

- **A research question or title**

What role has CG technology had in building public awareness and reflection on environmental protection?

- **Keywords/key phrases**

CG Film

VFX

Sustainability

Computer Graphics

GG Biodiversity

- **An Abstract**

Environmental sustainability is already an inevitable development trend. When the emerging computer graphics technology is integrated into the field of mass media, new art forms and different environmental concepts will be produced along with it. However, the mechanisms and effects of CG films in environmental awareness and behavioural change are subliminally changing people's lives. This paper will explore the role and impact of CG films in environmental protection communication, with a special focus on how they construct public awareness and reflection on environmental protection. In the process of analysing existing CG film cases, this form of environmental protection awareness dissemination not only enhances the audience's deep knowledge of the natural environment, but also provides a wide range of opportunities and connections for cultural innovation and creativity.

- **A structure indicating chapter headings and subheadings.**

1、Introduction

2、Literature Review

3、Main Discussion

3.1 Environmental Communication Framework: Environmental communication is an interdisciplinary field that examines the generation, dissemination and reception of environmental information, and its impact on public behaviour and policy. The uniqueness of CG film as a communication medium: CG film, as a part of environmental communication, is able to enhance the effectiveness of environmental information dissemination through visual narrative and technological display. The effect of environmental information dissemination through visual narratives and technological presentations.

3.2 Cultural Identity Theory : Cultural identity influences how individuals receive and interpret information, the impact of CG films on audience's emotions and behaviours, and the fact that CG films, by combining environmental protection themes from different cultures, can enhance the sense of identity and participation of different cultural groups in environmental issues.

4、 How CG films can trigger potential audience thinking about environmental issues

4.1 Mad Max: Fury Road shows a post-apocalyptic desert landscape that warns of depleting resources and environmental degradation.

4.2 The Martian uses CG technology to simulate growing plants on Mars, demonstrating the potential of science to solve food and resource problems.

4.3 By showcasing the ecosystems of Pandora and the predatory behaviour of humans, Avatar inspires a wide-ranging discussion on ecological conservation and sustainable development.

5、 What are the unique advantages of CG films in communicating environmental themes?

5.1 Visual Effects and Emotional Impact

5.2 Story-driven and plot-led

6、 How do CG films consider audience diversity and acceptance while highlighting environmental issues?

6.1 Balancing commercialisation with environmental messages

7、 How should CG films emphasize the importance of environmental protection to audiences in the future?

8、 conclusions

- Show development on Literature review

According to Vivanco (2002) in his article Seeing Green: Knowing and Saving the Environment on Film, the mass media play a crucial role in the construction and communication of environmental problems and solutions, reflecting the close connection between film and television media and public environmental awareness.

Matthew and Sarah and Anna (2018) fully support the previous viewpoints and state that film has great potential to disseminate environmental information and raise public awareness of

environmental protection, and through the presentation of visual images, film can help people better understand environmental issues and pay attention to protected species. However, at the same time it is also accompanied by certain risks, for example, the beautiful natural landscapes and rare species shown in the film may attract a large number of tourists to the filming sites, aggravating the ecological pressure on environmentally sensitive areas. In order to maximise the positive impact of the film in environmental protection, further research and careful management are therefore needed in order to balance the relationship between information dissemination and environmental protection. (找证据支撑)

- A bibliography

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