

Cinematography plays an important social and cultural role around the world.

Cinematography plays an important social and cultural role around the world because every country has stories to tell, about their past, their culture now, and views of what the future will look like through their eyes. Cinematography exists three quarters of a century. During this time a lot of films have been delivered. In many parts of the world, the phenomenon of movie theaters is only ten or fifteen years old.

Films have it in their power to exert influence on people's life. One of the most important mechanisms of the social memory of the people, the reproduction and preservation of its cultural identity has always been art and since the twentieth century, one of the most massive of its kinds is the cinematography. Cinema explores the customs, manner of living, tells about historical past of people, helping him, on the one hand, to better understand and know themselves, and on the other hand, contributing to the creation and dissemination of its image in the world. Thus, cinematography plays a crucial role in intercultural communication.

The upbringing of patriotism is a difficult task, in the process of solving which it is important to show great through small, to reveal the dependence between the activities of one person and the life of all people, to awaken a sense of belonging to the great milestone of the history of the native country, a sense of pride in the strength and greatness of the Motherland. To solve this problem will help the broadest possibilities of cinema.

Cinema brings up not only patriotism, but also is a universal teacher. It educates the people in different branches of learning. The scientific cinema has access to various fields of modern knowledge: biology, medicine, psychology, physics, chemistry, mathematics, sociology, etc. The works of scientific cinema demonstrate the achievements of science and technology, contribute to the formation of materialistic conceptions of the most important laws of the nature and society development. Cinematography expands the horizon, increases the erudition of a human, helps him develop as a person.

The significant function of cinema has always been ideological. Cinema plays a big role in the formation of socio-cultural identity. It is aimed at creating an ideological image, has a very big impact on public consciousness.

Also, movies can have a psychological effect on a person. Good films teach people to love and respect each other, give them new ideas and make them think about the things they have not thought about before. Under its influence, a variety of unique feelings can arise. A full-length film or a whole TV series can cause a smile or tears, joy or sadness, excitement or a sense of peace of mind. Cinema can change the inner state of a person, his character, behavior and even habits.

Nowadays there is no real doubt that the movies have become a powerful force in contemporary life. We can't imagine our life without cinema. Besides pleasure and opportunity to relax and forget our everyday troubles it gives us a lot of useful information. Cinema is a new art, but also it is a very popular entertainment nowadays.