

The Concepts of Film Language and Style in Film Theory

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Abstract

The analysis of film language and style is particularly relevant in helping filmmakers adapt to the changes brought about by globalisation and digitalisation, enabling them to better understand and reflect cultural and social trends. The purpose of this study is to identify key stages in the development of film language and style and their impact on the creation of meaning in cinematic works. To achieve this purpose, a comparative analysis of cinematic techniques from different eras is conducted alongside a retrospective analysis to highlight the major stages in the evolution of film language and style and their influence on the construction of meaning in films. Film language, through its combination of framing, editing, and sound, shapes the emotional

atmosphere of films. The evolution of film language, from silent cinema to the advent of sound, significantly enriched narrative techniques and stylistic approaches, incorporating complex dialogue and musical accompaniment. Technological advancements, from the introduction of sound to colour and digital imaging, have broadened directors' ability to create meaning and exert emotional impact on audiences. Stylistic shifts, such as the transition from realism to modernism, have had a profound effect on how films are perceived and interpreted by audiences. Cultural and national contexts have shaped distinctive elements of cinematic works, reflecting the social and cultural characteristics of different countries. A feminist approach has revealed the gender dynamics in cinema, uncovering the influence of stereotypes and offering new perspectives on the portrayal of women and men in film. Films have played a crucial role in shaping and transmitting cultural values, fostering cultural exchange and social development through visual art. The need to analyse the impact of new technologies on cinema in various cultural contexts highlights the importance of future research and underscores the deep influence of cinematic techniques on society and culture.

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Keywords

Cinematic Techniques • Visual Narrative • Iconography
• Genre Deconstruction • Aesthetic Value

1. Introduction

The relevance of this subject is driven not only by the growing interest in cinema but also by the constant evolution of cinematic means of expression, through which the concepts of film language and style acquire new forms and meanings. Among the key challenges in this field is the ambiguity and complexity of terminology. Film language, which refers to the set of cinematic expressive tools, is interpreted differently across various studies. Similar difficulties arise when defining the concept of style, which in cinema is closely linked to genre specificity, the director's vision, cultural context, and technical techniques. Within the realm of visual arts, cinema continues to hold a pivotal position due to its ability to effectively convey ideas and emotions to a wide audience. However, with the development of new technologies and platforms, the language of cinema, its expressive techniques, and stylistic elements are undergoing constant change.

Digital technologies have transformed the methods of film production and exhibition, from virtual cameras and complex computer-generated effects to streaming platforms (Wu & Oktrova, 2024). This has led to the emergence of new visual and narrative techniques that require re-evaluation and analysis. The shift to digital format has altered perceptions of editing, rhythm, and framing, prompting researchers to reassess classical approaches. Cinema increasingly borrows techniques from various genres and styles, blurring the boundaries between them. For example, contemporary crime dramas like *Inception* (2010) by Christopher Nolan incorporate elements of science fiction and psychological thrillers, creating a hybrid style that challenges traditional genre categorizations. Similarly, directors like Quentin Tarantino mix techniques from Golden Age Hollywood, such as non-linear storytelling and film noir aesthetics, with modern action and dark comedy, as seen in *Pulp Fiction* (1994). The Coen Brothers' *O Brother, Where Art Thou?* (2000) merges musical elements with a Depression-era epic, inspired by Homer's *Odyssey*. These examples highlight how cinema evolves by integrating diverse stylistic and narrative tools, reflecting broader trends of cultural and technological convergence. Digital technologies affect not only the creation of films but also how they are consumed (Mialkovska *et al.*, 2024). The growing importance of interactive and non-linear narratives is shifting audience expectations, leading to a redefinition of conventional forms of storytelling.

These factors make the analysis of film language and style concepts highly relevant in the context of global digitalisation in the 21st century. This subject warrants attention as it influences not only the understanding

of the aesthetic characteristics of cinema but also the perception of the very nature of visual storytelling in the digital age. The analysis of film language and style is often associated with specific examples of films that reflect the artistic vision of directors and their unique approach to cinematic narrative.

Over the years, film language and style in film theory have attracted the attention of many researchers and filmmakers. This is primarily due to the fact that cinema is not only a form of entertainment but also a serious art form capable of reflecting and transforming socio-cultural realities. This subject has been explored by various researchers from different perspectives. For instance, M. M. Janpeissova (2021) examined cinema as a whole and film styles, considering them a historical factor of culture. A. Nevill (2021) devoted his entire research to cinema itself. The scientist examined the theory of cinema and the various styles inherent in cinema in detail. R. R. Stam (2017) and V. Demeschenko (2023) explored film theory and genres in his study, drawing on various historical analyses that preceded the emergence of cinema as a phenomenon. References to the development of cinematic language and film theory can also be found in B. Brown's (2016) work, where he provides comprehensive theoretical insights supported by practical examples. I. Dadi (2022) focused on techniques such as realism and narrative structure in his study. Notably, these approaches were examined through the lens of filmmaking and the film industry. D. Maddock (2018) examined the core techniques used in cinema and their practical applications.

Transcultural cinematic languages, which show how different cultures adapt and modify traditional cinematic approaches, remain under-researched. Ecological and postcolonial approaches in cinema, which illuminate the interaction of cultures and the impact of film on social change, also present important areas for investigation. In addition, key areas of research include analysing shifts in genre conventions and the psychological impact of cinema on the perception of time and space. A feminist analysis of cinematic language can also reveal how gender issues influence the stylistic and technical aspects of films.

The purpose of this study is to identify the key stages in the evolution of cinematic language and style. To achieve this purpose, the following tasks were set: identify the key trends in the evolution of cinematic language and style in 21st-century cinema, explore their interconnections, and analyse how their perception has shifted in the context of digital filmmaking. Moreover, the study examines how different stages in the development of cinematic language contributed to the creation of meaning in film.

2. Materials and Methods

The study identifies changes in the development of cinematic language and style, tracing their evolution from the birth of cinema in the silent film era of the 1920s and 1930s to the films of the 21st century. The study involves a detailed examination of the development of cinematic techniques and styles across various historical periods in film history. This allowed for a systematic collection of data on the key stages in the evolution of cinematic language, from the silent film era to the introduction of digital technologies. The study focuses on changes in editing techniques, framing, and the use of sound, which significantly transformed the ways in which meaning is created and perceived in films. It also examines how cultural and social changes influenced cinematic practices and themes, revealing how cinema reflected various historical events and societal moods. This provides a deep understanding of both the technical and content-related aspects of the development of cinema. The study compares cinematic techniques and styles applied in different cultural and temporal contexts. The analysis encompassed films from different countries and time periods, selected based on their relevance to the research objectives. Specifically, films were chosen for their significant contribution to the evolution of cinematic language and style, as well as their representation of key cultural and historical contexts. The selection included critically acclaimed works that exemplify major stylistic movements or innovations, such as the introduction of sound or digital technologies, alongside films that reflect unique cultural characteristics or socio-political influences. This approach ensured a comprehensive examination of both distinct and shared features in global cinema while maintaining alignment with the study's objectives. Particular attention is given to how certain techniques of editing, framing, and the use of sound and lighting were adapted or transformed across different time periods. This helps to identify the social, political, and cultural factors that influenced stylistic changes in cinema. It provides a deeper understanding of how various historical and cultural conditions shaped the characteristics of national cinema, and how these characteristics impacted global film production.

The study includes an analysis of significant cinematic works from the past, which allowed for an assessment of the development of cinematic techniques and their influence on audience perception and interpretation. This process involves a thorough examination of selected films, focusing on their structure, style, narrative techniques, and visual language. This approach helps to identify key moments of technological and stylistic transitions, offering insights into how storytelling methods and techniques for creating emotional impact evolved

over time. The analysis also provides an opportunity to evaluate how technological advancements and social moods influenced cinematic trends. Special attention is given to how specific time periods and cultural contexts influenced the themes and techniques of cinema, with examples that illustrate this evolution. Italian Neorealism, exemplified by *Bicycle Thieves* (1948) by Vittorio De Sica, reflected the socio-economic struggles of post-WWII Italy through naturalistic settings and unpolished performances. Similarly, the French New Wave of the 1950s and 1960s, led by directors like François Truffaut (*The 400 Blows*, 1959) and Jean-Luc Godard (*Breathless*, 1960), broke from traditional norms by introducing experimental narrative structures, handheld camerawork, and innovative editing techniques. More recently, *Parasite* (2019) by Bong Joon-ho explored class inequality in South Korea, employing a genre-blending approach that combines elements of drama, thriller, and dark comedy. These examples underscore how cultural and historical contexts have shaped cinematic styles and storytelling techniques over time, highlighting the dynamic evolution of filmmaking. The examination of historically significant films reveals how cinema has reflected social changes, wars, cultural revolutions, and technological achievements. In addition to analysing general trends, particular focus is placed on individual directors and their contributions to the development of cinematic language. A detailed analysis of their works highlights unique characteristics and innovative approaches that have influenced subsequent generations of filmmakers. This enriches the understanding of the processes shaping cinema as an art form and underscores the importance of considering historical contexts in evaluating the impact of cinema on society.

3. Results

Cinematic language and styles are crucial aspects of film theory, defining the ways in which information is conveyed and perceived in cinematic works. Cinematic language is a complex set of technical and artistic tools employed by directors to create imagery, convey narratives, and evoke emotional responses from the audience. It encompasses various elements such as framing, editing, cinematography, sound design, and acting, which combine to create the visual and emotional atmosphere of a film. Cinematic language has evolved throughout the history of cinema, influenced by various factors, including technological innovations, socio-cultural changes, and the creative preferences of directors.

Film styles represent distinctive techniques and characteristics inherent to the works of certain directors or cinematic movements. These styles can range from realism

to symbolism, from expressionism to minimalism, and from classic Hollywood to independent cinema. Each style has its defining traits, shaping the aesthetics and meaning of a cinematic work. For instance, realism is characterised by its close approximation to real life, striving to depict it authentically on screen, whereas expressionism tends to heighten emotional intensity, employing unusual angles and imagery to convey the internal worlds of characters. Film styles can be connected to specific cultural contexts, historical events, or the individual preferences of directors, lending them uniqueness and special significance within the world of cinema.

The transition from silent to sound cinema in the 1920s and 1930s triggered a shift in narrative techniques and film style, leading to more complex dialogues, musical scores, and innovative editing methods. Subsequently, the advent of colour film and computer-generated special effects transformed visual and stylistic elements, enriching the palette of cinematic language. The first major stage of development is linked to the birth of cinema in the late 19th century when filmmakers experimented with simple visual techniques and basic editing elements. For example, pioneers like the Lumière brothers and Georges Méliès developed primitive forms of narrative through static shots, later employing basic principles of editing (Maddock, 2018). The subsequent transition from silent to sound cinema in the 1920s and 1930s led to changes in narrative techniques and film style. The use of sound and music altered the ways filmmakers engaged with audiences, making dialogue and soundscapes integral elements of the narrative (Nosenko, 2024). The emergence of sophisticated dialogues and editing techniques marked this era. In the mid-20th century, the shift to colour film and widescreen formats again brought significant changes to cinematic language. Classic Hollywood established a formula for big-budget films, using complex visual effects and editing to enhance dramatic storytelling. Therewith, European cinema, represented by Italian Neorealism and the French New Wave, emphasised naturalistic dialogue and a documentary style of filming (Khakimov & Mukanov, 2020).

Digital technologies of the late 20th and early 21st centuries have fundamentally transformed the methods for creating visual effects and filming techniques, enabling directors to experiment with style and narrative structure. For example, *Avatar* (2009) by James Cameron set new standards in computer-generated imagery and virtual filming, creating an entire world through digital technology. These technological innovations have not only influenced visual techniques but also expanded narrative possibilities.

Film styles represent a range of artistic approaches and techniques employed by filmmakers to create unique aesthetics and express their artistic vision. Each style

Style name	Core idea of the style	Example film	Aspects of the style
Realism	Maximum realism in depicting reality	The Dardenne Brothers	Reflection of real events and characters without embellishment
Expressionism	Expression of emotional and psychological states	The Cabinet of Dr. Caligari	Vivid light and dark contrasts, unusual angles
Naturalism	Simplicity and directness in storytelling	Films by the Dardenne Brothers	Depiction of reality with a focus on detail and authenticity
Symbolism	Use of symbols and allegories	Films by David Lynch	Symbols and allegories used to convey meaning and engage the viewer
New wave	Experiments with traditional forms and narrative structures	Films by François Truffaut	Play with pace, editing, and storytelling

Table 1. Major film styles and their application with examples. Source: created by the authors

has its own characteristics, which may include specific methods of shooting, editing, the use of light and sound, as well as particular narrative structures and imagery. This study presents a list of the most common film styles and provides a detailed analysis of them. Table 1 summarises information on these styles, along with examples of films and their applications, for a comprehensive understanding.

Realism focuses on achieving the most realistic depiction of reality. Directors working within this style aim for an objective representation of real events and characters without distortion or embellishment. In cinema, realism seeks to convey reality as accurately as possible without exaggeration or artificial decoration. It is frequently employed to depict everyday life and real-world issues. This film style is characterised by naturalistic settings, natural lighting, and even the use of documentary techniques. Films created in the realism style strive for a sincere and authentic portrayal of human life and social reality, allowing viewers to more readily identify with the characters and events on screen (Armstrong, 2019).

Expressionism is aimed at expressing the emotional and psychological states of characters through the use of

expressive means such as vivid light and dark contrasts, unusual angles, and metaphorical imagery. In cinema, expressionism is an artistic style that seeks to convey emotions and the inner state of characters by intensifying form and colour. Films in this style often utilise stark light and dark contrasts, unconventional angles, and abstract sets to represent the psychological aspects of the narrative. Expressionist works are frequently characterised by hyperbolised images and symbolism, creating a unique and multifaceted atmosphere. The primary goal of expressionism is not merely to depict reality but rather to convey the emotional state and inner world of the characters. This film style is often used to explore human feelings and thoughts and to highlight abstract ideas and concepts (Gerdesits, 2022).

Similar to realism, naturalism aims to depict reality but with an emphasis on detail and authenticity. This style highlights simplicity and directness in storytelling. Naturalism in cinema is a style that strives for the most realistic portrayal of reality without embellishment or refined stylisation. Films created in this style are typically characterised by straightforward narration and a focus on detail and authenticity. Naturalistic works often utilise natural lighting, real settings, and realistic performances to create the illusion of the viewer's presence in an actual situation. The core idea of naturalism is to present the world as it is, with its problems, conflicts, and human flaws. This film style may be employed to emphasise the social and economic aspects of reality and explore deep psychological and moral issues. It is important to note that naturalism is not necessarily limited to purely realistic representations but rather seeks to create an illusion of reality that can evoke profound emotional and empathetic responses from the audience (Smith, 2019).

Symbolism is a style that employs symbols and allegories to convey meaning and engage the audience. Directors working within this style often resort to metaphors and abstract imagery to express their ideas and concepts. Symbolism in cinema is an artistic style that uses symbols and allegories to convey meaning and engage the viewer. Films in this style are frequently marked by profound symbolism, hidden meanings, and the multifaceted nature of images. In symbolist works, elements of cinematic language are often employed not only for storytelling but also to create metaphors and associations, allowing the viewer to experience the film on multiple levels. The primary aim of symbolism is not merely to depict events and actions but to evoke deep intellectual and emotional reactions from the audience and prompt reflections on broader themes and ideas. This film style can be used to explore philosophical, ethical, and spiritual questions, and address archetypal images and mythological narratives. Notably, symbolism in cinema often leaves room for interpretation, allowing

each viewer to perceive the work in their own way and to find personal meanings and significances (Frye, 2022).

The New Wave style is characterised by experiments with traditional cinematic forms and narrative structures. New Wave directors frequently play with pacing, editing, and storytelling, creating a fresh and innovative perspective on film art. New Wave cinema is an artistic movement that emerged in the latter half of the 20th century, distinguished by its experimental approach to narrative structure, filming techniques, and artistic expression. Films of the New Wave often feature unconventional script structures, the use of unusual cinematic techniques (such as directorial self-portraits, editing experiments, and low budgets), and a focus on everyday themes and characters. The primary goal of the New Wave was to dismantle traditional cinematic stereotypes and create new forms of art that were closer to reality and reflected socio-cultural realities. Films of this movement are often viewed as sources of innovative ideas and technical solutions that have significantly influenced contemporary cinema. It is important to note that the New Wave in cinema is not confined to geographic boundaries or a specific style but rather represents a mindset that seeks creative freedom and innovation (Graham & Vincendeau, 2022).

In 21st-century crime dramas and thrillers, the influences of classical genres and traditions, such as the principles of film noir, are clearly evident. Many directors, including Quentin Tarantino and the Coen Brothers, draw inspiration from Golden Age Hollywood films, employing retrospective techniques but adapting them to 21st-century audience preferences and technological advancements. This allows for an exploration of how historical influences and styles have been transformed by socio-cultural changes and technological progress and how they have transitioned from past eras to contemporary films. The silent film era laid the foundational techniques of visual storytelling, many of which remain relevant in 21st-century cinema. For example, close-ups and expressive acting, widely used in the works of Charlie Chaplin and Buster Keaton, continue to be significant for conveying emotions and creating comedic situations in both comedies and dramas (Wallen, 2019). In addition, silent cinema provided the basis for editing and rhythm that continues to be utilised in modern editing practices.

Digital technologies have allowed for the revival of some old cinematic language techniques in new forms. For example, films from 2010 to 2024 frequently utilise colour grading and computer-generated imagery to evoke a retro aesthetic or emulate the early eras of cinema. In the film *O Brother, Where Art Thou?* (2000) by Joel and Ethan Coen, a colour palette reminiscent of old photographs is employed to create a turn-of-the-century atmosphere (Zaitsev, 2021, March 6). The study

Stage	Characteristics	Filming technologies	Editing and framing features	Lighting
Silent film (1890-1927)	Absence of sound, emphasis on visual storytelling, use of titles for dialogue and descriptions	Manual cameras, black-and-white film	Simple editing, static and long shots	Natural and artificial lighting, often high-contrast for dramatic effect
Introduction of sound (1927-1950)	Synchronisation of sound and image, development of dialogue-dependent genres	Sound cameras, optical recording equipment	Editing with consideration of the sound track, beginning use of transitions to synchronise action and sound	Lighting becomes softer and more varied for better visibility and sound perception
Colour introduction (1930-1960)	Colour imagery, Technicolor and other colour technologies for more expressive and emotional depiction	–	Use of colour in framing and editing to convey mood and enhance visual impact	Improved lighting for accurate colour representation, use of filters and gels
Digital transition (1990-2024)	High resolution, enhanced visual and sound effects, streamlined post-production	Digital cameras, computer-based editing	Expanded editing capabilities, including complex transitions, special effects, and computer graphics	Variety of lighting due to easy correction and manipulation in post-production

Table 2. Chronology of cinematography development: Key stages and technological transitions. Source: created by the authors based on K. Lancaster (2019)

also revealed that viewers, accustomed to non-linear narratives, streaming services with high entertainment value, and high-quality visual effects, now demand more interactive and complex cinema. This trend has prompted filmmakers to develop films with unconventional narrative structures and experimental visual styles to meet these new expectations.

Old styles and techniques continue to influence cinema, enriching its visual and narrative palette, ensuring continuity of traditions, and opening new avenues for experimentation. The key characteristics of styles such as realism, expressionism, naturalism, and symbolism (Brown, 2021) vividly illustrate their impact on cinematic art. Examining the changes in cinematic language and styles over time has enhanced the understanding of their evolution, highlighted their defining features, and clarified their role in the development of cinematic art. Understanding cinematic language and its key components encompasses various perspectives and approaches (Lancaster, 2019). Cinematic language is marked by a diversity of viewpoints and shared concepts that integrate different theories. Each style exerts its influence on the overall cinematic art form. Synthesising various perspectives and approaches fosters a deeper understanding of their essence and significance.

Cinematic language, with its diverse techniques, exerts a substantial impact on viewers through visual and auditory effects. For instance, the film *Se7en* (1995) by David

Fincher demonstrates how the use of colour palettes and sound design can create a tense atmosphere and underscore a dark theme. Cinematic styles have evolved and diversified over time, ranging from surrealism to postmodernism. Christopher Nolan's films, such as *Inception* (2010), illustrate the use of unconventional narrative structures and complex editing techniques to create a distinctive style and impact on the audience. Similarly, *Orphée* (1950) by Jean Cocteau shows how cinematic innovators of the 1940s experimented with visual effects and editing to establish new styles and trends. Comparative analysis has revealed similarities and differences between various cinematic schools and directors. For example, comparing the films of Federico Fellini and Andrei Tarkovsky highlights how each employ visual and symbolic techniques to convey their unique aesthetic and philosophical visions.

Cinematic language and styles hold aesthetic and cultural significance in the history of cinema (Gonçalves, 2024). Films by Lars von Trier, such as *Dancer in the Dark* (2000), open new perspectives in cinematic art and provoke discussions on self-awareness and subjectivity. Understanding these aspects of cinema not only contributes to the development of cinematic theory but also enriches the cultural and aesthetic experience of viewers. The analysis of cinematic language and styles allows for a deeper understanding of how cinema affects its audience. For instance, *Into the Wild* (2007) by Sean

Penn stands out for its use of realistic camerawork, creating a sense of viewer immersion in the events and enhancing emotional impact. An analysis of style in Stanley Kubrick's works, such as *2001: A Space Odyssey* (1968), reveals his preference for symmetrical shots and slow pans, adding an epic quality and depth of meaning to his films.

Metropolis (1927) by Fritz Lang demonstrates early attempts at using special effects and architectural set design to create a virtual world, a technique that has since become commonplace in cinema. A comparative analysis of the films of Roman Polanski and Christopher Nolan can reveal differences in stylistic and artistic approaches used to achieve similar effects on the audience. Table 2 effectively illustrates the stages of cinematic evolution, highlighting key processes and features of shooting, editing, and lighting.

The topic of feminist analysis of cinematic language was also addressed. Gender issues significantly impact the stylistic and technical aspects of films. Examining gender in cinema has revealed how directors use visual and auditory techniques to convey and reinforce gender stereotypes or to challenge them. For instance, choices in angles, lighting, and editing can either emphasise certain gender roles or question them by depicting characters in contexts that deviate from traditional notions of masculinity and femininity. Analysis has shown that cinematic language can effectively convey complex gender interactions, portraying power struggles, emotional states, and internal conflicts of characters. Moreover, it was noted that changes in cinematic styles, such as the inclusion of female directors, introduce new perspectives and approaches to the portrayal of gender, enriching cinematic language with new meanings and interpretations.

Understanding the mechanisms of cinematic art highlights its aesthetic and technical aspects and its significance in culture and society. This represents a crucial contribution to the theoretical study of cinema and lays the foundation for further research in this field. Knowledge of cinematic language and styles is essential for filmmakers, critics, and audiences, as it enhances their perception and allows for better analysis and evaluation of cinematic works. The findings of this study will not only deepen the theoretical understanding of cinematic art but also have practical applications.

4. Discussion

The study, through a historical perspective, highlighted key stages in the development of cinematic language, from early experiments in silent cinema to digital technologies from 2010 to 2024. The transition from silent

to sound cinema, the introduction of colour film, and widescreen shooting, followed by digital production, led to fundamental changes in how directors tell stories. This understanding helps to comprehend how filmmakers respond to technological and social changes, which is crucial for identifying general trends and the future development of cinema. The analysis of cinematic language and styles in film theory has enabled a deeper exploration of the cinematic world and expanded the understanding of the diversity of artistic approaches used by filmmakers to create unique and significant works. The results underscore the importance of exploring this subject in the 21st century. Understanding cinematic language and styles in film theory allows for better analysis and interpretation of cinematic works, broadening the possibilities for perceiving and understanding the art form. The highlighted major cinematic styles, such as realism, expressionism, symbolism, and the new wave, reflect the diversity of artistic approaches and techniques employed by filmmakers to express their ideas and concepts.

Within the scope of the evolution of cinematic language and its technical aspects across various historical periods, particular attention was paid to the development and transformation of cinematographic techniques and methods. Emphasis was placed on key technological innovations, such as the transition from silent to sound cinema, the introduction of colour film, and the subsequent impact of digital technologies on film production and post-production. A. Kerlan (2021) also explored cinematic language development. The author concluded that each significant technological advancement in the realm of cinema, from the introduction of sound and colour to the digital technologies that have rapidly progressed in the 21st century, inevitably influenced cinematic language, expanding filmmakers' capacity to create new ways of expressing and conveying the emotional and narrative aspects of their works. This study correlates with A. Kerlan's work, as both sources highlight the evolution of cinematographic technologies and their effect on cinematic language. Both studies focus on pivotal technological innovations, such as the transition from silent to sound cinema, the introduction of colour, and the influence of digital technologies, underscoring their role in expanding directors' expressive capabilities and impacting the narrative structure and emotional intensity of films.

The study also addresses the influence of cinematographic styles on the creation and interpretation of meaning in cinema. This analysis revealed how different directorial and genre-based approaches shape unique methods of storytelling and visualisation, which in turn affect the audience's perception of films. The influence of cinematographic styles on the creation and interpreta-

tion of meaning in cinema is also central to the research of A. Malaina (2022) and J. Strickland (2021). In their study, A. Malaina emphasises the interaction between cinematographic techniques and cultural contexts. The researcher concludes that cinematic styles not only reflect cultural and social changes but also actively participate in shaping public perception. A. Malaina asserts that cinema as an art form plays a key role in shaping cultural discourses and can be used as a tool for social change. J. Strickland, on the other hand, focuses on the psychological impact of cinematographic styles on the viewer, examining how various stylistic techniques affect the emotional state and psychological response of the audience. Strickland's research indicates that certain visual and auditory techniques can significantly enhance emotional responses and contribute to a deeper immersion in the film's narrative. The researcher highlights that understanding these mechanisms can be utilised to create more effective and impactful cinematic works. The study is closely related to A. Malaina and J. Strickland's researches, as all sources focus on how various cinematographic approaches shape the audience's perception of films. A. Malaina's work, which emphasises the interaction between cinematic techniques and cultural contexts, complements the analysis by highlighting the role of cinema in shaping cultural discourses and its potential as a tool for social change. J. Strickland's study, which focuses on the psychological impact of cinema, extends the understanding by demonstrating how stylistic techniques can enhance emotional impact and viewer immersion. Together, these works provide a comprehensive understanding of the influence of cinematographic styles on audiences, offering different perspectives and approaches to analysing cinema as a powerful medium of communication and influence.

The diversity and evolution of visual and auditory techniques in cinema, including changes in shooting and post-production techniques, affect the style and perception of cinematic works. Technological advancements and cultural changes led to the emergence of new methods of visualisation, making cinema more expressive and dynamic. The introduction of digital technologies has significantly expanded filmmakers' capabilities in manipulating images and sound (Pogrebnyak, 2023). This advancement has enabled directors to create more complex visual effects and to control the tone and atmosphere of their films more precisely. For instance, the use of computer graphics to create realistic and fantastical worlds greatly enhances the spectacle and immersiveness of cinematic reality. A. Kassymkhanova *et al.* (2021) also investigated visual and auditory techniques in Kazakh cinema. Their study analysed how Kazakh filmmakers adapted and integrated digital technologies into film production, highlighting how these changes impact the perception and understanding of

cinema by Kazakh audiences. The researchers concluded that, despite the globalisation of cinematic technologies, Kazakh cinema retains unique cultural characteristics, which are reflected in the choice of themes, symbols, and narratives. The incorporation of visual and auditory technologies enriched the cinematic language, making films more expressive and emotionally charged, thereby fostering deeper cultural interaction and understanding within a multinational society (Rodinova *et al.*, 2023). Both studies explore how technological development affects cinematic technique, style, and film perception. Specifically, both researches highlight how the advent of digital technologies expands directors' capabilities in creating complex visual and auditory effects, thereby enhancing the spectacle and emotional immersion of films.

The analysis of cinematic language and styles in the context of feminisation and other gender issues plays a significant role in shaping and reproducing gender norms (Khamzina *et al.*, 2020). The use of specific framing and lighting techniques can reinforce traditional gender roles, while experimentation with genres and narratives may offer new ways of representing gender identity. Feminisation was also addressed by A. Kamza (2021), who examines this issue through a critical analysis of Kazakh cinema. A. Kamza explored how Kazakh cinema either reproduces or challenges traditional gender roles and stereotypes, analysing the changes occurring in the portrayal of women and men on screen within the context of current social and cultural transformations. His work highlights the specificity of Kazakh cinema in addressing gender issues and offers a perspective on the potential of cinema as a tool for sociocultural impact and change. Recent studies further expand on the dynamics of gender representation in cinema. For instance, K. Wilk's (2024) research, reveals that films directed by women tend to feature more female characters and crew members in key roles, but they still face significant budgetary and box-office disparities compared to male-directed films. This finding emphasizes the structural challenges within the industry that impact the representation of gender on screen. Additionally, a study by M. J. Haris (2022) analysed film scripts using natural language processing techniques. The research found that male characters are often portrayed as more dominant and envious, while female characters are depicted in more joyful roles, reflecting societal stereotypes. These studies complement A. Kamza's focus by situating the discussion of gender roles within a global context and providing evidence of both progress and ongoing challenges in gender representation. Together, they underscore cinema's dual role as both a reflection of societal norms and a medium for challenging and reshaping those norms, offering new ways to represent gender identity and influence societal perceptions.

Cinema, as a cultural product, plays a crucial role in shaping identity, conveying cultural values, and norms (Brait *et al.*, 2023). Films often reflect dominant ideologies and cultural moods while also influencing them by offering new ideas and perspectives. For example, through narrative and symbolism, films can convey significant social messages that foster discussion and reconsideration of current issues. In addition, the aesthetic dimension of cinema contributes to deep emotional and aesthetic engagement with the audience. Through the use of visual and auditory techniques, films can evoke strong emotional responses and leave a lasting impression on viewers (Soshalskyi, 2023). This not only entertains but also allows for a deeper understanding and appreciation of various cultural and personal aspects of human experience. K. Newlin (2019), R. Karthick Babu, and V. Vishnuvardhan (2021) also addressed the cultural and aesthetic significance of cinema, each focusing on different aspects of this broad subject. K. Newlin's study concentrates on realism in cinema. The author examined how realistic portrayal in films contributes to a deep understanding and representation of social and cultural conditions. K. Newlin concludes that realism in cinema not only strives for visual and narrative accuracy but also serves as an important tool for social commentary, allowing viewers to better comprehend and critically reflect on the surrounding world. R. Karthick Babu examined the aesthetic and cultural significance of cinema through the films of the Chronicles of Narnia series. He analysed how these films use mythological and fantasy elements to create rich and multi-layered worlds that not only captivate viewers but also present complex moral and ethical dilemmas. R. Karthick Babu concluded that such films can not only offer exciting entertainment but also contribute to the formation of cultural values and the strengthening of social bonds through shared cultural narratives. All these studies highlight the power of cinema as a medium capable of both entertaining and exerting profound cultural and social impact.

National film industries utilise cinema as a medium for expressing unique cultural values and social realities (Lewinski, 2019). Films often serve not only as a source of entertainment but also as important cultural artefacts that have the capacity to convey and preserve historical memory and cultural distinctiveness. Furthermore, the analysis emphasised how cinema fosters cultural dialogue and understanding between different nations. Films produced within one cultural setting can be interpreted and appreciated by audiences from other cultural contexts, thus contributing to the breakdown of stereotypes and the building of bridges between different cultures. The influence of culture and history on cinema has also been the subject of study by Q. Huang *et al.* (2020) and M. K. Tojiakhmedova (2022). They

approached this subject from different angles, examining various aspects of how cultural and historical changes affect cinema. Q. Huang *et al.* explored this aspect in the context of global digitalisation, concluding that digital technologies have significantly impacted the ways in which films are produced and distributed, which, in turn, has altered the perception and interpretation of films in different cultural contexts. The researchers highlighted that digitalisation has enhanced the global exchange of cultural content, allowing national film industries to influence one another, accelerating the adaptation and integration of cultural specificities. M. Tojiakhmedova analysed the development of cinema on both international and national levels, focusing on Kazakhstan. The author discovered that Kazakh cinema has been actively evolving due to the influence of both national cultural identity and global cinematic trends. M. Tojiakhmedova noted that efforts to preserve national uniqueness, combined with the adoption of international cinematic practices, have strengthened local cinema on the global stage, making it more accessible and comprehensible to audiences from different countries. These studies support the argument that cinematic art plays a key role in shaping socio-cultural understanding and represents an important tool for cultural exchange and social transformation. Thus, this study added to the existing body of knowledge on cinematic language and style, providing additional perspectives and analytical tools for further analysis in this field.

The findings of this study demonstrate the key stages in the evolution of cinematic language, from the early silent film era to the digital innovations of the 21st century, highlighting how technological advancements and cultural contexts have influenced storytelling techniques and audience engagement. Technological milestones, such as the introduction of sound, colour, and digital effects, have significantly expanded filmmakers' narrative capabilities and enriched the cinematic experience. Cultural influences, reflected in movements like Italian Neorealism, the French New Wave, and contemporary Kazakh cinema, illustrate how socio-political and historical contexts shape cinematic styles and themes. Additionally, the study underscores the role of cinematic techniques, including visual and auditory tools, in shaping audience interpretation and emotional response, further supported by existing research on the psychological and social impacts of cinema. The exploration of gender representation and cultural exchange within cinema emphasizes its potential as a medium for promoting social change and fostering intercultural dialogue. These insights contribute to a deeper understanding of the evolution of cinematic language and its enduring influence on both artistic expression and societal narratives, offering valuable perspectives for future research in film studies.

5. Conclusion

The study on cinematic language and styles in film theory offered a thorough examination of how different cinematographic techniques and approaches work together to form a unified meaning in a film and impact the viewer. Elements of cinematic language, such as framing, editing, sound design, and acting, play a crucial role in shaping the emotional and intellectual response of the audience. The study demonstrated the profound impact of cinema on the formation of socio-cultural perceptions and dialogues, highlighting the role of cinema as a powerful means of communication capable of reflecting and shaping societal and cultural trends.

Technological innovations in cinema, including the digital revolution, have had a profound effect on cinematic language, expanding narrative forms and the possibilities for visual and emotional expression. Changes in cinematic styles not only reflect cultural shifts but also influence the interpretation and perception of films, offering new ways to understand identity and social issues. Feminist analysis in cinema helps to dismantle stereotypes and promote gender equality by demonstrat-

ing how film can either support or challenge traditional gender roles. The examination of intercultural interactions through cinema underscored their ability to foster cultural exchange and understanding between nations, reinforcing cinema as a medium for global dialogue. The analysis of various cinematic styles revealed that each style possesses unique characteristics that influence the interpretation and perception of cinematic works. The study emphasised how technological, cultural, and social changes shaped the development of cinematic language and styles, particularly how innovations in technology and shifts in societal attitudes transformed cinema over different historical periods.

Based on the findings, there is a clear need for further research into the influence of cinema on social and cultural processes, particularly in the context of globalisation and changing gender norms. This underscores the importance of understanding cinema as a cultural phenomenon with deep and diverse effects on society. Future research should cover the impact of digital technologies on cinematic narratives across different cultures, changes in gender representation, the cultural impact of cinema, and intercultural interaction to understand the socio-cultural influence of cinema better.

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