

## Analysis of Dissemination Characteristics of Law-Popularization Film and Television Propaganda Works in the New Era (Postprint)

**Authors:** Li Tuofu Zhu Minghao

**Date:** 2025-07-09T00:00:00+00:00

### Abstract

#### Abstract

**Objective:** Legal education film and television promotional works serve as a vital bridge connecting legal knowledge with public life. Possessing unique artistic appeal and extensive dissemination power, they play an increasingly important and positive role in building the rule of law in the new era. This paper analyzes the communication characteristics of these works and explores how to enhance legal education effectiveness through innovative content, interactive communication, and artistic expression.

**Method:** This study first defines the concept and functions of legal education film and television promotional works. It then examines the transformative impact of media convergence trends on communication channels in the new era context, as well as the facilitating role of the socio-cultural environment for such works. Next, it analyzes communication characteristics from four key perspectives. The successful cases of the legal drama “In the Name of the People” and the micro-film “12 Citizens” validate this analysis.

**Results:** In the new era, these works have achieved organic integration of content innovation and educational value through multi-channel communication. By enhancing interactivity and participation, they have improved audience engagement and learning motivation. Through artistic audio-visual language, they have strengthened the appeal and attractiveness of the works, ultimately achieving extensive coverage and long-term impact.

**Conclusion:** Legal education film and television promotional works have demonstrated unique communication advantages in the new era, which is crucial for enhancing public legal literacy and promoting societal rule of law construction. However, they face challenges such as content homogenization and audience segmentation, requiring continuous strategic innovation.

## Full Text

# Analysis of Communication Characteristics of Law Popularization Film and Television Works in the New Era

Li Tuofu, Zhu Minghao

(Beijing Tongda Traffic Safety Technology Development Center, Beijing 100012)

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## Abstract

**[Objective]** Law popularization film and television works serve as a bridge connecting legal knowledge with public life, possessing unique artistic charm and broad communicative power, and playing an increasingly important and positive role in the construction of rule of law in the new era. This paper aims to analyze the communication characteristics of law popularization film and television works in the new era, and explore how to enhance the effectiveness of law popularization education through innovative content, interactive communication, and artistic expression. **[Method]** This paper first defines the concept and functions of law popularization film and television works, then analyzes the transformative impact of media convergence trends on communication channels in the new era, as well as the promoting role of the socio-cultural environment in law popularization works. Subsequently, it examines the communication characteristics of law popularization film and television in the new era from four dimensions. The analysis is further validated through successful case studies of the legal drama *In the Name of the People* and the microfilm *12 Citizens*. **[Results]** In the new era, law popularization film and television works have achieved an organic integration of content innovation and educational value through multi-channel convergent communication; enhanced audience engagement and learning motivation through increased interactivity and participation; strengthened the appeal and attractiveness of works through artistic audiovisual expression; and ultimately realized broad coverage and long-term impact of communication effects. **[Conclusion]** Law popularization film and television works demonstrate unique communication advantages in the new era, holding significant importance for improving public legal literacy and promoting the construction of a society governed by rule of law. However, they also face challenges such as content homogenization and audience segmentation, requiring continuous innovative strategies to address these challenges.

**Keywords:** Law popularization film and television; Communication characteristics; Media convergence; Innovation; Interactivity

**CLC Number:** G220

**Document Code:** A

**Article ID:** 1671-0134(2025)02-58-04

**DOI:** 10.19483/j.cnki.11-4653/n.2025.02.010

**Citation Format:** Li Tuofu, Zhu Minghao. Analysis of Communication Char-

acteristics of Law Popularization Film and Television Works in the New Era [J].  
China Media Technology, 2025, 32(2): 58-61.

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## Introduction

With the acceleration of globalization and the rapid development of information technology, the social structure, economic forms, and value concepts in the new era have undergone profound transformations, posing new challenges and requirements for national rule-of-law construction. Film and television media possess unique advantages including intuitiveness, vividness, broad reach, educational value, guidance, and interactivity. In today's increasingly prosperous entertainment culture, film and television works not only provide rich spiritual nourishment but also subtly transmit societal values and legal concepts [1], offering new approaches for rule-of-law construction in the new era. Therefore, in-depth analysis of the communication characteristics of law popularization film and television works in the new era holds positive significance for optimizing law popularization education strategies and enhancing the effectiveness of rule-of-law construction.

The primary creative purpose of law popularization film and television works is to disseminate legal knowledge to the public and enhance public legal literacy through vivid audiovisual presentation [3]. By displaying legal provisions, explaining legal concepts, and analyzing legal cases, these works help the public understand the basic framework and core content of laws, grasp fundamental legal principles and applicable rules, and better utilize legal weapons to safeguard their rights and interests in daily life. Furthermore, law popularization film and television works are committed to spreading the spirit of rule of law, which constitutes the soul and core of a law-based society, emphasizing the authority and impartiality of law and advocating compliance with, respect for, and defense of the law.

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## 1. Definition and Functions of Law Popularization Film and Television Works

Law popularization film and television refers to a category of audiovisual works that take law as their theme or core content, aiming to disseminate legal knowledge, propagate the concept of rule of law, and promote the spirit of rule of law among the public. These works encompass the interpretation and explanation of legal provisions and institutions, demonstrating the practical application and impact of law in social life through vivid forms such as specific cases and character stories, thereby guiding the public to establish correct legal concepts and strengthen awareness of rule of law. As a high-quality educational medium that integrates art and law, film and television works can transmit socialized

and popularized legal issues that resonate most with the public rather than remaining confined to the circles of experts, officials, and scholars [2].

Law popularization film and television works demonstrate the positive role and influence of law in social life, promote the spirit of rule of law, and guide the public to establish correct legal concepts and value orientations, thereby laying a solid ideological foundation for building a society governed by rule of law. Additionally, these works serve an important social function by promoting social harmony and stability. By revealing the close connection and interaction between law and society, law popularization works can guide the public to recognize the crucial role of law in maintaining social order and ensuring fairness and justice.

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## 2. Communication Environment for Law Popularization Film and Television in the New Era

**2.1 Transformation of Communication Channels Under Media Convergence Trends** With the rapid development of information technology and profound changes in the media environment, media convergence has become an irreversible trend [4]. This trend has transformed the communication pattern of traditional media, bringing new opportunities and challenges for the dissemination of law popularization film and television works.

In the context of media convergence, law popularization film and television works are no longer limited to single television platforms but have achieved cross-platform dissemination. Social media, characterized by rapid dissemination and broad coverage, enables information to spread widely within short timeframes [5]. These works can be disseminated through multiple channels including television, online video platforms, social media, and mobile applications, breaking the geographical and temporal constraints of traditional media, reaching broader audiences, and enhancing communication convenience and flexibility to maximize dissemination effectiveness.

Multi-platform convergent communication also brings enhanced interactivity [6]. Audiences can comment, like, and share while watching law popularization works, and can also communicate and discuss with creators and other viewers through social media channels. This strengthens audience engagement and sense of belonging, promoting the dissemination and popularization of legal knowledge.

**2.2 Influence of Socio-Cultural Environment on Law Popularization Film and Television** The culture of rule of law represents an important characteristic of the socio-cultural environment in the new era. The rise and spread of rule-of-law culture provide a favorable social atmosphere and cultural soil for the creation and dissemination of law popularization film and television works [7]. Driven by this culture, these works place greater emphasis on transmitting

legal spirit and promoting the concept of rule of law. Through vivid storylines, distinctive characters, and profound legal analysis, they convey the power and value of law to audiences, guiding them to establish correct legal concepts and value orientations.

Meanwhile, with rapid socio-economic development and continuous improvement in living standards, audience demands have become increasingly diversified and personalized [8]. This transformation significantly influences the communication characteristics of law popularization film and television. First, audiences demand more diverse content. They no longer satisfy themselves with simple legal knowledge popularization and case demonstrations but expect works with greater depth, breadth, and innovation that can explore social phenomena, human brilliance, and moral values behind the law, enabling viewers to gain deeper reflection and insights while appreciating the works [9]. Second, audiences have raised higher requirements for communication forms, expecting more novel, vivid, and interactive formats that provide more convenient, efficient, and immersive viewing experiences. Additionally, audience evaluation criteria have become increasingly diversified, focusing not only on legal professionalism and educational significance but also on artistic quality, entertainment value, and innovation, placing higher expectations on creative breakthroughs and quality enhancement in law popularization works.

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### **3. Communication Characteristics of Law Popularization Film and Television Works in the New Era**

**3.1.1 Diversification and Relevance of Theme Selection** Law popularization film and television demonstrates an unprecedented diversification trend in theme selection. From reproductions of traditional legal cases to reviews of modern rule-of-law construction processes, from legal analysis of social hot issues to excavation of legal wisdom in historical allusions, various themes are comprehensively covered. This diversification enriches the content repository of law popularization film and television and satisfies the interest preferences and cognitive needs of different audience groups.

Building upon diversification, law popularization film and television places greater emphasis on thematic relevance. These works closely center on social realities and public concerns, selecting legal issues intimately related to people's lives for in-depth analysis and vivid presentation. By infusing law with warmth to "activate" and "vitalize" it [10], the works enhance their appeal and emotional resonance, while improving public acceptance and identification with legal knowledge.

**3.1.2 Integration of Legal Knowledge Popularization and Value Guidance** The primary task of law popularization film and television is to disseminate legal knowledge by transforming complex legal information into easily

understandable and accessible content through clear interpretation of legal provisions, vivid case analysis, and accessible exposition of legal principles. This enhances public legal literacy and lays a solid foundation for building a society governed by rule of law. While popularizing legal knowledge, these works also emphasize value guidance by demonstrating the positive role of law in safeguarding fairness and justice, protecting human rights, and promoting social harmony, thereby guiding the public to establish correct legal concepts and value orientations.

In terms of content innovation, law popularization film and television achieves an organic integration of legal knowledge popularization and value guidance. They emphasize both the accuracy and authority of legal knowledge and the positivity and guidance of values; they focus on both the literal meaning of legal provisions and the social significance and value pursuits behind the law. This organic integration enhances the educational effectiveness and social influence of law popularization film and television, promotes the in-depth dissemination and broad recognition of rule-of-law culture, and injects new vitality and impetus into the sustainable development of law popularization film and television.

**3.2.1 Dynamic Interaction on Social Media Platforms** Social media platforms, with their massive user base, efficient dissemination speed, and powerful interactive functions, provide vast space for the communication of law popularization film and television. First, precise targeting and personalized push: through big data analysis and user profiling technologies, social media platforms can accurately target audience groups and achieve personalized delivery of law popularization content. Second, these platforms provide convenient interactive channels for audiences, who can express their views and feelings about law popularization content through likes, comments, and shares. Creators and promotion teams can also collect this feedback promptly to understand audience needs and optimize communication strategies. Third, topic discussion and community building functions on social media platforms further enhance the interactivity and participation of law popularization film and television. By creating relevant topics, organizing online activities, and guiding audience participation in discussions, these platforms can stimulate audience engagement, foster positive community atmospheres, and thereby promote the dissemination and popularization of legal knowledge.

**3.2.2 Deep Stimulation Through UGC Models** User-Generated Content (UGC) models encourage audiences to actively participate in content creation and sharing, making the dissemination of law popularization film and television more diversified and vivid. On one hand, UGC models break down the traditional boundaries between creators and audiences, enabling audiences to become content creators themselves. Through short videos, graphics, audio, and other forms, audiences can share their understanding and insights of legal knowledge, providing rich materials and perspectives for the dissemination of law popularization works. On the other hand, content creation and dissemination under

UGC models possess strong multiplier effects. During the process of creating and sharing content, audiences spontaneously spread it to more people, creating a fission-style dissemination effect that enhances the persistence and depth of communication effectiveness.

### **3.3.1 Innovation in Narrative Techniques and Emotional Resonance**

Law popularization film and television works continuously seek innovation in narrative techniques to break free from traditional didactic constraints and enhance story appeal and emotional resonance. By employing complex narrative structures such as multi-thread storytelling, flashbacks, and intercalated narration, as well as plot elements like suspense, conflict, and twists, these works can more vividly demonstrate the complexity and diversity of legal cases, allowing audiences to experience the dignity and impartiality of law through tense plot developments [11].

In the narrative process, law popularization film and television emphasize exploring characters' inner emotional worlds. Through nuanced performances and profound emotional portrayals, they enable audiences to resonate emotionally with characters. This resonance can enhance audience attention to and participation in legal cases, prompting them to emotionally identify with and accept legal values, thereby achieving better law popularization effects.

### **3.3.2 Enhanced Audiovisual Effects and Immersive Experience**

With continuous development in film and television technology, law popularization film and television works have reached unprecedented heights in audiovisual presentation. The application of high-definition image quality, stereo sound effects, and special effects production creates strong visual and auditory impact and emotional resonance. Meanwhile, through carefully designed scene arrangements, color coordination, and cinematography, these works can create realistic legal environments and atmospheres, making audiences feel as if they are at the scene of cases, experiencing the dignity and power of law. Building upon enhanced audiovisual effects, law popularization film and television also emphasize creating immersive experiences. Through the adoption of advanced technologies such as VR/AR, audiences can more intuitively understand the details and processes of legal cases and even participate in simulated trials.

### **3.4.1 Cross-Regional and Cross-Cultural Communication Capacity**

Against the backdrop of accelerated globalization and rapid information technology development, rule-of-law education film and television works, with their unique media advantages, can easily break through geographical limitations and spread widely across the globe. Regardless of location, audiences can access these works through internet, television, and cinema platforms, enhancing their understanding of different regional legal frameworks and cultural characteristics. Furthermore, law popularization film and television works demonstrate strong adaptability in cross-cultural communication. Through skillful

story construction, character design, and dialogue, these works cleverly incorporate multicultural elements, overcoming obstacles posed by cultural differences and enabling audiences from different cultural backgrounds to resonate with the content, thereby enhancing the works' appeal and influence.

**3.4.2 Long-Term Impact on Public Legal Awareness** Law popularization film and television works present complex legal knowledge to the public in accessible ways. This represents a continuous process of knowledge infiltration that helps improve public legal literacy and cognitive levels, enabling them to consciously abide by laws and regulations in daily life and maintain social order and fairness. More importantly, law popularization film and television emphasize shaping public legal awareness during the dissemination process. By demonstrating the crucial role of law in solving social problems and safeguarding fairness and justice, they guide the public to establish correct legal concepts and value orientations. This profound shaping of legal awareness helps enhance public faith in and respect for law, laying a firm and solid ideological foundation for building a society governed by rule of law. The long-term effectiveness of law popularization film and television works is also reflected in the persistence and profundity of their communication impact. Even after broadcast or screening concludes, the influence and effects of the works' dissemination can continue to ferment, exerting long-term and far-reaching influence on public legal awareness and behavior.

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#### 4. Analysis of Successful Practices of Law Popularization Film and Television in the New Era

**4.1 Narrative Art and Communication Influence of *In the Name of the People*** *In the Name of the People* is a highly influential legal drama launched by CCTV. As a television series that directly addresses Chinese reality, it presents the ultimate contest between belief and power, demonstrates the powerful force of justice ethics, wins psychological identification with anti-corruption dramas across audiences of all ages, spreads more positive energy for the construction of a clean political ecology, and earns popular acclaim [12].

The drama weaves a magnificent tapestry of anti-corruption struggle, with prosecutor Hou Liangping as its central figure. In the series, law is no longer cold provisions but transforms into battles of wisdom and courage, allowing audiences to experience the dignity and power of law through thrilling plotlines. While showcasing the anti-corruption struggle, the drama also delicately portrays the multifaceted nature of humanity. Each character is vivid and three-dimensional—their joys, sorrows, struggles, and choices resonate deeply with audiences. This lifelike presentation makes *In the Name of the People* not merely a legal drama but a profound reflection on humanity, morality, and society.

The drama leverages the platform advantages of mainstream media to ensure

broad information coverage. Simultaneously, topic marketing on social media flourishes, with heated discussions on Weibo, shares on WeChat Moments, and short video clips on Douyin all stimulating public interest and discussion. This combination of online and offline communication not only makes the series itself a hot topic but also embeds the anti-corruption struggle and spirit of rule of law deeply in people' s hearts.

**4.2 Social Hotspot Engagement and Public Participation in *12 Citizens*** The microfilm *12 Citizens* uses a fictional yet soul-stirring case of a “rich second-generation son murdering his father” as its stage, cleverly constructing a simulated courtroom where twelve “citizens” from diverse backgrounds and identities become protagonists in this debate without smoke.

Though only 106 minutes long, *12 Citizens* contains enormous amounts of information. The film employs an almost lifelike narrative approach, bringing seemingly lofty legal issues close to everyone' s daily life, allowing each audience member to find their own reflection in the story. Every character' s words and actions resemble casual neighborhood conversations, yet each word carries weight, touching the boundaries between law and morality. Their genuine emotional expressions—whether indignant, questioning, or sympathetic—create deep empathy, making viewers feel as if they themselves are members of the courtroom participating in a quest for justice and truth.

The film' s communication strategy is filled with wisdom and warmth. Rather than adopting a superior attitude, it engages in heartfelt dialogue with each viewer through the vast space of the internet. Precise push on short video platforms and enthusiastic discussions on social media continuously expand the film' s influence. These online and offline interactive activities not only enhance audience participation but also stimulate their interest in legal knowledge, allowing the seeds of rule of law to take root and sprout in more people' s hearts.

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## 5. Challenges and Countermeasures for Law Popularization Film and Television Works

**5.1 Challenges** In the new era, the film and television industry is flourishing, with numerous works emerging constantly. To stand out among many productions, law popularization film and television must not only convey legal knowledge but also continuously innovate in narrative techniques, visual effects, and theme selection to meet audiences' increasingly diversified aesthetic demands. However, such innovation is not easy—it requires creators to possess profound legal literacy, keen market insight, and superb artistic creativity, which undoubtedly increases the difficulty of production.

Meanwhile, in this age of information explosion, audience attention is fragmented by massive amounts of information. During dissemination, law popularization film and television works often must compete with numerous entertain-

ment, news, and advertising contents for audience attention. Different audience groups have varying interests and acceptance habits, which also increases the difficulty of precise communication for law popularization works.

**5.2 Recommended Countermeasures** Facing the challenge of intense market competition, law popularization film and television works should always prioritize content innovation. By deeply exploring hot topics and typical cases in the legal field and combining them with contemporary contexts and audience needs, creators can produce works with both depth and breadth. They should also emphasize diversification and artistic quality in narrative techniques, enhancing appeal and emotional resonance through vivid plots, distinctive characters, and profound thematic ideas.

To address the problem of fragmented audience attention, law popularization film and television should fully utilize advanced technologies such as big data and artificial intelligence to optimize communication strategies. By analyzing audience viewing behaviors and interest preferences, they can achieve precise targeting and personalized recommendation, improving communication efficiency and effectiveness. They should also leverage new media channels such as social media and short video platforms to broaden communication paths and coverage while enhancing interactivity and participation with audiences.

To improve communication effectiveness, it is essential to strengthen interaction with audiences. By setting up topic discussions, conducting online and offline activities, and inviting expert interpretations, creators can guide audiences to actively participate in the dissemination and discussion of works. Listening carefully to audience voices and feedback and timely adjusting creative directions and communication strategies can enhance audience participation and identification, enabling them to learn legal knowledge and experience the charm and power of law during the viewing process.

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### Author Biographies

**Li Tuofu** (born 1988), male, from Xinglong, Hebei, holds a master’s degree and is a Level-3 Director (Editor-Director). His research focuses on film and television.

**Zhu Minghao** (born 1996), male, Han ethnicity, from Beijing, holds a bachelor’s degree and is a Level-4 Editor. His research focuses on film and television.

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv – Machine translation. Verify with original.*