China young generation in the digital age. There are many reasons why people choose to watch violent movies. For example, the new generation of Chinese youth loves excitement. curious There is a feeling of suspense in watching violent movies. Want to avoid problems in life for these reasons, directors are interested in making violent films. They can be divided into the following factors:

1. Emotional and Exciting Experience, young people are curious. I want to experience things that I have never done before. Violent films often create stories and plots that arouse suspense and tension in the viewer. To attract viewers to be curious and want to follow the story further. The thrill of violent movies attracts the attention of youth seeking novelty and excitement that they cannot find in everyday life.

2. Entertainment for consumers, most violent movies are created to satisfy consumers. Most directors have surveyed young people about what they now expect from watching movies. Including the way of life Habits of today's youth to produce violent movies that can satisfy the needs of the viewers as much as possible.

3. Social Some violent films may use elements of violence to explore human nature. Moral dilemmas or social issues and viewers may want to think deeply about these issues. The director thinks that violent movies can reflect the thoughts, feelings, and opinions of youth by using movies as a medium for communicating with society.

4. Escape, China's new generation of youth Because society has tension. There's more pressure. The director saw these problems. Therefore, he chose to make movies with violent content as a temporary escape from the stress and challenges of real life. and focus on fictional stories instead.

From the results of the questionnaire survey, the opinions of the new generation of Chinese youth in the digital age on violent movies can be summarized as follows: Intense scenes in movies can affect their emotions. Violent movies help create new learning experiences. Some violent movies reflect society and social issues, such as domestic violence. physical harm or social inequality It makes young people feel excited when they watch it because it is a story that actually happened in society, something that they have encountered. Movies stimulate emotions and give new perspectives.

Objective 2. To analyze the factors, contribute to violent content for the China new generation in the digital era.

Table 1 Shows the mean and standard deviation of the opinion level behaviorism

No.	Behaviorism	$\overline{x}$	S.D.	opinion level
1	Watching movies can give viewers an opportunity to observe and learn from the characters and situations in the film, such as learning integrity, humanity, values, and acting on the examples of the characters.	4.00	0.98	Agree
2	Watching a movie can shape the viewer's perception of the story and the potential consequences of the behavior shown in the film. It may motivate real-life audience decisions and behavior	3.75	0.77	Agree
3	Watching movies can give you prizes. Or giving the audience the opportunity to copy the behavior and use it in real life	3.57	0.77	Agree
4	Watching movies that show characters who are confident and able to resolve situations. Viewers may be encouraged to develop self-confidence	3.81	0.84	Agree
5	Watching movies helps in developing the behavior of living in society	3.86	0.88	Agree
6	Watching movies stimulates the brain to remember things. from what I saw until becoming a habit and used in daily life	3.79	0.89	Agree
	Total	3.80	0.87	Agree

Table 2: Shows the mean and standard deviation of the opinion level Social-Psychological

No.	Social–Psychological	$\bar{x}$	S.D.	opinion level
1	The intense scenes in a movie can have an impact on the emotions of the audience	4.12	0.93	Agree
2	Violent films contribute to the perception and learning experience of the audience	3.84	0.99	Agree
3	Watching violent movies can affect viewer behavior and mental health	3.59	0.81	Agree
4	Some violent films reflect society and social issues, such as domestic violence, assault or social inequality	3.85	0.77	Agree
5	The presentation of symbols and well-constructed scenes can be used to convey the intended meaning. Symbols such as colors, symbols, or meaningful objects can be employed	3.94	0.87	Agree
6	The use of comparisons and character development can make the audience feel that the characters are evolving and developing in response to emotions and events	3.81	0.76	Agree
7	Violent films can highlight cultural differences between groups of people	3.75	0.77	Agree
8	Movies help stimulate emotions and provide new perspectives	3.80	0.79	Agree
	Total	3.84	0.85	Agree

Table 3: Shows the mean and standard deviation of the opinion level Cultural and Media Imperialism

No.	Behavioral Imitation	$\bar{x}$	S.D.	opinion level
1	Young children imitate words, facial expressions, and emotions from watching movies	3.88	0.91	Agree
2	The emotions experienced after watching a movie can impact your daily life behavior	3.61	0.85	Agree
3	Like to imitate the characteristics and behavior of the role models in movies, such as their way of walking, laughing, sitting, etc	3.53	0.83	Agree
4	Likes to imitate the artist's dress like in the movie will follow popular trends	3.68	0.80	Agree
5	Dialogues used in movies often contain profanity, and you've incorporated those words into your everyday life	3.77	0.92	Agree
6	Thinking about emulating characters in movies by engaging in physical violence or fight scenes	3.62	0.94	Agree
7	Characters in movies use expensive products. and use extravagant items makes you want to imitate it.	3.56	0.95	Agree
	Total	3.66	0.90	Agree

Table 4: Shows the mean and standard deviation of the opinion level Cultural and Media Imperialism

No.	Cultural and Media Imperialism	$\bar{x}$	S.D.	opinion level
1	Movies can reflect various cultures through their storytelling	3.90	0.88	Agree
2	Movies can reflect current social issues	3.80	0.82	Agree
3	Movies can indeed reflect political issues and conflicts between countries, both in the past and the present	3.76	0.81	Agree
4	Movies can create emotional value and desire to create a unique identity for people	3.76	0.84	Agree
5	The content of a movie can respond to and meet the expectations and desires of the audience	3.78	0.89	Agree
6	Positive content in movies is a factor that causes viewers to have a positive attitude towards the image of that country	3.76	0.82	Agree
7	Movies can reflect the changing perspectives of the Chinese people over different era	3.79	0.84	Agree
	Total	3.79	0.85	Agree

Reasons for making violent movies include fun excitement, shock, thought impulse, sensitivity imagine being a character in the story , sharing feelings with society or people around you and being able to vent emotions that cannot be done in life. Entertainment in the world of film media only occurs when two factors meet. One is the audience. The second is the film medium. As soon as the viewer has a desire, such as wanting to escape from society, they may experience too many problems and want to repress that problem for a while. Want to seek emotional change because you are bored or want to experience stimulating things to keep yourself alert. Meanwhile, the film media has a duty to satisfy the emotional desires of viewers.

It also attracts the audience with presentation technology, design, and aesthetics, and content, which when the new generation of Chinese youth has already consumed entertainment media will eventually achieve a joyful mood Entertainment does not only include joy or humor but includes all kinds of emotions such as sadness, excitement, horror, etc. Or, more accurately, entertainment is meta-emotional satisfaction that is emotionally stimulated. Audience satisfaction will then inspire entertainers to create media to entertain the next set of people.

Factors in creating violent films must be knowing how to present their films to clash with the emotional desires of the viewers to the point of satisfaction, divided according to the target group. For example, if young people desire the thrill of terror. Group work to sell

It will be of the horror type. But if young people want to be curious about group work Investigation will be the best option. But in many cases Entertainment is born from consuming the idea in the form of substance or theme as well, it may It is a teaching, an inspirational word,

or even knowledge. For these reasons, movies can be seen as a product that serves a need. The emotional basis of a person

Objective 3. To guideline for film creation with violent content for the China new generation in the digital era.

Making a violent film can be a complex and delicate process. But there are some precautions that filmmakers should take when making violent films: Realistic portrayal: Violence in films should be portrayed in a realistic and responsible manner. This means that filmmakers should avoid making violence glamorous or acceptable. And the potential impact on viewers should be taken into account. Ethical considerations: Filmmakers should be aware of the ethical implications of depicting violence in films. This is especially true when depicting violence against women or children. Advice to Parents: Films containing violence should be given appropriate ratings and warnings so that parents can make an informed decision about What your children are watching Responsible marketing: Marketing of violent films should be responsible and appropriate. And violence shouldn't be made glamorous or acceptable. Audience Consideration: Filmmakers should consider the potential impact of their film on different audiences. and should take steps to ensure that their films are appropriate for different age groups and sensibilities. Alternatives to Violence: Filmmakers should consider using alternatives to violence in telling their stories, e.g. Character Development or Dialogue Legal Considerations: Filmmakers should be aware of the legal implications of depicting violence in films. This is especially true when depicting violence or summary violence against women. Making a violent film can be a complex and delicate process. And filmmakers should take care to ensure that their films are realistic. responsible and suitable for a variety of audiences

When making a violent movie Care must be taken to prevent youth from imitating violent crimes from the perspective of violent films, the youth themselves and society.

Making violent films is a complex process. On the one hand, films need to satisfy people's psychological needs. and on the other side the film's impact and the viewer's psychological threshold must be taken into account. Therefore, the following precautions are often taken in the production of violent films. The first is the art of violent imagery. It replaces violent and gory images with color rendering or lens language. The second is to ignore criminal methods and reveal only the slightest details of Violence as much as possible to reduce the chance of imitation. Third, establish a movie rating system to prevent viewers from being of an appropriate age.

Discussion

1. General information it was found that most of the respondents were male accounted for 48.7 percent, were female accounted for 50 percent and other accounted for 1.3 percent. Because men are more interested in violent movies than women. in the designated survey location. found that 59.96 percent respondents are 21-25years old, 31.39 percent of respondents are 15-20 years old, 4.75 percent respondents Over 35 years old, 2.38 percent of respondents are 26-30 years old and1.52 percent of respondents are 31-35 years old. This means that the group that watches violent movies is Gen Y, this part of the population has a great demand to watch movies that are exciting, exciting, new, and challenging. 84.85 percent respondents are Student, 6.27 percent of respondents are Other, 4.55 percent respondents Private company employees, 1.95 percent of respondents are State enterprise employees, 1.08 percent of Government employees and 0.65 percent of respondents are Factory workers and

Business owner/private business. This means that the group that is interested in watching violent movies is group of students this part of the population has a great demand to watch movies that are exciting, exciting, new, and challenging. 53.68 percent respondents are Bachelor's degree, 38.74 percent of respondents are Associate's Degree/Vocational Certificate or equivalent, 4.33 percent respondents are Master's degree, 1.73 percent of respondents are Other, 0.87 percent respondents are Doctoral degree and 0.65 percent of respondents are High School (Vocational Certificate). This means that the group that is interested in watching violent movies is group of Bachelor's degree.100 percent respondents are China; 0 percent of respondents are Abroad. This means that the target group of the researcher is only focus Chinese people living in China. 53.46 percent respondents are Other, 23.05 percent of respondents are Islam, 22.29 percent respondents are Buddhist, and 1.2 percent respondents are Christianity. Research has found that religion does not affect the choice to watch violent movies.66.23 percent respondents are yes, 32.04 percent of respondents are Sometimes, 1.73 percent respondents are No. This means that most people like to watch violent movies because they give thrills and excitement. The scenes and sounds of the movies also attract the attention of the audience.

　　　2. Media Exposure it was found that most of the respondents of watched violent movies 358 people for77.49 percent and didn't watch 104 people 22.51 percent. people time watch violence movies are evening (6:01 p.m. - 10:00 p.m.) 309 people 66.88 percent, evening (2:01 p.m. - 6:00 p.m.) 83 people 17.97 percent, late night (22.00 - 02.00) 47 people 10.17 percent, lunch period (10.01 - 14.00 hrs.) 15 people 3.25 percent and morning session (06.00 - 10.00 hrs.) 8 people 1.73 percent respectively. People often watch violence movies is 1-3 times/month 383 people 82.90 percent, 3-6 times/month 65 people 14.06 percent and more than 6 times/month 14 people 3.04 percent respectively. People often talk with people talk about while watch watching movie and at other times is Once in a while 296 people 64.09 percent, almost every time I watch 57 people 12.33 percent, never 55 people 11.90 percent and Every time you watch 54 people 11.68 percent respectively. People choose factor watch the most movies is Movie content 214 people 46.32 percent, Actor 97 people 20.99 percent, Movie soundtrack 83 people 17.98 percent and Director 68 people 14.71 percent respectively. People reason watch violent movie is Story telling of movies 189 people 40.90 percent, Excitement while watching movies 157 people 34.00 percent, Light, color and sound in movies 83 people 17.96 percent, Actor 20 people 4.33 percent and Other 13 people 2.81 percent respectively. People favorite violent movie director is John Woo 216 people 46.75 percent, Zhang Yimo 148 people 32.03 percent, Wu Yusen 68 people 14.71 percent and Other 30 people 6.51 percent respectively. people remember the actors' roles in the movies is Remember 306 people 66.24 percent and not remembers 156 people 33.76 percent. people imitated the behavior of a movie character is Not imitating 297 people 64.29 percent and Imitate 165 people 35.71 percent. people violent movies, is there an incentive to imitate the character is Motivated 142 people 30.73 percent and not motivated 320 people 69.27 percent. Media exposure to violent films is not just a media dissemination issue but also a social and educational issue that requires comprehensive efforts and measures to address. In summary, the widespread presence and easy accessibility of violent movies on various media platforms can significantly affect the behavior and psychology of viewers, especially adolescents. The family and cultural context play a vital role in shaping individual responses to violent content, making media literacy and effective censorship and rating systems crucial for protecting audiences from adverse effects.

3. Behaviorism the highest average value is watching movies can give viewers an opportunity to observe and learn from the characters and situations in the film, such as learning integrity, humanity, values, and acting on the examples of the characters ($\overline{X}$=4.00, S.D.=0.98), the lowest average value is watching movies can give you prizes. Or giving the audience the opportunity to copy the behavior and use it in real life ($\overline{X}$=3.57, S.D.=0.77). these studies indicate that violent movies can have profound psychological and behavioral effects on audiences, particularly on young people. These include imitation effects, normalization of violence, stimulus effects, emotional catharsis, cognitive impacts, emotional numbness, social learning, cultural influences, individual differences, and both short and long-term effects. Understanding these impacts is crucial for assessing the potential societal and psychological consequences of violent movies.

4. Social–Psychological the highest average value is the intense scenes in a movie can have an impact on the emotions of the audience ($\overline{X}$=4.12, S.D.=0.93), the lowest average value is watching violent movies can affect viewer behavior and mental health ($\overline{X}$=3.59, S.D.=0.81). Overall, these studies highlight the profound impact of violent content in movies on audience cognition and behavior, particularly its potential effect on adolescents. They underscore the importance of cultural background in understanding responses to violent content. The research also emphasizes the need for increased education and public awareness to mitigate the negative impact of movie violence.

5. Behavioral Imitation the highest average value is Young children imitate words, facial expressions, and emotions from watching movies ($\overline{X}$=3.88, S.D.=0.91), the lowest average value is Like to imitate the characteristics and behavior of the role models in movies, such as their way of walking, laughing, sitting, etc. ($\overline{X}$=3.53, S.D.=0.83). These studies underscore the profound impact of violent content in movies on audiences, particularly young viewers. The impacts include the imitation of violent behaviors depicted in movies, the normalization of such behaviors, and behavior replication under the social learning theory. The research suggests that filmmakers and parents should remain vigilant about these potential effects and take measures to help young viewers distinguish between movies and reality. Additionally, individual differences, such as personal psychological states and social environments, should be considered when understanding audience reactions. Overall, these studies offer important insights into the implications of violent content in movies and highlight the need for careful consideration and intervention.

6. Cultural and Media Imperialism the highest average value is Movies can reflect various cultures through their storytelling ($\overline{X}$=3.90, S.D.=0.88), the lowest average value is Movies can indeed reflect political issues and conflicts between countries, both in the past and the present($\overline{X}$=3.76, S.D.=0.81). These studies emphasize the far-reaching impact of violent movies on global culture, including the export of values, the promotion of consumerism, cultural homogenization, cultural hegemony, the impact on local cultures, the influence on social behaviors, and the spread of ideologies. They also highlight varying reactions to violent movies based on cultural backgrounds and the lack of a global perspective in these films. Overall, these studies provide a comprehensive understanding of the role and influence of movies in shaping global culture.

Conclusion

Objective 1: To study the viewing behavior of the young generation in China in the digital era. The study revealed several factors contributing to the viewing behavior of the young Chinese generation in the digital age. Key reasons for watching violent movies include a desire for excitement, curiosity, and the feeling of suspense. Many young viewers are drawn to violent films as a form of escapism from real-life problems. These factors can be categorized as follows:

Emotional and Exciting Experience: Young people are naturally curious and seek new experiences. Violent films, with their suspenseful and tension-filled plots, attract youths looking for excitement beyond their everyday lives. Entertainment Value: Directors create violent movies to satisfy the entertainment needs of young audiences. Surveys show that these films align with the interests and lifestyles of contemporary youth. Social Reflection: Some violent films explore human nature, moral dilemmas, and social issues, prompting viewers to think deeply about these themes. Such films can resonate with young audiences by reflecting their thoughts and feelings. Escapism: Given the societal pressures faced by young people in China, violent films offer a temporary escape from stress and real-life challenges, allowing them to immerse themselves in fictional stories. Survey results indicated that intense scenes in violent movies can significantly impact young viewers' emotions, providing new learning experiences and perspectives on societal issues such as domestic violence and social inequality.

Objective 2: To analyze the factors contributing to violent content for the young Chinese generation in the digital era. Reasons for making violent movies include providing fun, excitement, shock, and emotional engagement. These factors create a symbiotic relationship between the audience's desires and the film medium's ability to satisfy those desires. Key factors include: Audience Desire: Viewers seek emotional changes and stimulating experiences to escape societal pressures and boredom. Film Medium's Role: Movies use presentation technology, design, aesthetics, and content to attract and satisfy viewers, evoking a wide range of emotions from joy to horror. Targeted Content: Filmmakers cater to specific emotional desires of different audience groups, such as thrill-seeking youths or those interested in investigative themes. Effective violent films meet the emotional needs of viewers, whether through teaching, inspiration, or knowledge, thus serving as products that address fundamental human emotions.

Objective 3: To provide guidelines for creating films with violent content for the young Chinese generation in the digital era. Creating violent films is a complex process requiring careful consideration of their impact on youth and society. Recommended guidelines include: Realistic Portrayal: Avoid glamorizing violence and consider its potential impact on viewers. Ethical Considerations: Be mindful of ethical implications, particularly regarding violence against vulnerable groups like women and children. Parental Guidance: Provide appropriate ratings and warnings to help parents make informed viewing decisions for their children. Responsible Marketing: Market violent films responsibly without glamorizing violence. Audience Consideration: Ensure films are appropriate for different age groups and sensibilities. Alternatives to Violence: Use character development or dialogue as alternatives to violent scenes. Legal Considerations: Be aware of legal implications, especially concerning the depiction

of graphic violence. Filmmakers should aim to meet psychological needs while considering the impact on viewers' psychological thresholds. Techniques such as using artistic imagery, minimizing detailed depictions of criminal methods, and establishing rating systems can help reduce the chance of imitation and ensure films are suitable for diverse audiences.

In conclusion, the study emphasizes the need for a balanced approach in creating violent films, addressing both the entertainment desires of young viewers and the broader societal impact of such content.

Recommendations

1) Research has found that digital technology has an influence on audiences. Even more movies Both have a habit of watching movies more than before and there is a high level of value on the entertainment experience of watching movies with violent content. Therefore, the director should study the behavior of the new generation of Chinese youth is constantly changing to accommodate the changing behavior of viewers according to technology.

2) From research results, it is found that movies with violent content in China It is noticeable for its content that expands on serious or moral issues and has stories that Focus on specific groups more deeply than before There is also the issue of stories from powerful countries that use Film is a cultural medium. Therefore, directors should clearly classify the appropriate level of content for viewers to watch violent movies. To avoid the problem of copying behavior from movie characters.

3) From the research results, it was found that viewers value the experience of movies with violent content in terms of enjoyment. Value and content Storytelling that is fun, interesting, and fast-paced. There are more twists and turns, more pressure, more excitement, so the director should pay more attention to the plot design. Storytelling, images, and actors will have the potential to convey emotions in the most perfect way.

4) Film creation tries to present content that is exciting and fun, but also includes the negative effects, punishments, and negative effects that will occur in life when we decide to use violence. This will reflect the good work of the film media.

5) Movies with violent content should be able to reflect reality and at the same time, it can help society change for the better or create awareness of what is happening in society, both good things and things that should be accelerated, creating cooperation to find good solutions.

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