The Research on the Prevention Strategies of Campus Bullying and the Influence of Bullying-Themed Movies
Taking the Movie "Better Days" as an Example

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Abstract. In recent years, school bullying has become more and more common, and the physical and psychological effects on students are so severe that it is necessary to prevent it. A short film is a way to visualize the suffering of the victims and give a social reminder. This paper examines the phenomenon of school bullying and how it is presented in short films and the effects it has on the victims. The authors used the short film "Better Days" and literature review to study the forms of school bullying and how to prevent it, so as to give people a visual impression of the seriousness of the phenomenon and remind society of it. The authors concluded that school bullying generally takes many forms and has not only physical effects, but also has many negative effects on the psychological well-being of young people. The causes of bullying are generally related to schools, families and society, and can be improved by strengthening school education, parent and family education, and social legislation. The author thinks that movies should make the country and people pay attention to the situation of school bullying, so as to pay attention to the issue of bullying in schools and families. The judiciary can legislate to protect victims of bullying.

Keywords: School bullying · Film · Prevention · Strategy · Impact

1 Introduction

The campus is a learning environment for school-aged children. However, sometimes, in addition to learning knowledge here, the occurrence of some extreme phenomena will also have a certain impact on students. The campus is like a epitome of a society. While students are getting along with each other, variety of environmental and personal factors can lead to conflicts among students, school bullying is one of them. School bullying is a type of harmful and aggressive behavior which occurs on campus, among school-age children. Such behavior is often repeatedly, and sometimes with the involvement

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of faculty members. People usually play three different roles in school bullying: the bully, the bullied and the bystander, together they make school bullying becomes a very common phenomenon in nowadays' society. According to the UNESCO, the new data shows that bullying affects children everywhere, across all regions and countries of different income levels. They were collected from in-school surveys that track the physical and emotional health of youth. In the 10 countries where children report the highest incidences of bullying, a staggering 65% of girls and 62% of boys report bullying [1]. One estimate by Plan International suggests that 246 million children and adolescents experience violence in and around school every year [2]. This is not a data to be optimistic, and the healthy growth of teenagers has become a very serious social problem that can not be ignored. The high frequency occurrence of this school bullying phenomenon has attracted many attentions from people, and with the awareness of serious extent of school bullying, people has been prompted to publicize the disadvantages of school bullying in many different ways. Film is one of the propaganda means. As one of the most common forms of the crowds' daily entertainment, films are one of the propaganda means. In the process of the rapid development of the film with its unique influence, the films have been given more value and significance. Every government can use movies to guide the main ideas of its people; Film directors can also use each piece to convey their own values and inspire the audience to think [3]. Among the three significances of films, there are two kinds which are very conducive to the research topic of this paper. Firstly, the choice of themes by directors and screenwriters represents the thoughts of leaders like directors want to express, and their own perception can trigger the ideological inspiration of the public. Secondly, the final publishes and introduction of the film has been required to pass the certification, and the assessment criteria naturally include the effect films have on audiences' civilization [3]. It can encourage people not to participate in any of three roles which has been mentioned above. In addition, it also helps to provide a unique perspective from the victim of school bullying to the audiences so then they get the chance of having empathy with victims without actually getting hurts, thus achieve the purpose of preventing the occurrence of school bullying around the public. The first chapter of this research introduces the concept of school bullying, its main characteristics and the impacts it causes. The second section focuses on the types and causes of school bullying in the films with certain themes. The final chapter concerns with the countermeasures about how the public can improve and prevent the situation of school bullying through the publicity of film works. The main purpose of this article is to discuss how to analyze and improve the current and future school bullying phenomenon, through making and presenting film works, and moreover, to study the harm to the future development of students who involves in school bullying through literature reading.

2   The Characteristics and Influences of School Bullying

Dan Olweus once defined bullying on campus as a long-term and multiple events in which a student is repeatedly exposed to negative emotions led by other students for a long time [4]. In China, many researchers believe that school bullying is bullying and oppression caused by the imbalance of power among students. Some students have a sense of superiority because their families are rich or their parents have prominent

Table 1. Current frequency analysis of physical bullying. (Research on the Current Situation and Countermeasures of Bullying in Junior High Schools, http://www.cnki.net)

	Frequency	The percentage
A strong body	106	21%
Irritable	232	46%
Domestic violence	160	23%
Total	498	100.00%

Table 2. Frequency analysis of verbal bullying (Research on the Current Situation and Countermeasures of Bullying in Junior High Schools, http://www.cnki.net)

	Frequency	The percentage
The lack of family education	171	34.3%
Bad influence of internet	234	47.0%
Bad influence of school education	93	18.7%
Total	498	100.00%

official positions, so they can not help belittling others. On the contrary, some students have low self-esteem because of their poor families, so they are afraid to resist bullying.

So far, there are three most common dimensions of school bullying, namely physical bullying, verbal bullying and relationship bullying [5].

The physical bullying dimension, as the name implies, means that the abuser relies on his physical advantage to bully the students with poor physical quality. The physical bullying dimension is very intuitive in appearance, which has a very bad impact on the victim's physiology and psychology to different degrees, and even leads to physical disability or death. There are also more extreme psychological effects on the abuser. According to the investigation and research (Table 1), the characteristics of physical bullies are generally divided into three types: 21% of them are physically strong, 46% of them are irritable, and 23% of them are because of domestic violence [5]. In the dimension of physical bullying, irritable personality was the dominant factor.

The second is the verbal bullying dimension, which can be used among students to say harsh words or swear words, etc., and can also be used to smear or slander others. This is one of the most difficult dimensions to control. Bad words will enter the pure heart of middle school students, which will have an irreversible impact on their later thoughts and life. In the survey sample (Table 2), 34 percent were due to lack of family education, 47 percent were affected by the Internet, and 19 percent were due to poor school education. It can be seen that students affected by the bad influence of the Internet are more likely to become the perpetrators of verbal bullying [5].

Finally, there is the relational bullying dimension, which is similar to the emergence of "cliques", where students use "circles" to isolate people they dislike. This type of bullying has a stronger impact on the victim's personality than physical or verbal

Table 3. Current frequency analysis of relational bullying (Research on the Current Situation and Countermeasures of Bullying in Junior High Schools, http://www.cnki.net)

	Frequency	The percentage
Special family composition	289	58.0%
Bad influence of internet	69	13.9%
Low level of parents	140	28.1%
Total	498	100.00%

bullying. In the survey sample (Table 3), 58 percent of students are due to special family composition, such as parents divorced and remarried, 14% are affected by the Internet, and 28 percent are due to parents' low level of education, which leads to students' low quality and early education level. To sum up, the reason of special family composition has become the dominant factor of campus relationship bullying [5].

3   The Related Movies and the Causes of the Phenomena

3.1   Narrative Features in the Movies

It is gratifying that the attention of the society to the incident of school bullying has gradually increased. In recent years, films and television works about school bullying have emerged one after another, among which there are many excellent works, such as the Betters Day, directed by Zeng Guoxiang, which was nominated as the best international film at the Oscars in 2021. In Betters Day, Hu Xiaodie, a student, commits suicide because of the physical and verbal bullying she has suffered from Wei Lai and others for a long time. From this, Chen Nian also came into Wei Lai's sight. In the film [6], Hu Xiaodie is pulled to the toilet, and then Wei Lai threw the paper towels stained with an unknown liquid to Hu; Chen Nian was pushed down the stairs by Wei Lai; Wei Lai hit Chen Nian on the head with a volleyball in gym class; Chen Nian was blocked in the door by Wei Lai et al., fortunately Chen escaped; Chen Nian was stripped naked and filmed on video by Wei Lai et al. These behaviors are captured visually through the film, which hits people's hearts and deepens the public's understanding of the horror of school bullying. In the self-made film Upstream, the main character Jason is a transfer student who is isolated and bullied by the school bully William and others when he just enters the new class. According to the sequence of the film, there are three bullying incidents. At first, William threw paper balls at Jason to interfere with his exam, then he shut Jason into the toilet and locked the door to prevent him from attending class, and finally he used force on Jason, which gradually evolved from a petty fight between classmates into bullying. In the evening, Jason was walking in the deserted street with a bruised face. The turning point was that he saw the roadside banner "2022.11.14 Say no to bullying", which made him think of his own situation and the life he yearned for. He wanted to change the situation, so he bravely said no to the bullies behind him. Finally, Jason regained his confidence to take the college entrance examination and got rid of the bullying. In the film, low and soothing tones, dark tones and some slow motions are

mainly used to express the protagonist's inner struggle and loneliness. Then the sunrise is used to transition the change of the protagonist, so as to show that the protagonist breaks through the clouds like the sun and recovers his "new life". In the later stage of the film, a cheerful tone is used to show the hero's inner joy after his courage, which also indicates that the hero will get a good score in the college entrance examination.

Whether it's Chen Nian in "Better Days" or Jason in "Upstream", they seem to have lived a good life in the future, but the experience of being bullied at a young age will stay with them for the rest of their lives. The effects are long-lasting, even permanent. Studies show that adolescence is an important stage of human growth and development. Adolescents are psychologically immature and easily influenced by people and things around them [7]. Parents, as the most important and main person in the process of children's growth, play a great role in guiding the development of children's character and behavior. For example, students who are irritable and like to use force to solve problems are usually victims of domestic violence, and some left-behind children are often the main targets of school bullies. Adolescent students are delicate and sensitive, and need more care and love from their parents. However, most parents are busy with work or lack of patience, which leads to the lack of companionship and guidance for their children. The second factor is school, which can be said to be a child's second "home". However, most schools in China do not pay enough attention to the physical and mental development of students. Some schools even focus on grades and rankings, treating students as round-the-clock learning machines with nowhere to vent their dissatisfaction. As a result, bullying is common. The third factor is society. In today's society, the lack of control by relevant departments has resulted in many violent movies and cartoons being widely circulated among students. These videos and cartoons will stimulate the violence factor in teenagers and induce them to commit crimes [7].

3.2   Analysis of Reasons

Studies show that adolescence is an important stage of human growth and development. Adolescents are psychologically immature and easily influenced by people and things around them [7]. At this important stage, bullying is faced or committed against others due to a variety of factors.

Parents, as the most important and main person in the process of children's growth, play a great role in guiding the development of children's characters and behaviors. For example, students who are irritable and like to use force to solve problems are usually victims of domestic violence, and some left-behind children are often the main targets of school bullies. Adolescent students are delicate and sensitive, and need more care and love from their parents. However, most parents are busy with work or lack of patience, which leads to the lack of companionship and guidance for their children. Therefore, parents should pay attention to the function of family education, pay more attention to children's psychology, and find problems in time.

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this case, there are many reasons for the phenomenon of bullying. By carrying out relevant moral education in schools and punishing and warning school rules, the occurrence of such bullying phenomenon can be reduced to a certain extent.

As a result, bullying is common. The third factor is society. In today's society, the lack of control by relevant departments has resulted in many violent movies and cartoons being widely circulated among students. These videos and cartoons will stimulate the violence factor in teenagers and induce them to commit crimes [4]. The growth stage of teenagers is a period that is easily influenced, so through the propaganda of unscrupulous media and the exaggeration of violence, teenagers will be allowed to imitate at will without understanding the disadvantages, and even think that all behaviors are reasonable. Relevant departments, including the media, should take responsibility and protect young people from film and television propaganda content that triggers violent acts.

4   The Countermeasures to Prevent School Bullying

4.1   Improve the Content of School Education

The surveys have shown that on the average, 1 in 5 people have experienced bullying in schools. According to THE UNESCO Book violence and bullying in schools [8], 246 million students worldwide suffer from bullying every year, accounting for 32.5% of all students, of which 30% choose silence. Whether it is tangible or invisible bullying has always existed, and it is not an isolated case, but it has not attracted widespread public attention and has not received media attention. Therefore, as a teacher, people should adopt right ways to curb the germ of campus violence, stop campus violence in time, and protect students from unnecessary harm.

The authors believe that schools should conduct relevant educational seminars and supervision. Teachers should stop students from having these thoughts at the source. First of all, teachers should make it clear to students that school violence is not just about fighting and brawling; taunting and teasing, isolating in small groups, exposing privacy and walking around gossiping are all counted as a manifestation of school violence.

Second, teachers should educate students about the concept of school violence and make clear the boundaries of personal behavior. In addition, students should be informed that if violence occurs, there will be irreparable consequences.

4.2   Use the Function of Family Education

As the first guardians of their children, parents have the obligations that can not be excused. Parents should make every effort to help their teenagers gain proper knowledge about bullying and actively guide them to gain effective awareness of prevention. When a child is bullied, parents must take prompt and appropriate action to protect their child.

First, parents need to convey a message of understanding, support and willingness to help their child solve the problem. Make the child believe that the parent is trustworthy and make him or her willing to open up to the parent. Second, parents need to channel their child's negative emotions. Help the child to see bullying in its proper perspective. It is important to avoid turning conflicts between children into strife between parents.

Parents should take practical actions to teach their children how to resolve conflicts originally rather than intensify them. If the bullying reaches a more serious level and may even be suspected of a crime, the parents of the bullied student should communicate appropriately with the school and, if necessary, report to the educational administration and judicial authorities to help their child get out of harm's way.

Therefore, parents need to be aware of subtle changes in their children and to know their children well. The authors believe that the child can not be expected to speak every time he opens his mouth. The child's eyes, expressions, body movements, and degree of physical hardness are more or less already expressing or implying to the parents that he needs their help.

4.3   Improve Regulations

To effectively prevent school bullying, it is necessary to establish a sound institutional system to manage the behavior of bullies in order to bring students a safe learning environment. Currently, various countries are establishing laws and regulations to protect minors from receiving harm from school bullying.

In the UK, the government has introduced laws that make bullying behaviors such as violence or assault, stealing, repeated harassment or intimidation, incessant name calling, threatening or abusive phone calls and hate crimes illegal. Also, the UK government requires all schools to have a behavior policy that includes measures to protect students from all forms of bullying. This legislation applies to all schools in England and Wales and the vast majority of schools in Scotland.

America chose to take the measure of formulate laws. It is proved that the government enacted the Megan Mayer Cyberbullying Prevention Method [9].

In China, National People's Congress deputies have repeatedly proposed pushing for relevant legislation, and legal practitioners are working to clearly define bullying in schools.

On October 21, 2019, shortly before the release of the film "Better Days" on school violence, the "Protection of Minors Law of the People's Republic of China (Revised Draft)" was submitted to the 14th meeting of the Standing Committee of the 13th National People's Congress for consideration [10]. The revised draft will be "verbal abuse, beating others, or intentional physical injury" and other school bullying behavior for the first time clearly as a deviant behavior, and the family guardianship responsibilities, school discipline responsibilities, as well as the relevant departments, especially the public security organs of the protection responsibilities, there are further provisions.

5   Conclusion

This research investigates the school bullying phenomenon exists in nowadays' society, without correct guidance, the situation can be aggravated. However, the phenomenon can be presented by film makers via making and presenting their works, and moreover, it can help in order to improve the school bullying situation in future. First and foremost, the chapter one of this article briefly introduces the basic concepts and characteristics of school bullying. It is a long-term harmful event occurs on campus and among

school-age children. In addition, it has three different types of situations, respectively are physical, verbal, and relationship bullying. The existence and the development of such behaviors not only does long-term trauma to victims of school bullying, devastate their psychological and physical health, but also foster the bullies to develop inappropriate values, eventually cause them continue to persecute more victims, or pay the price for their serious crime. The research discusses the necessity of problem solving of school bullying, and suggest the way how film works can help on improving and solving this situation of school bullying. Due to the characteristics of school bullying, there are many bystanders who actually involve the school bullying without their self-conscious, this group of people has much larger amount of people than the bullies or people who is being bully does. Thus, one of the important jobs for improving the situation is to make this group of people has awareness if there are the same school bullying incidents happen around them. What films can do is to get people who might not normally pay attention to school bullying to do so, in a way that they are relatively familiar with. Unlike any other visual works such as new media, short videos or TV series, the film genre can tell a story or an event in a certain amount of time, which is long enough to make things clear, and meanwhile can be acceptable for the audiences. A great work will perform a narration that is interesting enough, through the two aspects of visual and auditory, and therefore provide information and good experience to the audiences. In the meantime, films can let the audience into the film tells the story, let them have empathy with the characters, thus have the understanding about how school bullying an awful thing is. The audience can learn what the victim needs, and moreover, as the person who are in the middle of the incident, how much can the bystanders does to the victims by simply doing nothing. While audiences are watching the films, they might put themselves into the scene hypothetically, and think about what they might do if they were the characters, and what consequences can it leads to. Once the masses notice there are such serious phenomenon, they get to attach importance to school bullying, and comprehensively improve the situation. For example, carry out relevant educational lectures and inspections, strengthening the family education about school bullying, and launch relevant policies, punish the bullies therefore decrease the ratio of the possibilities of school bullying happening. Because this article lacks certain qualitative research, scholars in this field can use in-depth interviews in the future to investigate the educational effect of theme-based films on the masses.

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