

# Based on the Analysis of the Development Dilemma of Anhui Pet-Themed Cinema Films

## -- Take the Two-Part "Loyal Love Without Words" As an Example

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### Abstract

In recent years, with the rapid development of China's pet industry, pet movies have begun to win more and more attention and love from the public, and the viewing needs of pet lovers have been satisfied, and the Anhui film "Loyal Love Without Words" two-part series is a series of movies about the theme of dogs, which attracted a lot of audiences once it was released. In order to provide some useful food for thought.

### Keywords

Pet movies; "Loyal Love Without Words"; Human pet ethics; New Media Marketing.

## 1. Introduction

The Anhui theatrical film "Loyal Love Without Words" directed by Tan Yizhi will be released in 2017 and 2023 respectively, both films are based on real events, and the themes are related to pet dogs, "Loyal Love Without Words" tells the story of "the old man and the dog", and "Loyal Love Without Words 2" tells the story of "autistic children and dogs". Both parts of the series each depict a warm story between humans and dogs, and the mutual redemption between humans and dogs also fully demonstrates the true love of the world. The success of the film lies in the fact that it shows a beautiful vision of friendly coexistence between humans and dogs. The shortcomings of the film are also unobstructed, from the interpretation of the moral norms of the relationship between humans and animals in its films, to the production technology level, and then to the film publicity and distribution work, which are relatively lower than the market average, resulting in the overall box office is not high, which also reflects that Anhui pet-themed cinema films are facing a certain development dilemma.

## 2. The moral norms of human-animal relations are not perfectly explained

The ethics of human-animal relations is guided by the animal ecological worldview, values and rights promoted by moral philosophy, and based on the moral principles of benefiting human beings and promoting ecology, proposing and confirming a series of moral norms, including the moral norms of domestic animals and wild animals.<sup>[1]</sup> The Labrador named "Second Goods" in "Loyal Love Without Words" clearly belongs to the category of domestic animals, more precisely pets. There are three main requirements for establishing a moral code of mutual assistance and friendship for pets, namely, the requirements of emotional mutual assistance, the requirements of conforming to nature and the requirements of hospice care.

### 2.1. From the perspective of emotional mutual aid requirements

The relationship between the two goods and the old man is based on the individual who overrides the dog, and the dog unilaterally and unconditionally pays to the old man, and the old man only needs to feel that it is a so-called "loyal dog" that satisfies human desires, and then

slightly renders a touching atmosphere when the dog pays everything for him. The film mechanically and rigidly reproduces what a dog should look like in the eyes of some groups - the dog must be a species template that is hard-working and loyal to the owner, just as a teacher must be a diligent and benevolent and willing to serve others, and a doctor must be conscientious and selfless. The film frames the dog in the position that it has been silently paying and never needs to be returned, and forcibly pulls up the dog and solidifies it. In "Loyal Love Without Words", basically the dog is giving, and then when the dog makes all kinds of touching behaviors, the old man is responsible for sensationalism and tear-jerking, and the dog seems to be a tool to promote the development of the plot in the play, no needs, no emotions, no thoughts, sacrifice themselves to make others happy. When the old man is depressed, he must bring vitality, when something happens to the old man's house, he has to sell it for a good price, and after the money is in hand, he will run back with a limp of thousands of miles, and he must know how to quietly find a wilderness without causing trouble before he dies. For the elderly, the dog is also an emotional sustenance object, this object used to be Xiaofang, and now it is the second goods, and after the second goods die, it is a puppy cub, without this one, sooner or later there will be the next one, and the days still have to live. What does his affection have to do with the dog itself? His self-pity, his self-reliance, all his emotions, are one-sided. If it wasn't the second goods, but the third and fourth goods, the story would not have changed in any way.

## 2.2. From the perspective of conforming to the requirements of nature

The old man in the movie "Loyal Love Without Words" did not conform to the nature of the dog for the "second goods", but sanctified and templated it. Judging from the presentation effect of the whole poster, the posture and demeanor of the dog shows the director's stereotype of the dog - the dog must be docile, obedient, and dedicate his life to human beings without asking for anything in return, and the dog must not have nature and must serve human beings unconditionally. With the development of the times, it has been gradually replaced by the new concept of "dogs are friends of human beings rather than servants", and the rough poster design also reveals that the director has failed to keep up with the pace of development of the times, immersed in the thoughts of the older generation, but the director has "developed" himself inappropriately in the alternation of the old and the new, thinking that the Labrador dog breed as the protagonist of the film can cater to the preferences of the current young market, but in fact it has not had a corresponding effect. The story background of "Loyal Love Without Words" mainly focuses on the Chinese countryside, the combination of a rural disabled old man and a foreign dog breed seems incompatible, and even when the puppies fight, a group of breed dogs appear: border herders, corgis, golden retrievers, blackbacks, etc., the Chinese pastoral dogs in the countryside can only be used as supporting roles in the film, which is really out of harmony. In particular, the director's setting of the dog is "a loyal dog who selflessly dedicates himself to mankind without asking for anything in return", which is obviously not the setting of a Labradoodle, but a typical image of a Chinese pastoral dog, the Labrador dog first originated from the British royal dog breed and belongs to a pet dog for people to play with, at this point, the director did not completely handle it properly, resulting in a sense of difficulty for the audience to substitute when watching the movie, perhaps the director wanted to imitate "The Story of Hachiko, the Loyal Dog" In "The Story of Hachiko the Loyal Dog", Professor Parker's Japanese-American friend "They are Japanese, not American dogs." This sentence interprets the film's distinctive national cultural characteristics. Under the influence of Chinese Confucian culture, Japan has formed a traditional culture with "loyalty" as the core, and Hachiko's infinite loyalty to the master in the film constitutes a touching story between the professor and the dog.<sup>[2]</sup> Therefore, "Loyal Love Without Words" is full of loopholes in dealing with the role of the protagonist "two goods".

### 2.3. From the perspective of hospice care requirements

The story of the old man and the second goods violates the requirements of conforming to nature and hospice care in the moral relationship between humans and animals. "Pets are still animals, they have their natural attributes and natural ways of moving, they should not be imposed on pets with human will, likes and dislikes, respect the wishes of pets, and treat them in accordance with the way they live, grow naturally and live naturally is right, otherwise it is wrong." In the end, the second goods passed away because of their injuries, and the old man insisted on burying the second goods next to the ancestral grave, forcibly exaggerating the old man's feelings for the second goods, trying to cover up the logical loophole with such a "highest courtesy" behavior to the dog as being classified into the ancestral grave, in fact, this behavior is meaningless to the dog, and it was imposed on it by the old man. In the film "The Story of Hachiko the Loyal Dog", Professor Parker was able to establish a perfect and harmonious relationship with Hachiko because he strictly followed the principle of conforming to nature in the moral relationship between humans and animals. The Parker family did their best to give the second cargo the greatest freedom, never imposed anything on it that it didn't want to do, built a nest for it, played with it, and quickly picked it up for fear that it would be bullied by other puppies, and bought toys for Hachiko, turned on the lights for fear that Hachiko was afraid of the dark, and even watched TV and ate popcorn with Hachiko. Professor Parker conforms to the principles of nature, which makes the film vivid and interesting, and will not show the stylized effect of the template, and the current local films in Anhui also need to constantly break through the stylized routine to return to the characters themselves, so that the character image is more flesh and blood, instead of blindly catering to the old concepts and old tastes of some people, believing that man is the creator above all things, and serving mankind is the supreme glory. This cliché, any living thing is the master of the earth.

### 3. The production technology is relatively rough

As a small-budget film series, the two-part "Loyal Love Without Words" has corresponding constraints in terms of picture technology. First of all, judging from the poster of "Loyal Love Without Words", a large close-up of a Labradoodle's face occupies three-quarters of the frame, the dog is lying on its stomach, and its eyes are full of pity and helplessness. Secondly, from the perspective of the film itself, the special effects are too cheap and blunt, and the cutouts are not deducted in several places, revealing the figure of the animal trainer, which makes the audience play. The lines are long, the actors' acting skills are too stiff, the sense of drama is strong, the owner of the electrical appliance store wears a black shirt throughout the movie, when the child is lost, the tension of his performance makes people play, and the places that need to be foreshadowed and sensational are not properly expressed in the language of the camera, such as the little girl in the electrical appliance store next to the stall is abducted, such as the scene where the candle burns the drawings on a thunderstorm night, such as the man and the dog who fell under the bridge, and the director's creative skills are a little thin. There are also many problems in the handling of details, such as the passers-by in the film, all of whom are trench coats and jeans, and obvious crew members make temporary cameos, which are too casual. In terms of plot logic, some of the content is not explained clearly, for example, the rich man spent 4,000 yuan to buy two goods, and after the second goods ran back to the old man, the director did not explain the results of the rich man's later treatment. In terms of narrative, the whole is also relatively chaotic, the protagonist is the second goods, and the role of any of the supporting roles is heavier than the second goods. In terms of value transmission, there are some bad guides, such as the domestic violence of the owner of the electrical appliance store in "Loyal Love Without Words", the wife was beaten and her nose was swollen, but she was persuaded to endure and not to divorce, which made the audience feel strong discomfort when watching

the movie, full of strong feudal male power, the director conveyed through the film that domestic violence is normal. This wrong value orientation, domestic violence itself is an illegal thing, normal and positive film and television works should promote positive energy, so that everyone in the film.

#### 4. The marketing potential is slightly weak

In the current film and television market, film marketing is an important part of the commoditization of films, which plays a pivotal role, and the poor box office of the two-part "Loyal Love Without Words" is also related to marketing and publicity. According to the 52nd "Statistical Report on the Development of China's Internet Network" released by the China Internet Network Information Center, as of June 2023, the scale of China's Internet users reached 1.079 billion. As of June, the number of instant messaging, online video, and short video users reached 1.047 billion, 1.044 billion, and 1.026 billion, respectively, with user usage rates of 97.1%, 96.8%, and 95.2%, respectively. [3] It is undeniable that the use of big data and digital intelligence technology to carry out the marketing and promotion of movies on online platforms has a very broad market. However, in the browsing of online big data, people can rarely brush up on the marketing promotion of "Loyal Love Without Words", and the overall audience is relatively narrow. For example, the movie "Dog Thirteen" directed by Cao Baoping, which was released in 2018, was quickly promoted on online platforms such as Weibo, Kuaishou, and Douyin before it was released. Therefore, it is not difficult to see that good publicity and distribution work will increase the box office revenue of the film.

In today's era of intelligent development of digital media, the film market has formed a set of standardized new media marketing strategies for films, which are mainly divided into two stages: pre-release and post-release. On the one hand, before the official release of the movie, the production team can conduct offline roadshows and advance screenings, the audience can contact and chat with the actors at close range while watching the movie, and the audience will upload and share the process to the Internet after watching the movie, expressing their feelings. [4] The number of daily active users released by Douyin in 2023 has exceeded 1 billion, such a large traffic pool can make the movie quickly heat up in a short period of time, such as editing the video clips of "Loyal Love Without Words" for online short video delivery, attracting audiences to go to the theater to watch the movie. On the other hand, after the release of the movie, you can continue to promote the promotion of the online platform, and at the same time, you can create a discussion of the topic of the film on the Internet.

For example, in 2022, the movie "Hidden in the Dust" directed by Li Ruijun was dismal at the box office when it was first released, and after the secondary editing and processing of the short video platform, the topic discussion of the protagonists Youtie and Gui Ying in it soared rapidly, attracting a group of fans to watch the movie, such a small-cost movie with an investment of about 5 million yuan finally cut a box office of more than 100 million, which is worth learning Xi from "Loyal Love Without Words", and Anhui films can be reasonably used for reference in marketing and publicity.

#### 5. Conclusion

With the continuous prosperity of China's pet market, the audience of pet movies is also expanding, and I believe that local directors in Anhui can also create more high-quality pet movies to attract more audiences to watch the movie, so that the Anhui film market presents a more prosperous scene.

## References

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