

# Study on the Advantages and Strategies of Film and Television Works in Promoting the Communication of Social Work

## -- An Analysis based on the Case "Nezha 2"

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### ABSTRACT

The construction of Chinese-style modernization has become an important issue today, and the happiness and well-being of the people have become an important value orientation of the socialist modernization construction, which is also the ultimate goal of promoting high-quality development. Social work is an important path to promote social stability and people's happiness, which can solve social contradictions, protect vulnerable groups, improve public services, and promote social harmony. However, due to the lack of public understanding of social work, many people think it is just simple charity or the responsibility of the government, ignoring its complexity and necessity. This has led to insufficient attention and support for the importance of social work, and the professional image and status of social workers are relatively low. Therefore, it is necessary to strengthen the dissemination and promotion of social work, so that the public can recognize the importance and necessity of social work, improve the status of social work and public support, and improve the professional image and social status of social workers, so as to make greater contributions to the realization of social stability and people's happiness. This article uses the popular audiovisual work "Nezha 2" as a typical case, and analyzes and discusses the positive impact and strategies of audiovisual works on the dissemination of social work. The study found that in the dissemination of social work, audiovisual works, with their strong appeal and infectiousness, have deeply explored the relevant knowledge of social work, vividly conveying the concepts of social work, and the omnimedia function and efficient and fast production and distribution methods of audiovisual works can help the knowledge of social work be widely disseminated through multiple channels, promoting public participation and support. Based on the above analysis, this article proposes some policy strategies from the perspectives of the government, academia, and social workers, in the hope of contributing to the dissemination of social work.

### KEYWORDS

Social Work Communication; Film and Television Works; Advantages; Strategies.

## 1. INTRODUCTION

### 1.1. Research Background

Social work, guided by the values of altruism, based on scientific knowledge and using scientific methods to help others, has a history dating back to the late 19th century and early 20th century in Europe and the United States, and has now developed to a mature stage. In contrast, China's social work started relatively late, until the 1920s and 1930s, social work practice and education began to sprout in China, and gradually entered the public eye. Since the reform and opening up, especially in

the 1990s, with the establishment of the socialist market economic system and the acceleration of the change of social structure, there have been many "adaptive" social problems, which need to be solved through the existing social structure and social system framework, thus providing "non-governmental channel" solutions to social problems and promoting the rapid development of social work. Thus, the development and growth of social work in China has stepped into a standardized track.

With the continuous improvement of the degree of professionalism, social work plays an increasingly important role in ensuring people's livelihood and social governance in China, and has become an indispensable and important force in social construction. In 2015, social work was included in the Government Work Report for the first time, marking the elevation of social work from the work agenda of government departments to the work agenda of the national government. In 2022, social work will be included in the Government Work Report for the sixth time. The report clearly states that "the development of social work, support for social organizations, humanitarian assistance, voluntary services, public welfare charities and other healthy development." Compared with 2021, the central government's reference to social work has undergone a significant shift from "vigorous development" to "healthy development". This shows that the demand for support is higher, not only for development, but also for healthy development. Not only the quantity, but also the quality.

At the present stage, China's social work has achieved all-round development in the fields of policy, theory and practice. During this period, China has made remarkable achievements in social work. The establishment of the social work policy system has been accelerated, the organizational network has been gradually improved, social work services have been deepened, social work service institutions have grown rapidly, and the team of professionals has continued to grow.

Nevertheless, there is a significant gap between the rapid growth of social work in China and the level of public awareness of it. Although social work has gradually penetrated into all levels of society in the course of its development in China over the past hundred years, and the publicity and reporting of social work have been strengthened in all regions, the public awareness of social work as an "imported product" is still insufficient. Through a large number of literature reviews, it is found that more than half of the people lack understanding of social work, about 30% of the people only have a basic understanding of social work, and the proportion of people who really understand social work is less than 10%. In addition, due to the low salary and poor treatment of social work compared with other professions, the brain drain of social work positions has affected the service quality and professionalism of social work, and further intensified the public's negative cognition of social work and reduced the public's recognition of social work.

Given the lack of public awareness and recognition of social work, social work agencies face challenges in obtaining orders and mobilizing resources, which further limits the promotion and expansion of social work services. Therefore, in order to promote the development of social work and meet the needs of society, it is particularly urgent to strengthen the publicity and communication of social work. Only through extensive and in-depth publicity and communication can more people understand and understand social work, so as to enhance the recognition and influence of social work in society, and provide strong support for the development of social work.

## **1.2. Research Significance**

Dennis McGuire once said, "Media is the window that allows us to see the world outside of us." Quality media helps the public understand things more deeply. As a key branch of contemporary media, mass communication plays a crucial role in enhancing public awareness. In particular, audiovisual programs, with their intuitiveness and universality, have become the most popular form of media in mass communication. With the improvement of people's material living standards, the audience of audiovisual programs continues to expand, and almost everyone can watch these programs through computers, televisions, mobile phones and other electronic devices. As the main channel of mass communication, audiovisual programs are essentially a means of communication. At

the same time, they are also content products, which contain cultural values and have value guiding properties, which help to improve public recognition.

From a theoretical point of view, the current research on social work in our country is mainly combined with psychology, sociology, applied economics, pedagogy, law and other fields, but relatively few research combined with communication. Up to now, there are not many literatures related to social work communication in the database of CNKI. Starting from the current situation of social work communication, this study will adopt an interdisciplinary communication perspective to explore the advantages of film and television works in social work communication, and explore effective strategies to enhance social work awareness. Therefore, to a certain extent, this study will fill the gap in the research of social work communication, and show some innovation in the research perspective.

In a practical sense, China's social work policy system is gradually improving, social work services are constantly deepening, and professional personnel are growing, all of which have laid a solid foundation for the sustainable development of social work. However, although the development of social work services has become an inevitable trend of social development, the public's awareness and recognition of social work is still not high, which may become a major obstacle to the development of social work in the future. Therefore, strengthening the communication of social work and enhancing the public's awareness and recognition of social work are important ways to realize the sustainable development of social work. Only when social work establishes a positive image in the minds of the public can it play a better role in social construction and social governance. At the same time, in communication with all sectors of society, social work also needs more communication to promote understanding and support.

## **2. LITERATURE REVIEW**

In order to improve the current situation of insufficient awareness in the field of social work, the academic circle has conducted in-depth research from multiple dimensions such as the current situation, content, mode and path of communication. Yang Chao and Ji Wenxiao (2012) took the film *Honor of Silence* as the research object and combined their practical experience to reveal the emotional depth, gift exchange, authoritative guidance and moderate criticism of local social work professional relationships, and summarized local social work methods and techniques such as emotional helping method, typical demonstration method, criticism and encouragement method, party-government cooperation method and integrated application method. At the same time, a preliminary exploration was made into the construction of local social work knowledge system. Zhao Yingxue (2016) analyzed the existing problems of social work services for autistic children in China by taking the movie *"Ocean Paradise"* as an example. She pointed out that China's awareness of children with autism is insufficient, there is a lack of unified norms and standards, and insufficient attention is paid to it. The intervention of social work in children's autism services has become an inevitable demand of social development, and the corresponding ways and methods of social work intervention are put forward. Zhang Zhihui et al. (2018) discussed the importance of school social work by taking the Singapore film *Kids Are Not Stupid* and the Indian film *Stars on Earth* as analysis samples. They believe that the presence of school social workers will help to work cooperatively with students, parents, schools, teachers, policies and all sectors of society to promote the positive development and growth of students. Chun Kun (2020) evaluated and analyzed the social work practice in the Korean film *Suwon* from the perspective of social work professionals. He proposed that the problems faced by *Suwon* and her family are part of the whole social field, and the solutions need to be designed comprehensively, and efforts at a single level cannot produce significant results. The involvement of social work in child sexual abuse cases is essential, as is the role of the psychologist shown in the film. Wei Hanqian (2022) took the variety show *"Small Shop on the Clouds"* as an example to analyze the path of social work's involvement in rural revitalization. In her

opinion, for the "three left-behind" groups, the professional values of social work and the traditional three methods should be used to intervene. In the process of serving rural revitalization, social workers should give full play to the role of resource acquisition and link, actively establish contact with the government, enterprises and other parties, strive for the resources needed in rural areas, and ensure the effective delivery of resources. Social workers should also pay attention to the characteristics and advantages of rural areas, and develop and make use of undiscovered or underutilized resources in rural areas. In inheriting and protecting excellent rural traditional culture, they can provide services to traditional culture heirs through case work, search for heirs, and use group work methods to carry out excellent traditional culture education, popularize traditional culture knowledge to group members, and cultivate their interest in traditional culture. At the same time, in the process of serving rural areas, social workers should show a sense of responsibility and pay attention to the construction of local talents.

In discussing the application of film and television works in the popularization of social work, Xu Hua et al. (2015) pointed out that the continuous emergence of film and television works with social work as the theme has had a significant impact on the development of professional teaching and charity. In their opinion, these films and TV works spread the concept of social work, revealed social problems, promoted the attention of all sectors of society to social work and paid more attention to groups with difficulties. Although audiovisual media have obvious advantages in the communication of social work, they also have some problems. Shen Jiawen (2016) pointed out that given that social work in the mainland is still in its infancy, the public's understanding of social work mainly comes from newspapers, TV reports, and film and television works such as documentaries and microfilms on the Internet. However, the distorted depictions of social work in some of these works need to be paid attention by the industry. Such works tend to appeal to those who are interested in social work or are new social workers, but their content may mislead the public and even influence social workers' judgment of their work. Therefore, the main person in charge of social work film and television works must strictly review the works and widely solicit opinions from professional social workers to ensure the authenticity and quality of the works. At the same time, social workers should also take the initiative to review relevant film and television works, and should actively put forward their own views on content that distorts facts and clearly point out its inappropriateness. In addition, government departments and industry associations related to social work should also pay close attention to and collect relevant film and television works, and for problematic works, measures should be taken to contact the publishers, modify or delete them to prevent their further spread.

As for the application path of film and television works in the field of social work communication, the current focus is mainly on the content of public welfare programs. Zhang Weiyan (2020) proposed that social work elements should be incorporated into public welfare programs, and the concept of helping communication should be extended to the public welfare category of social work. As the main media of mass communication, if broadcasting public welfare programs are limited to showing cases of vulnerable groups, the audience will lose interest. Therefore, in the planning of broadcast social work programs, attention should be paid to the appeal of public welfare and the spirit of social work, so as to arouse the enthusiasm and listening interest of the audience, and to tell attractive social work stories. At the same time, communication and interaction should be strengthened to enhance the credibility of the program. It is also important to expand the connotation of social work programmes, and a variety of thematic service activities should be developed on this basis. Zhou Xiaoling (2021) pointed out that in the era of digital communication, social work service organizations should place the social market at the core of the development path of public interest communication. It is necessary to create attractive public welfare products and stories according to the needs of the service clients, and pay attention to communication benefits. At the same time, mainstream means of publicity in the social market should be used to communicate to a wide range of social participants. In addition, we will realize the transformation of communication thinking from "one-to-many" to "many-to-many", and develop a project model that highly integrates public interest communication and public interest action. Tan Xin (2021) believes that social workers should carry out creative design activities based

on communication content if they want to generate more powerful public welfare communication effect and promote sustainable development of projects through multi-dimensional mechanism. From the perspective of project personnel connection, social workers need to convey the concept and spirit of public welfare. Xiao Ke (2017) proposed that public welfare media should make reasonable use of their respective advantages to promote the healthy development of public welfare projects, introduce professional methods of social work into public welfare projects, and cultivate social workers' awareness of publicity and news sensitivity.

In Western countries, remarkable achievements have been made in the field of social work after years of development. Given the high social awareness of social work in these countries, there is relatively little research on the spread of social work. In contrast, China's professional social work started late, and the public's awareness of social work is generally low, which has become one of the most significant differences between China's social work and Western countries. In spite of this, a small number of scholars in China have begun to pay attention to the problem of social work communication, but the relevant research is not enough.

In the relevant studies on social work and audio-visual programs, domestic and foreign scholars mostly analyze the images of social workers in audio-visual programs from the perspective of social work, or identify and optimize the professional deficiencies of audio-visual content related to social work. Studies combining social work practice are also common, and scholars combine audio-visual programs with the teaching and popularization of social work. In addition, some scholars have applied audiovisual programs in the process of social work therapy, expanding the diversity of social work therapy means.

At present, both at the government level and in academia, it is recognized that low awareness of social work may bring obstacles to social work services. However, raising public awareness of social work is not an easy task and requires the joint efforts of many forces. Due to the wide range of different disciplines, few scholars have conducted in-depth research on social work communication strategies. The purpose of this study is to explore the advantages and strategies of film and television works that are popular among most people in promoting social work communication, hoping to contribute to the development of social work.

### **3. RESEARCH DESIGN**

#### **3.1. Definition of Relevant Concepts**

##### **3.1.1. Social Work Communication**

Social work communication refers to the transmission of information through a variety of channels and methods in social work to facilitate the promotion and implementation of social work services, ideas and values. The core purpose of social work communication is to enhance the awareness, acceptance and participation of social work, so as to serve the public more effectively. Communication is not only the responsibility of propagandists, but also the shared responsibility of all social workers. Through the participation of all social workers in communication, a new pattern of "communication in service, service in communication" is formed. At present, social work communication is faced with a number of problems, such as the lack of communication capacity, the generalization of communication objects, and the uniformity of communication channels, which have a negative impact on the communication effect.

##### **3.1.2. Film and Television Works**

Film and television works, that is, a series of sound or silent pictures recorded on the material carrier through a specific recording equipment, and projected or played through the corresponding playback equipment, covers film works and other works created by similar film production methods. The creative process of such works is extremely complicated, involving film script writing, director

conception, actor performance, photography technique, music creation, costume design, prop preparation, art design, lighting use and set construction and other aspects, which require the cooperation of many professionals, reflecting the crystallization of collective wisdom and creative labor.

## **3.2. Relevant Theoretical Basis**

### **3.2.1. Structural Functionalism Theory**

Structural functionalism theory originated in the 19th century and was proposed by western sociologists Durkheim and Spencer. The theory inherits the theoretical tradition of positivist sociology and emphasizes social order and stability.

It is a maintenance-oriented sociological theory. Structural functionalism holds that abstract social phenomena, such as social institutions, customs, thoughts and morals, as well as concrete material entities, such as tools and utensils, all have the function of satisfying the actual needs of human beings. Under the framework of this theory, each phenomenon is an indispensable part of the whole, interrelated and functioning with each other.

Parsons proposed that for a society to function, it must satisfy four basic needs: first, adaptation

Adaptation, that is, the system must obtain the necessary resources and control the state of the environment through various means to provide conditions for adaptation and survival; Second, Goal attainment, that is, the system has established goal orientation and can mobilize all resources to achieve the system goal; The third is Integration, that is, the system needs to coordinate and cooperate with each other to achieve the overall optimization of system functions; And finally, Latency pattern maintenance, that is, when the system is interrupted during operation, its original operation mode can still be recorded to provide sufficient foundation and guarantee for the system to operate again. These four basic needs constitute the AGIL model of structural functionalism to analyze social needs.

Structural functionalism is unique in that it integrates structuralism and functionalism to the maximum extent possible. Structuralism emphasizes the coercive and coercive power of social structures over individuals; Functionalism likens society to a biological organism in which each part has its own function. The analogy of society as a biological organism may be attributed to the success of Darwinian evolution. The central question of Durkheim's life was how to achieve the social cohesion of the whole (social organism). The Chicago School undoubtedly inherited the idea that "society is an organism" and placed the hope of integration in mass communication.

As a branch of sociology, structural functionalism has also exerted a profound influence on the study of communication and has been widely applied. Regarding structural functionalism, Mcquail (1983) argues that the presumed needs of media mainly include continuity, order, integration, motivation, guidance and adaptability. Society is seen as a system of interconnected parts or sub-systems, including the media, each of which is essential to the functioning of the whole. The theory holds that the medium can be self-directed and self-correcting under institutional rules agreed upon through political consultation.

### **3.2.2. Advantageous Perspective Theory**

The advantage perspective theory originated in the 1980s, when the social work model mainly focused on the problems and pathological characteristics of the service object, but paid relatively little attention to its advantages and resources. Dennis Saleebey's research results revealed the importance of human inner strength and advantage resources, and thus proposed the advantage perspective theory, which aims to promote the transformation of social work from deficiency-oriented to resource-oriented. The theory has been increasingly recognized and applied by the social work community and practitioners, providing an innovative perspective for the development of theories and practical methods in the field of social work.

The advantage perspective theory focuses on the advantages and resources of the service object, and believes that the service object should not only be regarded as the carrier of problems and pathologies, but also have the inner strength and resources that can be tapped and utilized. Therefore, social workers should take the strengths and resources of the service objects as the core of the service process, which not only helps the service objects to have a deeper understanding of their own potential and ability, but also enhances their self-esteem and self-efficacy, thus improving their quality of life.

The proposal of the advantage perspective theory also reflects the core tenet of social work, that is, social work not only aims to solve problems, but also to promote individual self-development and enhance their social participation. The dominance perspective theory asserts that the goal of social work is to help clients realize their own potential, achieve their personal goals, and maintain their ability to resist mainstream social control in the face of life challenges and adversities. Therefore, the proposal and application of the dominance perspective theory has a profound impact on the development and progress of the field of social work.

### **3.3. Research Methods**

#### **3.3.1. Survey Method**

As a research method, the core of the survey method is to describe or explain a specific problem or phenomenon through the collection of data. The primary feature of the method is the use of structured data collection tools to infer general characteristics or patterns of behavior.

Structured data collection tool usually refers to questionnaire survey, which collects opinions, attitudes, behaviors and other information by sending questionnaires containing a series of questions to the respondents. In order to explore the current situation of social work communication, this study designed a questionnaire on the current situation of social work communication. The questionnaire aims to understand the channels and contents of social work communication and the audience's views on social work communication. In the process of investigation, the questionnaire was distributed through offline and online social platforms, and a total of 73 valid questionnaires were collected, covering multiple occupations and age groups, with certain representativeness.

#### **3.3.2. Interview Method**

The interview method is a research method designed to capture the perspectives, experiences, and attitudes of respondents. This method uses face-to-face or remote communication with interviewees in the form of questions and dialogues to gain insight into their inner world and personal views. Interview methods are usually divided into structured interviews and unstructured interviews. This study is mainly conducted in the form of unstructured interview.

Unstructured interview is an open, free-flow, non-standardized interview style that is not limited by strict pre-set questions. During the interview, the interviewer is free to expand the topic, ask for details, pursue in-depth questions, and allow the respondent to freely express his or her experience and ideas. In the process of investigation, this study interviewed social workers in social work institutions and social work service clients to understand their views on social work communication.

#### **3.3.3. Case Analysis Method**

The case analysis method is to find problems in specific cases and put forward countermeasures. Although the number of film and television works related to social work communication is limited, it is not realistic to analyze every film and television work. Therefore, this study selects successful social work-related films and television works in recent years as typical cases for analysis and research.

This research selects *Nezha 2* as a typical case to analyze its characteristics and advantages in promoting the communication of social work, aiming to provide some operational strategies for the communication of social work.

### 3.4. Possible Innovations and Shortcomings of this Paper

The innovation of this research is mainly reflected in three dimensions.

First of all, from the perspective of research, domestic researches related to social work mostly intersect with psychology, sociology, philosophy and other disciplines, focusing on specific intervention cases, aiming to solve problems in social work practice. However, in the process of implementing social work services, there are still external obstacles. The causes of these obstacles are various, among which the public's lack of understanding of social work, misunderstanding, disapproval and rejection of social work is one of the key factors. Therefore, it is particularly critical to enhance the public awareness and recognition of social work. The topic selection of this study has certain innovative significance for the development of social work.

Secondly, from a theoretical point of view, social work communication research based on social work theory and communication theory is relatively rare. Most of the researches focus on the specific path and application level, and lack of solid theoretical support. The research based on the combination of social work theory and communication theory is expected to propose more effective strategies to promote the communication of social work.

Third, from the perspective of channels to promote social work communication, current researches mostly focus on new media and we media. Although the communication speed is fast, these channels are often highly subjective and difficult to control value orientation, which may lead to negative effects. Choosing film and television works as communication channels can avoid negative value orientation to a certain extent. The Regulations on the Administration of Films stipulate the management systems for activities such as film production, import, export, distribution and screening, and establish a state licensing system for film-related activities, which are not allowed to be engaged in without permission. In addition, the establishment of film production units is subject to meeting certain conditions and going through approval. The introduction of these regulations has made film and television productions more standardized. The State Administration of Radio, Film and Television and local radio and television bureaus regularly select excellent film and television works and set up special exhibition areas to encourage the spread of excellent works. This helps to convey a positive value orientation to the public.

Regarding the limitations of this study, the following two aspects are mainly reflected.

First, according to the innovation diffusion theory of communication, the role of media is limited. In the understanding stage, the wide audience base of film and television works provides a broad range of communication for the communication of social work. In the interest stage, the value guiding attribute of film and television works can guide the public to correctly understand social work and stimulate their interest. However, from the interest stage onwards, interpersonal communication is more significant in terms of communication effect. That is, early adopters are directly influenced by the media, while followers are influenced by the early adopters. Therefore, film and television works have limitations in the communication of social work, and the realization of the best communication effect still depends on the combination of mass communication and interpersonal communication.

Second, although excellent film and television works have high popularity, their popularity lasts for a limited time. With the rapid development of the Internet, the speed of information update is accelerated, and the period of public attention to information is shortened. The previous hot spots and news will soon be replaced by new hot spots and forgotten by the public. Excellent film and television works are usually hot during the broadcast period, but with the introduction of new works, the previous heat gradually fades and the duration is limited. Therefore, after a short period of popularity, interpersonal communication is still needed to stimulate more early people, and then promote the late people, so as to achieve the optimal communication of social work.

## 4. INVESTIGATION AND ANALYSIS OF THE CURRENT SITUATION OF SOCIAL WORK COMMUNICATION

Communication of social work, as a key link in the development of social work so far, which has often been neglected, plays a vital role in enhancing the public's understanding and support for social work, strengthening the professional confidence and sense of honor of social workers, and promoting the application and innovation of social work concepts and methods in different fields. In recent years, China has made some progress in the field of social work communication, such as the opening of the "China Social Work Network", focusing on the core objectives of industry information, social promotion, policy interpretation, theoretical research, and extensive integration of government and industry resources, and the construction of a network platform integrating publicity, communication and learning. In addition, professional publications such as China Social Work have been published, and diversified publicity activities have been carried out. However, on the whole, there is still significant room for improvement in the communication of social work, including the lack of communication capacity, the generalization of communication objects, the single nature of communication channels, the rigidity of communication content and the lack of communication products. These problems not only affect the society's cognition and evaluation of social work, but also limit the improvement of the professional development level of social work. Therefore, this chapter aims to make an in-depth analysis of the current situation of social work communication and explore the problems it faces through questionnaires and interviews.

### 4.1. Investigation and Analysis of Social Work Communication at the Present Stage

In the current communication environment, information transmission in the field of social work has encountered many challenges and difficulties. These challenges and dilemmas not only affect the professional image and social identity of social work, but also limit the development potential and service quality of social work.

At the current stage, the communication of social work faces many challenges. As shown in Figure 4.1, 60 respondents believe that the communication effect is not significant, 54 respondents point out that the communication form is monotonous, 47 respondents think that the communication content is too professional, 25 respondents point out that the communication channels are insufficient, 39 respondents think that the effective communication strategy is lacking, and 14 respondents think that the problem is due to geographical restrictions.

In order to have an in-depth understanding of the problems existing in the field of social work communication, this study conducted an in-depth interview with the staff member B of A social work organization and the service object C. Worker B is a middle-level social worker in the institution, with 6 years of work experience. Client C, 38 years old, sought professional help from Agency A because his son had long been resistant to school.

Staff B: I think there is still a lot of room for improvement in the communication of social work. At present, people don't know enough about social work, maybe because social work is not as attractive as selling things on the air. In fact, it is quite professional and complicated, which is not that attractive. Most people may think that social work is about doing charity and doing good things, but we don't know how to make them understand what we really do. We social workers know a lot about social work, but we don't know much about how to publicize it. We usually just post to our moments, or forward and comment on a good article of a social worker's public account, but we feel that the publicity effect is not good. The main problem is that the content we cover is usually quite private, which is not convenient to publicize, so as social workers, the propaganda content we can think of may be boring to people, because they are not interested in what you say.

Client C: I first heard about social workers in a program on CCTV. I knew they could help solve problems, so I thought I'd give them a try. As for the effect of this communication, I think we need

to make more efforts. At least on the surface, it does not feel popular enough. For example, in this case of my child, I told my husband before that I wanted to find a social worker to try to solve the problem, but my husband was confused. He didn't know what a social worker was. What's more, isn't this a little bit of publicity? I only saw it on TV once, and I didn't see much about social workers at other times.

Through Figure 4.1 and the respondents' analysis of the current situation of social work communication, it can be observed that there are several problems in the field of social work communication. Among them, the singleness of the media, the rigidity of the content of communication and the unsatisfactory effect of communication are particularly prominent. Based on this, this paper will conduct an in-depth discussion on these three main problems and try to reveal their potential causes.

## **5. AN ANALYSIS OF THE ADVANTAGES OF FILM AND TELEVISION WORKS IN PROMOTING SOCIAL WORK COMMUNICATION**

With the continuous development and progress of media technology, film and television works have become an effective tool for widely disseminating social work. As one of the media forms, film and television works cannot only convey rich information and emotions, but also stimulate the resonance and concern of the public, thus promoting the communication and promotion of social work. Compared with traditional written reports and propaganda means, film and television works, with their intuitive, vivid and emotional characteristics, are more likely to arouse the emotional resonance of the audience, so as to more effectively convey the concept and value of social work. In addition, film and television works also have a broader audience base, can cross geographical boundaries, social work information to a wider group of people, and play a key role in promoting the development of social work.

As a medium with strong communication power, film and television works can effectively convey information through visual and auditory stimulation, stimulate audience's interest and emotional resonance, and show diverse characteristics, thus playing an important role in the communication of social work. Unlike films with all-star casts commonly found in the mainstream market, *Ne Zha 2* strives to use an interdisciplinary perspective to showcase the essence of traditional Chinese culture. Breaking through the narrative themes and production models of traditional TV and TV productions, it focuses on domestic animation, blending modern technology with traditional culture and bringing knowledge about social work into the public eye. Starting from the characteristics of *Ne Zha 2*, this research will delve into the unique role of *Ne Zha* in promoting the dissemination of social work.

To take a brief look at this case, the film *Ne Zha 2* recounts the difficulties encountered by Taiyi Zha in their efforts to rebuild the bodies of Nezha and Ao Ping in order to protect their souls after the celestial calamity. At the same time, the dragon clan's hatred and hatred are intertwined in the film, and the audience can find the answer to how Nezha faces the misunderstanding and prejudice of the outside world, adheres to the belief that "my life is by me not by heaven" and finds his way to himself. However, this chapter aims to explore the social work expertise behind the film's content, which is of great significance for the dissemination of the field of social work.

Firstly, the construction and provision of social support networks is an important part of social work. A social support network refers to a set of interactions between individuals through which they maintain their social identity and receive emotional support, material assistance, services, information, and new social connections. According to social support theory, the stronger the social support network an individual has, the better his or her ability to cope with environmental challenges. In social work practice, social workers intervene in an individual's social network to improve its role in personal life, especially for those individuals who lack social network resources or the ability to use

social networks, social workers are committed to providing necessary help to expand their social network resources and improve their ability to use social networks.

At the beginning of the film, the working people of Chen Tanguan jointly make flesh for Nezha and Aobing, Taiyi Zhenren and Shen Gongbao's care for their apprentices, Li Jing's couple's efforts for their children, and Donghai Dragon King's selfless love for his children all reflect the social network support from many aspects, including society, community, interpersonal network, and family.

It's this support that makes Nezha and Ao Bing vibrant and radiant, and the powerful social support system behind them is the cornerstone of their success and happiness.

Second, family system theory emphasizes understanding and altruistic lifting of children. This theory suggests that problems with family members stem from poor communication patterns throughout the family. As a social system, family members depend on and influence each other. Therefore, family problems should not be blamed on individual or some family members, but should be placed in the context of the whole family to understand the ways of interaction and communication among family members and the specific process of generating and maintaining problems.

Nezha is not accepted in Chentang Pass because of his status as a devil child and is regarded as a "problem" individual. Initially, Nezha's father Li Jing is strict with him, leading to conflict between the two. However, Li is later inspired to gradually change the way the family interacts and transforms the atmosphere;

Lady Yin loves the child unconditionally, when Nezha is stabbed in the heart curse, the mother hugs him recklessly, even if the thorn also stabbed into her own body, she is fearless, said "Niang never care that you are the devil is immortal, Niang only knows that you are Niang's child."

In the story of Aoling the hope of the dragon, the dragon king of the East China Sea also tried his best to protect his children, he said, "The father just wants to use his experience to seek happiness for you, but now it seems that the experience of the father is the past after all, not necessarily all right."

"You still need to go your own way, in the future loyal to your heart's choice." He began to listen to the child's heart, no longer patronizing children, but more willing to listen to the child's heart. In the family system, parents are the strongest backing for their children, they will tell their children to bravely break into the family, there will always be parents waiting at home, and parents have completed the lifting and love of the family.

Finally, the advantage perspective theory emphasizes the exploration of personal advantages and the discovery of shining points. The theory takes the use and development of human potential as the starting point, and helps individuals to break free from setbacks and unfortunate adversities, and finally achieve goals and ideals.

Nezha's transformation from "magic child" to "hero" shows his advantages of simple kindness, courage and determination, a strong sense of justice and a strong sense of love and justice, which are gradually discovered in the story, making him more confident.

In social work services, we often come into contact with some service objects, such as the disabled born with physical disabilities, women suffering from domestic violence, children suffering from autism and so on, whose lives are affected by different factors.

People with disabilities may face discrimination when they go out to find a job, women who are victims of domestic violence may be persuaded by their families to resolve internal family conflicts when they try to fight, and children with autism may be ostracized when they try to interact with others. In the face of these service objects, social workers should guide them to find their own advantages and find a path of their own with the advantage perspective theory. Therefore, we can see the disabled people who have no hands make noodles with their fists and give them to children.

See the 50-year-old road trip aunt, holding the determination to run away, learned to run, live for their own courage; I saw the autistic boy successfully selling toys in the park and winning the affirmation of passers-by; From the perspective of advantages, we can see that they are still working hard and struggling to live. They have their own advantages and should be seen.

Of course, there is the label theory -- rejecting the stereotype and breaking the label. Labels are what people define and produce about their self-image, which is formed through interactions with others. The labels of others are an important influencing factor.

Label theory holds that no behavior is inherently deviant, and deviant behavior is a socially assigned label. Like a "brand", a label is a strong negative perception, which can make an individual change their self-understanding and is difficult to overcome.

In the first Ne Zha film, Nezha is branded as a "magic pill" from birth, ostracized, misunderstood and even regarded as a monster; Ao Bing is spurned because of his status as a dragon, and Shen Gongbao, a "small-town master", tries to leapfrog through the ranks but, despite being worshiped by the emperor Yuanshi, suffers long-term discrimination because of his inferior status.

He suffers from chronic inferiority due to his stutter, and the ridicule from the outside world makes him realize that all his efforts pale in the face of prejudice, which leads to Shen Gongbao's line in the play: "Prejudice in the human heart is like a mountain, no matter how hard you try, you can't move it."

Prejudice is often enough to destroy an excellent child, when the child's performance is not good, it will become the original sin, in the family parents constantly exert pressure, they should not have a good childhood; Or the children who have made mistakes, they are labeled as "bad kids", they are not liked by teachers and classmates in school, but they also need a chance to be forgiven.

It takes a concerted effort, but it also requires ideological influence. It is a continuous process of breaking down stereotypes that requires the participation of the whole society. To quote a popular line in the drama, "If there is noway ahead, I will make away, if the world does not allow, I will turn the world around. We must fight against the injustice of fate with firm determination, and show the courage to change our lives against heaven."

Diffusion theory of innovation states that a prerequisite for widespread adoption of a new idea, product or practice is to demonstrate superiority over existing options. As a medium for conveying information and expressing emotions through sound and images, film and television works are more attractive and participatory than other forms of communication, and can provide a richer communication experience. Therefore, film and television works have significant comparative advantages in popularizing the concept of social work, demonstrating social work practice, and enhancing the influence of social work. Then, from the perspective of empirical analysis, the advantages of film and television works in the process of social work communication will be discussed. The audience watching different sessions of Ne Zha 2 in A movie theater in City A is selected as the research object and their interview reports are selected for analysis. The research objects include: Audience A, a parent, accompanying his child to watch it; Audience B, a primary school student; Audience C, a junior high school student; Audience D, a high school student; Audience E, an undergraduate social work student; And audience F, an undergraduate student who is not a social work major.

Writer: Do you think you have observed elements related to social work theory in this film?

Audience A: I don't know much about social work, but I've heard something about it. It's a major that focuses on the development of children, right? I think I do see that in the movie. The reason Nezha has become so powerful has to do with her growing up. I did see it.

Audience B: I think Nezha's great achievement is due to her courage, her upbringing and the support of her family and friends. Although I don't know anything about social work, I can feel the importance attached to people's upbringing in this film.

Audience C: I think Nezha is cool. I watched it carefully. The success of Nezha cannot be separated from the people who silently accompanied and supported her on her way of growing up. I remember a lot of people insulted her in the first film, but her mother always loved her and didn't treat her as a monster, which led to the success of the second film. Although I don't understand this major, I know that this major is concerned about people, helping others, and people-oriented.

Audience D: I don't know exactly what this major is, but I do know that social work is a professional who helps people. The concept of helping people is reflected in many movies, both the people Nezha helps and the people Nezha help embody the concept of "helping people".

Audience E: I think there are many details in this film that let me see the professional value of social work, such as Nezha helping others and making villagers strong, which is a way of helping others to help themselves; And take Nezha herself as an example, in the first film, Taiyi Zhen helped her to survive, and only in the second film did she become stronger and stronger.

Audience F: I know that social work is a professional helping others. This concept is deeply reflected in this film. And Nezha's quality of "my life is not God's" is a true portrayal of the opposition to the "label theory".

Based on the analysis of the feedback from the above-mentioned interviewees, this study draws the following conclusions: First, as a communication medium, the strong appeal and attraction of film and television works cannot be ignored. They can effectively attract the audience's attention and interest, stimulate the audience's emotional resonance and ideological feedback, and then realize the effective dissemination of social work concepts and values. In the communication of social work, film and television works usually adopt diversified presentation methods to enhance the appeal and attraction of the program and enhance the communication effect of the content. Secondly, the communication content of film and television works has the characteristics of diversification and life, which can meet the needs and preferences of different users. The novelty of the content, the degree of closeness to the needs of residents, and whether the language and cognition of the content design and arrangement are close to the residents are the key factors affecting the communication effect. Although some non-professional audiences do not know much about social work, the clever combination of professional values and the content of the works makes it obvious that the audience can perceive the professional knowledge and value from the works. Finally, film and television works help to convey the concept of social work vividly. The concept of social work includes basic contents such as values, goals, principles, methods, etc. It is the theoretical basis and code of conduct to guide social work practice. However, because social work concepts are usually more abstract, complex and professional, they are often difficult for the general public to understand and accept. Diffusion of innovation theory emphasizes the importance of visibility and perception of information in the dissemination of information. By means of concrete pictures, vivid scenes and vivid language, film and television works transform social work concepts into information that audiences can perceive and identify with. At the same time, the audio-visual combination is easier to be accepted, so that audiences can understand social workers in the most direct way, thus improving the communication effect of social work concepts. In addition, film and television works can promote public participation and support. Diffusion of innovation theory states that when people make decisions, they are often influenced by others in a social network. As a mass media, film and television works have high social influence. For example, the box office success of Ne Zha 2 is an example. When audiences are exposed to social work related content through a film or TV work, they may discuss and share it with their relatives, friends, colleagues or community members, expanding the scope of social work dissemination. This will not only help the public understand the relevant knowledge of social work, but also stimulate their love and social responsibility, and encourage them to actively participate in

public welfare activities and contribute their own strength to social work. This will help solve the problems of stereotyped content and poor results in the current communication of social work.

## **6. STRATEGIES OF FILM AND TELEVISION WORKS TO PROMOTE SOCIAL WORK COMMUNICATION**

As widely used media in modern society, film and television works play a significant role in communication effect and influence. In the field of social work, film and television works can not only convey information and publicize policies, but also stimulate the public's concern and participation in social problems, thus promoting the solution and improvement of social problems. In order to promote social work and spread social values more effectively, the government, academia and social workers all play a vital role in the promotion. Based on this, this chapter will discuss from the policy level how the government, academia and social workers can promote the dissemination and development of social work by using film and television works.

### **6.1. Government: Strengthen Policy Support and Supervision to Improve the Quality of Social Work Related Film and Television Works and Industrial Development**

In the process of promoting the dissemination of social work, the government plays a guiding role and needs to strengthen policy support and supervision to improve the quality of social work-related film and television works and industrial development. On the one hand, the government ensures the quality of film and television works by formulating relevant laws and policies to regulate the content, form and communication channels of film and television works. On the other hand, the government provides technical, financial and other support for the production of film and television works to ensure their smooth progress. Through these measures, the government can effectively guide the content and direction of film and television works, so as to promote the dissemination and development of social work more effectively.

### **6.2. Academia: Fully Support the Creation of Film and Television Works Related to Social Work, and Promote Quality Improvement and Talent Training**

In the process of promoting the dissemination of social work, the academic community plays the role of supporter and needs to fully support the creation of film and television works and promote the quality improvement and talent training. Academic circles can provide theoretical support and practical guidance for social work in the production of film and television works, and provide beneficial suggestions for producers through their professional knowledge. In addition, scholars can also provide evaluation and feedback for the communication of social work-related film and television works, and analyze the communication effect of film and television works through empirical research and evaluation, so as to provide targeted feedback and improvement suggestions for producers. The academic community can also promote academic exchanges and cooperation by holding seminars, forums and other activities to provide more extensive theoretical and practical support for the production of social work-related film and television works, and promote the development and progress of social work communication.

### **6.3. Social Workers: Personal Participation and Integration of Real Cases can Enhance the Perception and Professionalism of Their Works**

In the process of promoting the dissemination of social work by film and television works, social workers play the role of promoters. They can provide expertise and experience to the media to help them accurately convey the core values and practical results of social work. At the same time, they can also use media platforms to convey the voices and needs of social work, and promote society's

perception of social work. Social workers can also integrate their practical experience and cases of social work into their works by participating in the production and planning of film and television works, so that more people can understand the importance and significance of social work, thus promoting the spread of social work.

## **7. SUMMARY**

### **7.1. Conclusion**

In modern society, the importance and value of social work, as a key public service activity, has been widely recognized. However, the communication effect of social work information is not ideal. This situation may lead to the deviation, lag or one-sidedness of the public's understanding of social work, which in turn affects the public's trust and participation in social work, and has a negative impact on the development of social work. Therefore, it is of great significance to promote the development of social work to strengthen the dissemination of social work information, enhance the level of public cognition of social work, and enhance the credibility and reputation of social work.

Taking the current situation of social work communication as the entry point, this study analyzed the subject, audience, content, channels of social work communication and the problems faced by social work communication through questionnaire survey and interview methods, including the single carrier of communication, stereotyped content and insufficient communication effect. Aiming at these problems, this paper selects *Nezha 2* as a case study to explore the potential of film and television works in promoting social work communication. First of all, film and television works, with their strong appeal and attraction as well as rich and diverse life-oriented content, can stimulate the audience's emotional resonance, so as to more effectively explore the theme of social work and convey the concept and values of social work. Secondly, the efficient production and wide distribution of film and television works make the dissemination of social work information more rapid and flexible, and help the dissemination of social work information to keep pace with social development. In addition, with the advent of the new media era, the dissemination of film and television works is no longer limited to traditional TV and film platforms, but extends to the Internet, social media, mobile terminals and other channels, which can reach different audience groups more widely. At the same time, film and television works make the dissemination of social work information more creative and attractive through continuous innovation in content forms and communication strategies. They can also stimulate the audience's sense of participation and action, and promote the interaction and co-construction between social work and the public. Through the presentation and appeal of film and television works, the audience can have a deeper understanding of the significance and value of social work, and then actively participate in social work to promote the progress and development of social work.

In order to make more effective use of film and television works to promote the communication of social work, this paper discusses the roles and strategies of the government, academia and social workers in the communication of social work from the policy level. As a guide, the government should enhance its policy support for social work-related film and television works, build a docking platform between film and television works and social work, and strengthen supervision of social work-related film and television works; Academic circles, as supporters of theory and practice, should provide theoretical support and practical guidance for the production of film and television works, provide ideas and methods for innovation, and provide talent support for the production of film and television works. Social workers, as promoters, can enhance the sense of reality of film and television works by sharing real cases, or directly participate in the production of film and television works to enhance their professionalism.

## 7.2. Outlook

With the continuous progress of technology and the continuous development of society, film and television works will play an increasingly important role in the communication of social work. Especially in the context of increasingly prominent social problems such as national health and aging, such works are expected to become an important way for more people to understand and pay attention to social issues. However, in this process, there are also certain limitations.

First of all, film and television productions are expensive and difficult to produce. Ne Zha 2, for example, is one of China's top performers, but its production still needs to invest a lot of money and resources to ensure quality and effect. Expenses such as salaries for artists and the hiring of a professional production team all require a huge amount of money. What's more, it's extremely difficult to make a film about this genre. The casting process, which involves long visits and evaluations, is time-consuming and requires a lot of effort. At the same time, the production of the work is carried out under the guidance of experts, and the entire staff is required to receive expert training and provide necessary support and help to the actors in a timely manner. In addition, on the basis of ensuring the fun and viewability of the works, entertainment and appeal should also be considered, and the content should be constantly innovated and optimized to attract more audience support.

Secondly, the real-time interaction of film and television works is weak, and there is a lack of deep feedback. Although film and television works can increase interaction and communication with audiences through online platforms and social media, such interaction is usually one-way or superficial, and it is difficult to achieve true empathy and understanding. This is because most films and TV shows are pre-produced and audiences cannot participate in them in a timely manner or provide immediate feedback. Take Ne Zha 2, for example. After the film's release, the cast setup an online comment section and offline meet-and-greet sessions to release a series of news and activities related to the work. The messages and activities aim to raise public awareness and support for the film, and encourage public participation in discussions about the film's content and the values behind it. However, this interactive approach is still difficult to achieve deep communication and feedback with the audience, nor can it effectively solve the confusion of the audience when facing the works. For example, how can non-professional audiences understand the professional value and content behind the works through the deep implication of the plot? These questions need to be addressed through deeper interaction and feedback.

Third, the bad condition of the current network environment is easy to have a negative impact on the works. In the Internet era, with the gradual popularization of network applications and the acceleration of information dissemination, the network environment presents complex and changeable characteristics. As the Internet allows everyone to express their own views, some bad elements have emerged. They use the network platform to make malicious comments or attacks on some film and television works, and even fabricate slander and personal threats, which brings huge psychological pressure and harm to the participants of the works. Although the comments and bulletscreens in Ne Zha 2 are mostly positive, there is no shortage of online violence, subjecting the actors to malicious attacks and denigration. Actors, who are in a relatively weak and psychologically fragile position in society, are more vulnerable to cyberviolence. When some films and television works are broadcast, some actors have seen in the video's bullet screen many remarks that do not understand her, such as accusing her of wanting to become popular through her works. These remarks have seriously hurt the actors' self-esteem and self-confidence, increased their anxiety and pressure, and affected their physical and mental health. It destroys actors' social relationships with their families, friends and colleagues, makes them feel ostracized, affects their social adaptability, and has a great negative impact.

Therefore, in order to better play the role of film and television works in promoting the communication of social work in the future, it is necessary to work together with many forces to

actively overcome the adverse effects brought by the above limitations and maximize its advantages. In order to let more people understand and pay attention to social work, enhance the professional image of social workers, promote the development of social work, improve social welfare conditions, and improve people's living standards.

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