

# Research on the Influence of Chinese and American Entertainment Industries on Teenagers

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## ABSTRACT

The entertainment industry is an indispensable part for every country, and its influence on the public is also profound, for the entertainment industry can lead the direction of public thinking and change people's values. The focus of this article is to discuss and compare the influence of the entertainment industry on teenagers in China and the United States. Data analysis and comparative analysis are used to form the whole paper. It is found that Chinese entertainment industry provides positive guidance to its teenagers but it is not diverse and deep enough while the American entertainment industry has open access to a deep and diverse database of entertainment but what it brings is something that may lead its teenagers astray.

**Keywords:** Entertainment Industry, Pan-Entertainment, Teenager, Influence, Value

## 1. INTRODUCTION

In this multifaceted world, the entertainment industry develops rapidly and presents itself in front of the public in combination with various emerging trends of the time. The rapid development of science and technology in today's world provides more intermediaries for entertainment communication. And in different countries, the so-called entertainment is different in the development and characteristics, which also have different impacts on the public in each country. Teenagers are the audience group that is most strongly affected by the development of the entertainment industry. The topic of this article is about the influence of the entertainment industry on teenagers. The main research directions are studying the impact of the growing entertainment industry in different countries on young people, comparing the impact of Chinese and American entertainment on teenagers, and finding out the key points for both countries so that they can learn from each other. In order to study relatively accurately, this paper will use some research methods such as data query and reference citations. The significance of this article is comprehending the differences in the development of the entertainment industry in different countries; understanding the pros and cons of the entertainment industry for Chinese and American teenagers; and realizing what kind of entertainment

industry development is better for teenagers through comparative research.

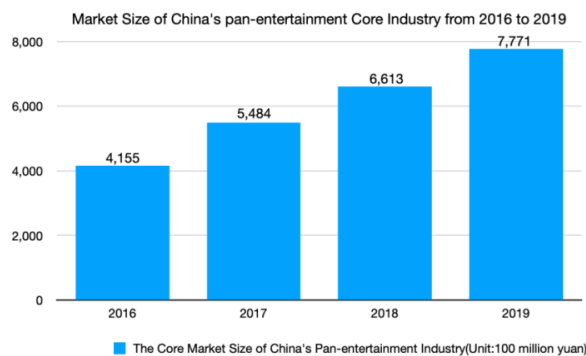
## 2. THE INFLUENCE OF THE CHINESE ENTERTAINMENT INDUSTRY ON TEENAGERS

### 2.1. The trend of pan-entertainment in Chinese entertainment industry

A pan-entertainment phenomenon is emerging in China's entertainment industry. Pan-entertainment is based on the characteristics of the Internet. Mobile Internet, games, literature, animation, film, music, drama, and other fields are connected and integrated, gradually developing to the stage of content linkage, integration, development and full value chain sharing, and symbiosis to create IP economic ecology. China's residents' consumption of cultural entertainment is increasing year by year, and the pan-entertainment industry plays an important role in residents' daily consumption. According to the data compiled by Zhiyan Consulting (shown in Figure 1), the total value of the pan-entertainment core industry was about 548.4 billion yuan in 2017, with a year-on-year growth of 32%. It was estimated that the total value of pan-entertainment core industry would reach 777.1 billion yuan by 2019 [1].

Although, under its discourse system, pan-entertainment promotes the growth of consumer

spending, everything solemn is laughed at, everything noble is dispelled, and everything profound is teased. On the surface, pan-entertainment gives people a good feeling of equality by breaking through the traditional mainstream discourse control system, as well as the shackles of being superior, spreading a particular idea and strictly controlling people's right to speak. However, in essence, pan-entertainment destroys the in-depth research and exploration of major and serious issues. Through the spread of superficial entertainment information, each individual and the whole society gradually lack the ability to think deeply, and tend to be superficial.



**Figure 1** Market size of China's pan-entertainment core industry from 2016 to 2019.

## 2.2. Reasons for the rise of pan-entertainment

In order to formulate the correct strategy to deal with "pan-entertainment" and make the literature and art circle return to the right track, the real reason of its rise must be realized. The influence of capital, the reform of communication mode and the audience's psychological demands are the main reasons for the serious pan-entertainment phenomenon in China.

### 2.2.1. The influence of capital

Firstly, the profit-driven of cultural capital has become a relatively important reason. In recent years, the cultural industry has begun to rise, and the capital scented with economic interests has begun to flow into the cultural field on a large scale. Although the specific forms are varied, the essence of pursuing interests has not changed. With the injection of capital, the scale of the cultural industry continues to grow, and the overall competitiveness is significantly improved. According to the National Bureau of Statistics, in terms of the contribution to the growth of the national economy, the proportion of added value of cultural industry in GDP increased from 3.48 in 2012 to 4.2 in 2017, showing an increasing trend year by year. The added value of cultural and related industries was 3.4722 billion yuan in 2017 [2]. However, the nature of profit-seeking capital not only brings the prosperity of cultural industry, but also the serious tendency of

pan-entertainment. In the field of traditional radio and television, the injection of capital makes variety entertainment programs rise rapidly. Under the control of capital, in order to pursue economic interests, communicators begin to produce and spread entertainment information in large quantities, and use a "spiritual entertainment" way to gain audience attention, so as to obtain a large number of audience traffic and finally make profits [3]. When the cultural industry under capital manipulation enters the field of mobile Internet, it is reflected in the rise of the short video industry.

### 2.2.2. The reform of the communication mode

Secondly, the changes of transmitting vectors make the entertainment industry different. The mass communications of traditional media is mainly to regularly release information or provide educational and entertainment information to the public through some mechanical device, for instance, a loudspeaker disseminator only needs to stand in front of the loudspeaker to spread the information widely, and the audience is more passive to receive. Information dissemination in the context of new media has become an information exchange activity that emphasizes interaction and sociability. What is needed behind this is the support of advanced science and technology. Furthermore, the Internet has fully opened up all communications channels, newspapers, radio and TV can all be reborn in the form of Internet+. At the same time, the Internet communication based on 3G or 4G technology enables the instant transmission of information to be realized. A message can be received by the audience almost at the same time it is released. No matter when and where, no matter what form of mobile receiving equipment it is, entertainment information can be transmitted to the audience, and stimulate the audience's entertainment nerves in various vivid forms (pictures and videos, etc.), which solves the obstacles of pan-entertainment communications from the technical and tool levels, thus greatly promoting the possibility of pan-entertainment communications.

### 2.2.3. The audience's psychological demands

Thirdly, the psychological demands of the audience also provide many reasons. In modern communication practice, the deep psychological needs of the audience, namely the final recipient of information, should become an indispensable and important content in the study of the cause of "pan-entertainment". There are three main factors: the "psychological crisis" of modern people, psychology of worship and empathy effect, and social identity and achievement. Through "entertainment", especially "cultural entertainment", people can relieve various pressures in real life, get short relaxation and rest, and gain pleasure and

satisfaction. Entertainment is in line with the audience's demand and psychological demand under the market economy environment, becoming the most convenient and cheap way to vent [4]. Especially with the development of technology, the accompaniment of entertainment continues to strengthen, the audience began to share entertainment and enjoy entertainment anytime and anywhere, and entertainment began to flood gradually, showing a trend of spreading to all aspects of the society. Under the joint action of psychology of worship and empathy, the audience's blind pursuit of stars has become an entertainment phenomenon, leading to the scene of people chasing stars and full carnival, which promotes the spread of "pan-entertainment" to a large extent. Individuals are eager to gain recognition from others and the society.

### ***2.3. The influence of Chinese entertainment industry on teenagers***

First of all, teenagers are in the initial stage of keeping curiosity about the cognitive development of the world. Under heavy learning pressure, rich cultural and entertainment content keeps teenagers' minds active, and they actively absorb the entertainment content they are interested in so as to relax to a certain extent and entertain their body and mind. Secondly, the spread of entertainment culture makes teenagers germinate their own mentality of trying to improve their own performance desire to enhance the positive impact of their own recognition. To some extent, teenagers' mental development is not mature, and their overall judgment ability is weaker than that of adults. Therefore, teenagers suffer from bad information or bad cultural values of self-entertainment culture, and their ability to distinguish right from wrong drops rapidly. The idea of a shortcut to success has taken root in the hearts of young people, and some of them even initiate into the entertainment industry. The concept of fame and wealth lead to the abnormal development of some young people's views, and the spread of the wrong information and speech has wrongly affected part of the youth group.

### ***2.4. Reasons behind the negative influence***

There are three main reasons for the negative influence of Chinese entertainment industry on teenagers.

First, there are limitations in adolescents' own development. The development of teenagers is not mature, their depth of thinking is limited, and the cognition of culture is one-sided. As one of the main groups enjoying entertainment culture, teenagers pay attention to the sense of entertainment brought by entertainment information, and they also attach importance to whether this sense of entertainment can

conform to their unique personality, enabling them to know themselves better in the process of browsing, and whether the indifference of entertainment culture will have a certain impact on their growth and development. Due to the lack of their own moral, cultural and scientific literacy, and the influence of a variety of different ideas, cultures and values, the ability of adolescents to distinguish between true and false declines. Therefore, they are more likely to absorb negative information, and the irresponsible remarks appearing in the entertainment culture is not conducive to their healthy development.

Additionally, the development of culture and entertainment industry is in an immature stage. Although the cultural and entertainment industry has a relatively short development history in China, its development speed is quite rapid, which also leads to certain irrationality in the cultural and entertainment industry. The threshold of the cultural entertainment industry is low, and the personal quality of the staff within the industry is uneven. The entertainers who are active in the front line of the entertainment industry and are most likely to appear in the eyes of teenagers are not all excellent people who spread positive thoughts and have positive energy. They behave inadvertently or in ways that are not socially acceptable, which can affect the behavior of young people. The culture and entertainment industry has some commercialized atmosphere, but the intensification of the commercialized atmosphere makes some enterprises take extreme measures, such as spreading negative thoughts in the marketing of some incompetent artists; Excessive pursuit of economic benefits leads to the neglect of social benefits of cultural products, which affects the mental health of teenagers.

Moreover, part of the bad social atmosphere can also cause teenagers to be affected. With the continuous development of China's economy and society, an unhealthy social climate is prevailing. The concept of money first and benefit first has a subtle influence on the psychology of teenagers. Hidden rules are frequently exposed, keyboard men are complaining about everything and everyone else, and the injustice of the network society is being disclosed. All of these hit teenagers' confidence in their healthy growth and development, and make them feel confused about the future and even question themselves.

## **3. THE INFLUENCE OF THE AMERICAN ENTERTAINMENT INDUSTRY ON TEENAGERS**

### ***3.1. The trend of American entertainment industry***

The American entertainment industry is building a multimedia platform, including both comprehensive media and professional media. The driving force of building multimedia platform comes from three aspects: the first is the audience. The audience is becoming more and more segmented. In order to have comprehensive contact with the audience at all terminals, it is necessary to have all kinds of media platforms. The second is advertisers. Advertisers need multiple platforms to reach their fragmented target consumers. The third is competitors, the main network media are constantly diverting the audience of traditional media on Taiwan. Therefore, it has become the common choice of comprehensive media groups and professional media groups to distribute and publish content resources on multiple platforms through constructing multimedia platforms, and to touch audiences 360 degrees. Large comprehensive media groups themselves have film, television, radio, newspapers, magazines and other diversified media platforms. The latest trend is to accelerate the integration with online media platforms. Industry competition and cross-industry competition are intertwined, so the media competition is more complicated and diversified than before. The impact of the new technology and financial crisis, and the fragmentation of the audience have brought greater competitive pressure to the media entertainment industry. The staggered competition between the new media and traditional media exists in the audience market and advertising market [5].

There are three major trends in the entertainment industry in the United States in 2021. First of all, the drama show. Although many forecasts are extremely pessimistic about the future, but one thing is for sure: theatrical experience will not go away. The US box office hit a nearly \$14 billion of domestic box office record in 2019. However, because of the influence of the outbreak, the number fell more than 80% in 2020, and more than 44 super large release is still waiting for the timing, including the James Bond series die another day. With the latest fast and furious movie, and Marvel's new superhero franchise Eternals, 2021 is set to be a breakout year for the film industry, and there is no doubt that investors are facing one problem: whether or not will American Multi-Cinema (AMC), the owners of chains like Cinemark and Cineworld, continue to own them and whether they are going to partner with a studio or eventually be sold to one. Whatever happens next, there is no doubt that the second quarter of this year will end with theaters setting records again with a sharp rise [6].

Secondly, site activity. As movie-watching returns to our culture, so will the attendance of other large-scale "live" events, especially those with outdoor seating. Sporting events, concerts and Broadway plays will not only return, but may also be sold out at higher prices to satisfy people desperate to experience their favorite

teams, rock stars and live shows in packed public Spaces. Vaccinations, pneumonia treatment and "herd immunity" could be available by the end of the second quarter/ early third quarter at the earliest, and younger citizens could push our society "back to normal" even earlier.

Lastly, the streaming media. We all know how streaming media boom in 2020. 2021 will be a transition period, when consumers enjoy more premium streaming content options. When Disney held its "investor day" two weeks ago, reporters and key stakeholders were nearly exhausted by the end of the four-hour presentation, as they had digested so much of Disney's plans for the next 12-24 months [6]. Wherever Disney goes, other big vertical media will follow. Sequels to popular streaming shows will return, along with premieres of multiple movies and shows "made for streaming." Some studios, such as WarnerMedia, will first put movies ready for theatrical release on their new digital platforms, all of which will create a streaming world.

### ***3.2. The influence of American entertainment industry on teenagers***

Entertainment media, from traditional television to "new media" (including mobile phones, ipads and social media), is the dominant force in children's lives. While entertainment media is not a major cause of any major health problems in the United States [7], there is now evidence that entertainment media can and does lead to many different risks and health problems that children and adolescents can learn from and may be negatively affected by. American entertainment media provides a relatively open and diversified information for all ages, and provides a way for teenagers who have grown up in such an entertainment media environment to open up new ideas. Whether it is a movie or a TV series, or even a comedy, there will be thought-provoking story lines and themes interspersed. A philosophical discourse that does not avoid sensitive words can help teenagers establish their own thinking patterns. Crimes has long been a staple of entertainment media and then popularity of crime and justice related entertainment is undeniable [8]. However, some entertainment industries in the United States produce things that are too inappropriate for the aesthetics and learning orientation of teenagers at the current stage, which also causes a lot of criminal incidents. Studies have shown that teens' exposure to entertainment media is directly proportional to the number of drug violations they commit. Some bad movies and TV programs will shape the law-breakers into a strong and outstanding image, which will inevitably cause teenagers to lose themselves at an age when they cannot clearly distinguish right from wrong.

#### 4. COMPARISON AND ANALYSIS

First of all, the development direction of the entertainment industry in any country should be beneficial to the youth, which should bring a healthy atmosphere to the audience while spreading correct ideas. Although China's entertainment industry is moderate, the biggest impact of the rise of pan-entertainment is that it has deprived teenagers of the ability to think deeply. Entertainment programs can let teenagers immerse in temporary happiness, but this kind of happiness is unsustainable. And in the face of the scene of the entertainment, teenagers will unknowingly go in and think according to the logic of the entertainment, and ultimately it becomes difficult for them to think independently and deeply. However, the entertainment industry in the United States is too open and large-scale, resulting in the mature and advanced thinking mode and level of some teenagers, further leading to treason or even more excessive behavior. China's entertainment industry should build direction on deepening the ideological level, because at the present stage, some Chinese entertainment shows are shallow and not helpful to teenagers. Therefore, if the future entertainment model can reflect a more thought-provoking theme, the effect on helping teenagers may be better. For the American entertainment industry, the most important point is to push the stratification for teenagers. On the one side, children too young should not receive the influence from the entertainment media which should not be received by that age group. On the other side, maintaining the current depth of entertainment programs, categorizing and reducing the link between entertainment development and juvenile delinquency are the most important things the US entertainment industry needs to do.

#### 5. CONCLUSION

At present, China's entertainment industry continues to develop and expands its advantages in combination with various emerging fields, but there are many obvious problems such as capital control. China's current entertainment industry is too immature and lacks depth in its influence on young people. It should learn from the American entertainment industry, which uses quality entertainment programs to convey beneficial ways to young people and help them form their own thinking patterns. The entertainment industry in the United States is on an upward trajectory, ushering in more new stages, but also fraught with many trials. There are a lot of entertainment media in the United States that have taken a beating from various external factors, but their quality is still intact and they are waiting for the right time to recover. At the same time, although the entertainment industry in the United States has opened up a diversified world of American

teenagers' way of thinking, it has caused some illegal behaviors of American teenagers which are not suitable for their current age. China needs to follow the example of the American entertainment industry in the depth of the entertainment, and the United States needs to follow the Chinese entertainment industry in ensuring the physical and mental safety of young people while spreading some diverse and deeper ideas.

In this paper, some limitations such as inadequate analysis, unclear data search and insufficient in-depth comparative analysis can be improved with more detailed and specific paper search and more comparative analysis.

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