



A Study on the Carrying and Dissemination of Occupational Culture in Domestic Industrial Dramas Based on the Perspective of Cultivation Theory

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ABSTRACT

The carrying and dissemination of vocational culture in domestic industrial dramas is reflected in the aspects of authenticity and rigor, which can disseminate the value and significance of vocational culture. Therefore, the topic of carrying and spreading vocational culture in domestic industrial dramas based on the perspective of cultivation theory is studied. The concept of cultivation theory is explained, and the characteristics of carrying occupational culture in domestic industrial dramas are analyzed. It also discusses the dissemination of vocational culture in domestic industrial dramas based on the perspective of cultivation theory from the aspects of dissemination subject: the shaping of vocational image and audience's cognition in domestic industrial dramas, dissemination content: the presentation and dissemination of vocational value of the image in the dramas, and dissemination channel: the bridge and platform for the dissemination of vocational cultural resonance and social consensus. Through the above research, we aim to deeply analyze the value of vocational culture in domestic industrial dramas, disseminate vocational culture from the aspects of vocational value and vocational identity, encourage vocational talents to make continuous progress and efforts in their vocational path, and provide talent guarantee for various industries.

Keywords: Cultivation Theory Perspective; Domestic Industry Drama; Occupational Culture; Cultural Carrying; Cultural Transmission.

INTRODUCTION

Domestic industry dramas reflect the reality and spirit of the industry through the typical life phenomena of doctors, lawyers, teachers, police officers, etc. The dramas are centered on the specific state of the industry, providing viewers with the opportunity to know more about the industry. Industry dramas use a certain industry or workplace as a carrier, depicting the reality of the workplace and triggering the audience's thinking and recognition. High-quality industry dramas have strong professionalism and can restore the career and workplace situation in a particular field ^[1-3]. The doctor-oriented industry dramas portray the daily life of medical workers through one case per episode. The police-oriented dramas portray the professional characteristics of police officers through episodes of police encounters, undercover life, murder detection and drug busts, paying tribute to ordinary heroes and conveying the power of warmth. Lawyers as the main industry dramas, through the lawyers to help ordinary people to fight lawsuits, lawyers receive money to exonerate the guilty and other episodes, describing the life of lawyers, the working environment, to convey the positive energy of the profession ^[4-6]. At present, domestic industry dramas are no longer limited to one industry, from the traditional medical, police, lawyers and other professions, gradually transformed into couriers, delivery workers, electric campaigners, athletes and other niche occupations, not only for the audience to bring a diversified experience, but also reflect the development of social and economic changes. Domestic industry dramas are committed to showing the professionalism and authenticity of each industry, and only through a deep understanding of the real workplace situation of industry personnel can we ensure the reasonableness of the plot. Through storyline and characterization, the professionalism and values of different industries are shown. Through depicting the competition, cooperation and conflicts in the workplace, the

workplace ecology of different industries is shown [7-9]. This helps viewers to understand the occupational characteristics and working environments of different industries and enhance their knowledge and understanding of the workplace. In order to specifically analyze occupational culture, this paper studies the carrying and dissemination of occupational culture in domestic industrial dramas under the perspective of cultivation theory.

1 THE CONCEPT OF CULTIVATION THEORY

The theory of cultivation is also the theory of connotation, in which the mass media, while disseminating information, will also influence the audience's outlook, thus realizing the dissemination of culture. This theory is vividly embodied in domestic industrial dramas, which show the professional outlook of different industries through vivid and three-dimensional images of tasks and convey positive professional values [10]. Cultivation theory includes "symbolic reality", "consensus", "educative effect" and "cultural communication". At the same time, the ideology of institutionalized process analysis, message system analysis, and cultivation analysis is formed to ensure the dissemination effect of occupational culture, with television, newspaper, and radio media as the core.

2 CHARACTERISTICS OF CARRYING OCCUPATIONAL CULTURE IN DOMESTIC INDUSTRY DRAMAS

The carrying of occupational culture in domestic industrial dramas is mainly reflected in the shaping of occupational images and values, the dissemination of occupational norms and systems, the enhancement of occupational awareness, the transmission of occupational spirit, and the embodiment of occupational values. Through the medium of industrial dramas, film and television works, books and other media, the images and values of different occupations are vividly displayed. Ensure the orderly conduct of professional activities according to the norms and systems of professional ethics, professional discipline, and professional etiquette [11-13]. By displaying the characteristics of occupations, working environment, work content, etc., viewers have a more intuitive and concrete understanding of occupations. The professional spirit of dedication, innovation, responsibility and commitment is the core of professional culture, which is vividly conveyed to the audience to stimulate the audience's empathy and recognition, which is of great significance to the cultivation of positive professional attitudes and behaviors. The analysis of professional culture is shown in Figure 1 below.

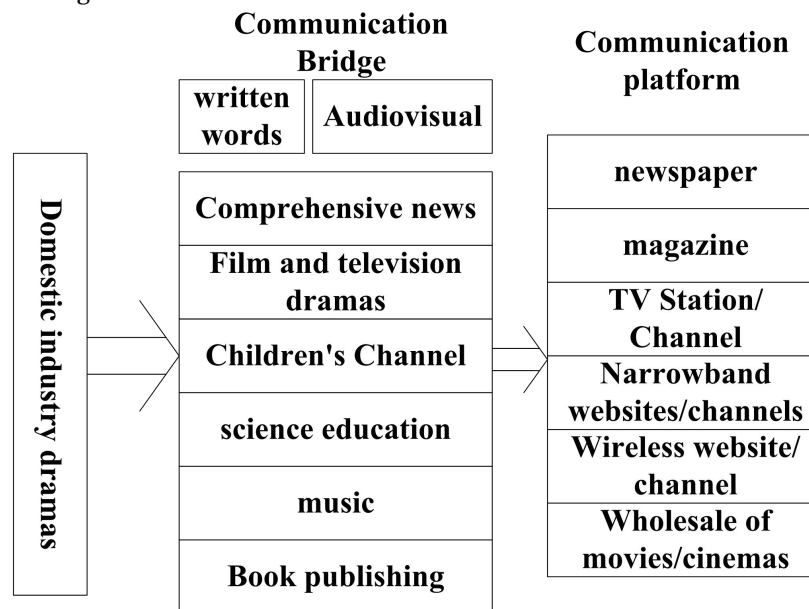


Figure 1 Occupational Culture Bearing Analysis

As shown in Figure 1, through the communication channels and platforms, the professional skills of the occupation can be displayed in an all-round way, and the spiritual pursuit, moral concepts and professional ethics behind the occupation are also revealed, so that the audience has a more comprehensive and in-depth understanding of the occupation [14-16]. At the same time, through the carrying of vocational culture, it eliminates the misunderstanding and prejudice towards the profession, stimulates the audience's interest and enthusiasm towards the profession, and promotes the choice and development of the profession in a real sense.

3 REFLECTIONS ON THE DISSEMINATION OF OCCUPATIONAL CULTURE IN DOMESTIC INDUSTRIAL DRAMAS BASED ON THE PERSPECTIVE OF CULTIVATION THEORY

3.1 The main body of communication: professional image shaping and audience cognition in domestic industrial dramas

Through watching domestic industrial dramas, viewers can learn about the characteristics of different occupations and their perceptions of occupations. Under the perspective of cultivation theory, cognition helps viewers to be more rational and wise in choosing careers, and also helps them to adapt and grow better at work. In shaping the image of careers, professional ethics and responsibility and professional values are emphasized, so that viewers pay more attention to professional ethics and responsibility, and become more dedicated and responsible at work^[17]. Through the portrayal of characters' emotions, attitudes and values, it can trigger the audience's emotional resonance, make them pay more attention to the fate and growth of the characters, and be more easily moved by the drama. Take medical dramas as an example, medical workers in medical dramas often have a high degree of professionalism, such as dedication, humanitarianism and teamwork. The embodiment of these professional spirits makes the image of medical workers more lofty and glorious, and also makes the audience have more respect and honor for them. The analysis of professional image shaping and cognition is shown in Table 1 below. The situation of professional image shaping and cognition is shown in Table 1 below.

Table 1 Occupational Image Building and Perception Scale

Occupational type	Features portrayed in the play	Audience cognitive influence
doctor	Excellent professional skills, saving lives and helping the injured, and persevering in the face of challenges	The audience shows respect for the profession of doctors and understands the importance and pressure of their work
lawyer	Rigorous logic, rich legal knowledge, and striving for the rights and interests of customers	Audiences trust the legal profession and understand its importance in the legal field
entrepreneur	Dare to innovate, strong leadership, never give up in the face of difficulties	The audience admires the entrepreneurial spirit and understands the challenges of entrepreneurship and management
police	Strong sense of justice, brave and fearless, protecting people's safety	Audiences show respect for the police profession and enhance their confidence in social security
teacher	Profound knowledge, educating and caring for the growth of students	Audiences show respect for the teaching profession and understand the importance of education
programmer	Skilled in technology, strong in logical thinking, and strong in innovation ability	Audiences are interested in the profession of programmers and learn about the cutting-edge trends in the technology industry
artist	Strong creativity, pursuit of personal expression, rich emotions	The audience appreciates the artist's profession and understands the diversity and depth of artistic creation

As shown in Table 1, the characteristics of professional image building in domestic industrial dramas include the combination of professionalism and life, breaking through stereotypes, and emphasizing professional ethics and responsibility. When domestic industrial dramas portray professional image, they not only pay attention to displaying the professional ability of the characters, but also dig deep into their emotions, attitudes and values in daily life. They try to break through the traditional stereotypes and show the versatility and complexity of the characters^[18-20]. In medical professional dramas, doctors are no longer just synonymous with calmness and rationality, they also have emotions, confusion and struggles. This way of portrayal makes the characters more real and believable, and it is also easier to trigger the audience's empathy. At the same time, medical professional dramas also emphasize professional ethics and sense of responsibility, helping to raise the audience's awareness of and respect for the doctors' profession, and realizing the cultural dissemination of positive energy and socialist core values.

3.2 Content of communication: presentation and dissemination of the professional value of the images in the play

Medical dramas present solid medical knowledge and excellent medical skills by demonstrating the professional skills of doctors, nurses and other medical personnel such as surgical operations, case analysis and diagnosis of medical conditions. For example, "All About Dr. Tang" has a detailed explanation of medical conditions and terminology in the end credits to guide the audience's understanding of medical knowledge. In "Ask the Heart", an observation room is set up during major surgeries, and the explanation of the surgical process is realized in the discussion of doctors, which guides the audience to understand the medical knowledge. In terms of professional value, it can also show the spirit of dedication, humanitarianism and teamwork, and demonstrate the bravery, perseverance and selfless dedication of medical workers in the process of saving patients, further

emphasizing the professional value of doctors ^[21-23]. Through the popularization and dissemination of medical knowledge, we emphasize the humanistic care and ethical responsibility of medical workers to patients, and further disseminate the value of the profession. The dissemination of professional values is shown in table 2 below.

Table 2 Occupational Values Dissemination Table

Occupational type	Presentation of professional value	Communication methods	Expected communication effect
doctor	Professional skills, spirit of saving lives and helping the injured, medical ethics and style	Character shaping, medical scene presentation, touching stories	Enhance audience's respect and respect for the profession of doctors
lawyer	Legal knowledge, sense of justice, and professional ethics	Court debates, case investigations, inner struggles of characters	Deepen audience's understanding and trust in the legal profession
teacher	Educational philosophy, caring for students, and spirit of dedication	Exploration of teacher-student interaction, teaching scenarios, and educational concepts	Stimulate audience's respect and love for the education profession
police	Sense of justice, courage and fearlessness, protecting the people	Case solving, pursuit operation, heroic sacrifice	Enhance audience's respect and sense of security for the police profession
engineer	Technological innovation, rigorous attitude, and teamwork	Engineering practice, technical problem-solving, team collaboration	Showcasing the professionalism and charm of the engineering profession
artist	Creativity, personal expression, emotional resonance	Art creation, artwork display, emotional stories	Stimulate the audience's appreciation and pursuit of the art profession

As shown in Table 2, the professional value is presented from the aspects of professional ability, professional ethics and professionalism. Professional values are transmitted from characterization, plot setting, visual presentation and other aspects. The communication effect is from the enhancement of audience's cognition of the profession, the shaping of audience's professional values, and the enhancement of audience's sense of professional identity and sense of belonging ^[24]. Domestic industrial dramas integrate occupational values into the characters, so that the audience can feel the charm of the occupation while paying attention to the plot. By presenting and spreading professional values, domestic industrial dramas can stimulate the audience's love and identification with their professions and enhance their sense of identity and belonging to their professions.

3.3 Communication channels: bridges and platforms for the dissemination of professional cultural empathy and social consensus

Domestic industrial dramas, documentaries and other film and television works have a wide coverage as they vividly display occupational culture and have strong emotional resonance. In social media channels such as microblogging, WeChat, and Jitterbug, they are highly interactive, fast spreading and have the influence of rapid spreading and real-time feedback. In professional magazines, industry research reports and other professional journals and books, the content is professional, in-depth analysis, with strong relevance and high authority. In the communication channels of offline activities such as vocational forums, industry exhibitions and lectures, face-to-face communication, strong experience, in-depth participation and long-lasting influence. In education platforms such as vocational schools and university programs, systematic education and cultivation of professionals have a long-term impact and cultivate students' future professionalism ^[25]. In the communication platform of news media such as TV news and newspaper reports, the authoritative release of information is accurate and has wide dissemination and high credibility. In medical professional dramas, they are broadcast on TV and online platforms, covering a wide range of audience groups and realizing the wide dissemination of professional culture and social consensus. In terms of characterization, with the help of characters' destiny and story line, deep-rooted issues such as life and death, human nature and morality are explored to enhance the audience's understanding and recognition of the professional culture of medical workers. Based on the actors' understanding of the medical industry and their observation of the medical industry, the drama reveals the problems and challenges in the medical industry, such as the tension of medical resources and the relationship between doctors and patients, and triggers the audience's concern and thinking about the current situation of the industry. Medical dramas provide a bridge of communication between medical workers and the public, allowing the public to gain a deeper understanding of the work and life of medical workers through drama and characterization, and enhancing mutual understanding and trust. By conveying the positive energy and positive values of selfless dedication, solidarity and cooperation of medical workers, it truly realizes the dissemination of professional culture and enhances the social image and status of medical workers.

4 CONCLUSION

In recent years, domestic industrial dramas have gradually emerged on the screen as a unique cultural phenomenon. The dramas not only attract the audience with wonderful plots, but also carry the unique professional culture, and become a bridge connecting reality and ideal. Therefore, under the perspective of cultivation theory, this paper studies the carrying and dissemination of occupational culture in domestic industrial dramas. From the aspects of occupational image, occupational norms, occupational cognition, occupational spirit and occupational value, the carrying characteristics of occupational culture are elaborated. The advantages of the dissemination of occupational culture are also elaborated from the aspects of dissemination subject, dissemination content and dissemination channel. Through the carrying and dissemination of professional culture in the drama, it not only promotes the development and progress of all walks of life, but also improves the overall quality and cultural level of the society and provides guarantee for the development of the society.

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