

## Representation of the Apocalypse in Hollywood Cinema

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### ABSTRACT

Cinema phenomenon in technological world and full of today's possibilities has a wide range of audiences at groups and various cultural levels and different levels of media literacy. Cinema and image have emotional attraction for the audience and the audience turn to film to pass their spare time. Undoubtedly, owners of these media have goals in construction and designing movies and nothing is accidental in a movie in hence, Hollywood is the strongest set of movie making throughout the world with the unique and unmatched success. This collection, by technical advanced tools and very sophisticated technology of media and advertising, deals with the production and wide distribution of media textures in movies framework and one of the issues addressed in recent years of this collection has been making films about the apocalypse and savior oriented. In this regard, the purpose is to check apocalyptic themes within two theories of **Agenda-Setting** and representation.

**KEYWORDS:** Cinema, Hollywood, Representation, Apocalypse, Savior

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### INTRODUCTION

Hollywood issue and addressing apocalyptic issues although facing with so many enthusiastic audience these days and although addressing the film and semiotic issues are considered by researchers but addressing it in the scientific community is considered less. What this work is going to check out is the issue of Apocalypse representation in Hollywood. Hollywood is a large collection of film industry in the world which is proposed as a center of ideological influence. Although its most audience at different levels of culture and media literacy, know it as a kind of fun for their spare time, the ideological power of influence on various topics, highlighting them and special pays about these issues is not a secret matter for anyone that leads to the emergence of a certain kind of attitude in the audience. In today's media world, with the vast amount of information on all aspects of personal and social life, this has been accepted as a fact that today human alone will not be able to obtain all the information and news and categorize all of them in order to his needs. In this regard the existing role of the media has become more important. Media impact on understanding and the public perception of the universe this means that according to the people dependence to the processing of media data, the media can have a substantial impact on people's knowledge and perceptions and so the people wisdom will largely depend on the content that they receive from the media and it is obvious that the media will not act as a mirror without blemish for reflection of reality but also influence on the social construction of reality and convey it to the audience according to the demands of its operators. So it wouldn't be irrelevant to examine this issue that how the religious beliefs related to the apocalypse and savior oriented in the western media is represented. Regards that people today, especially western citizen live in an intense media world and words and beliefs represented by the media, they are very important and serious. The issue that will be clearer is the view understanding that the Hollywood movies organize audiences' thoughts and internalize their intended ideology in the audience.

**Cinema:** cinema is a technology-based audio visual media by which economic activity takes place and also has the ability of art usage. An effect of cinema is called a movie theater, is formed of the picture elements (in the form of a series of frames) and sound (dialogue, sound and music). A film based on a screenwriter with scenario and by a set of actors, directors, cameramen and other factors can be built. Cinema the newest branch of the art, known as the seventh art that nowadays presents one of the most public and popular art. Cinema was also called the public broadcasting place of films. At the beginning of the cinema, the cinema was mostly known as a scientific-industrial phenomenon. During World War I cinema has a commercial booming as a means of drama and entertainment. Then the artistic abilities was discovered by European and American filmmakers. In these years Ricciotto Canudo the Italian critic and theorist introduced cinema as the seventh art. Because he believed that cinema is a combination art that contains all the arts. The evolution and development of cinema in general can be divided into three main courses (with emphasis on techniques and cinematic techniques):

- 1) Silent film era: This era is related to the cinema without voice and making black and white film.
- 2) Sound film era: From the late 1920s, the 1927 the sound film era began and the sound factor practically made cinema as an audio-visual art.
- 3) Color film era: From the late 1930s, began with the invention of color film.

### **The rise of Hollywood**

Hollywood as a concept covers a wide range of meanings, Particular form of filmmaking, particular form of film industrial production, big Kartli of large corporations Media and with the US and increasingly global approach to see things. Hollywood is a complex social phenomenon, cultural, industrial and the world's largest and most influential cultural production center in the last century. As of 1918 onwards, American cinematic products took the major part of the global market, Hollywood became the capital of cinema world. In America the first movie studios were concentrated in New York, the most Jewish town of America. The Jewish presence in the economy and politics in the real capital of America is to the extent that the Americans, known this city as the Jew York means City of the Jews. In the early years of the 20th century, group of filmmakers who had moved to Los Angeles to make film, they met a small village in the north named Hollywood where included all the characteristics of a suitable place for the films production that was considered by the cameramen and filmmakers of that time. Zionists influence in this industry has been growing rapidly that according to most sources, that Hollywood itself is placed in the hands of the people more than 90 percent of the cinema career activists in America are affiliated with the Zionist lobby. Belonging and affiliation America's largest film production companies such as Fox 20th Century, Warner Bros. and Metro Goldwyn Mayer for the Zionist lobby is an evidence to this claim.

### **Functions and effects of cinema media productions**

The Media for its owners is such as a software that by using it they can spread their ideas and desired concepts between the audience. By examining that who are the media owners and what concepts and information is transmitted to the audience through the media and what are the ideas behind these concepts, can express better the complexity and importance of a true understanding the media and its applications. Experts of mass communication consider two defaults on the role of mass media in society. First, the media by doing the practice of production, reproduction and distribution of knowledge and information in society help to create impression of a shared experience practice in society. Second, the mass media play the role as a mediator between social objective realities and specific experiences. The media do the role of mediation. The media are the translator and interpreter. Means that explain for us what is going on and because the fragmented and complex incidents that are difficult for us to understand their relationship be simply solved and be understood.

The most important feature of mass media is being symbolic this means that message within a coherent communication system and with the aim of influencing on knowledge of the audience is prepared and submitted. For every media a set of functions is imaginable. The media play an important role in society culture because on one hand are the processes that culture comes out of it and would be built; On the other hand plays on the scene where social and cultural life is ongoing.

The major media impacts of cinema in various society is increasing the visual culture level. Possibility to communicate effectively between people who even do not knew each other verbal language. Hollywood as the most prominent power supply of cinema's media in the world is not exempt from these principles and effects. Hollywood have the attractions of any foreign element and also is part of particular cultures and at the same time provides the opportunity for the audience to broaden their available cultural set. The popularity of Hollywood is achieved by providing the ideology of democracy which are beyond the emphasis on the openness of American society and in fact, using persuasive methods create this belief in the audience to be proud of being American and its pleasant virtues.

### **The Agenda-Setting Theory**

Agenda-Setting: The word Agenda-Setting the first in a paper of "Maxwell", "Mac Combs" and "Donald shaw" appeared in 1972. These researchers studied the role of mass media in America' presidential election in 1986 and proposed this view that the media by magnifying and prioritization some issues and placing the considered subject in the headlines and front page lead the audience mind to that subject and impact on audience preferences. In Agenda-Setting it is believed that the audience will understand the importance of the issue through the mass media and put it as criteria for their personal planning. According to Agenda-Setting theory the subjects that media choose and give them more space and repeat them will get priority in the audience mind. Agenda-Setting theory asserts on this view that the media determine what events should be important and prominent and would happen in this respect that the media should have to choose. The goalkeeping character of the selectors and authors of media, is an important factor in Agenda-Setting.

Purpose of Agenda-Setting media is that media especially in the news and news reports and documentaries programs have the power to draw general attention to a series of issues and certain and limit subjects and ignore other issues. Agenda-Setting should not reduce simply as the priorities to mean choosing and prioritizing some issues and events in media in the format of press headline or the first titles of news on radio and television. Agenda-Setting suggests that the media methods for framing an issue and important words that are used to describe them, can be effective and the role of accredited and known persons when commenting about the subject is important and effective. McCombs in his paper in 1997 deals with designing new frontiers in Agenda-Setting research and stated two levels in Agenda-Setting. In the first level of the researches is answering the main question of Agenda-Setting about what we think of. In this level people not only learn the information about public affairs and world events from the news media; also the readers and viewers will learn that the events which covered with emphasis in the news media, are important.

At the second level beyond the subjects priority, another aspect which is important is that each thread has a lot of attitude and this characteristics and properties enlarge any image of this subject and in both case choosing subject to the attitudes and choices for thinking about subject of the role of Agenda-Setting is important. In fact at the first level,

salience transfer and at the second level, transfer from salience of values. At the second level of Agenda-Setting mostly expressed that the media tell us that how we think about some issues that this level of Agenda-Setting is outstanding. Agenda-Setting at first level format, links with concepts such as stereotyped thinking, visualization and gatekeepers and at the second level links up with the framework. (Naserizade,2002: 37)

### **Representation theory**

According to the enormous power of which can be seen in the media representation and on the other hand the complete dependence of the audience in today's world to the media, especially visual media, It seems that the media used to highlight specific issues in the media and the representation of these issues in the media based on the ideas of media owners, enormous power in shaping the ideas and thoughts of a big audience and have enormous power for culture.

Cinema as one of the most influential media that is available for people and the Apocalypse concept is also one of so important and clear concepts that much of events and evolutions in the today's world level, according to which it should be interpreted. Cinema is a large and deep capacity that at the peak of technological progress leads finally to Hollywood.

Theory of Representation: Representation basically refers to a process in which signs and symbols are made to convey specific meanings. This word has signs and symptoms which claim to support those aspects of reality and represent them. Dictionary of media and communication studies defines representation as: Basic and fundamental functions of media include representations of external reality for the audience and most of our knowledge and understanding of the world is created by the media and our perception of reality are form through the mediation of newspapers, TV, commercials and movies and etc. The media picturing the world for us. The media perform this purpose with its selection and interpretation as a goalkeeper and by factors that are saturated with ideology. What we know as a viewer is due to the experience confronting with reports and pictures that what we know as a viewer is due to the experience confronting with reports and pictures that has been provided to us by the media. Therefore the study of media representation in the studies of media, communication and culture is very important. Representation is a word that has different possible meanings. Way and method by which media show the events and realities.

In "Richard Dyer" opinion, the concept of representation in the media include: "structure that the mass media create from various aspects of fact such as people, places, objects, people, cultural identities and other abstract concepts. Representations expression may be spoken, written, or be animated images. "In fact, the representation is a retouched picture of external reality. (Stanford, R. 2010) The concept of representation in the media is supervisor of the media functions and the message senders in "method of delivering the message". Representation draws our attention to the media productions. This dimension contains the following fields: the stuffs that the media offer, how is the threads reflection, types of proposed discourses and the nature of the discussions and provided debates. Therefore Cinema as a means of communication with the portrayal of its surrounding events gives a new world to its audiences; a world that originated from representation rules of events. Pictures mixture with objectivities and subjectivities that renew the world around. (Bazin, 2007: 6)

### **Apocalypse (Apocalypse concept, returning Savior and Messianism)**

Believing in Apocalypse is an integral part in the teachings of all religions and even man-made religions so that no respond to the Apocalypse question put human troubled mind is valley of astonishment and destroys stillness and relaxation that is the fruit of faith in religious and schools.

In this regard, individuals with innate tendencies and occult reception get to this point that there is a promised day for humans in which the heavenly missions and divine commands will come to the full realization of their ultimate goal.

Nowadays, with the evolution of cinema media human mind is more involved. With the Cinema emergence, human had been achieved technology that with its help he could portray his imagination as he wants and transferred it to another. It is important to note that the cinema itself is not fun; but also very serious and deliberate is planning and working on the transferring concepts and content; Perhaps could said that the cinema is remembered as a hobby; Mainly it is hidden because the audience in his leisure time and to fill his unemployment periods would refer to it; But cinema content and images on screen and the TV screen that are created on basic planning, so accompanied by an audience that most time the audience, many of his inner ideas and beliefs and his stance on issues and subjects inspired from them, He himself Without realizing the inspiration and education, and this is cinema art, and perhaps its biggest flaw. Literally "apocalypse" is an addict and means the end of the world. In west literature usually Apocalypse is so-called (APOCALIPSE) and fight and the final apocalyptic battle that is between the world savior and his enemies will be remembered the word "Armageddon" (ARMAGE DON).

High interaction of west cinema of these concepts is in such a way that even some Hollywood productions, explicitly named Apocalypse or Armageddon. Most works that have been devoted to this theme in the content and theme have the same story line and usually start in a same way, continue and be completed and in that the story outline and the main structure of the screenplay is dramatically the same and similar. This structure is such that at its beginning, life flows in a normal and slow way in the world and all classes of people engaged with life and randan. But suddenly by the arrival of a group of anonymous and strangers or with a strange and unexpected event the peace will disrupt that usually there is not much information available of this group or special event and this this group is anonymous and in most produced films of Hollywood this attacker are somehow discussed and presented as the enemies of America. In these Hollywood movies, earth people with the help of scientists and political leaders are trying to communicate with

newfound strangers. Main scientists and key leaders in these efforts are mainly American who are trying to instill that the Americans are world leaders and the rest of the world should be their mere followers.

With this interpretation must be understood that "apocalypse" is not the end of everything, but also is the world's portray. As the world suddenly finds his balance and returns to the initial state. The climax of all the possible perturbations is at Apocalypse. But only it is absolute chaos that be done by itself and saw in a differential view. But if these irregularities place towards the total order that all will finally return to it, lose their negative aspect and become a part of mortal factors in the advent stage.

Propounding America as the savior of the world is frequently mentioned in the cinema movies that is currently going on. Efforts of this savior the is towards the events and various characters who threatens all the world's inhabitants. Collection of these threats represents the apocalyptic situation and America confronting them, the first time Shah Hosseini, the critic classified cinema to five groups of technological apocalypse, natural apocalypse, religious apocalypse, science-fiction apocalypse, and myth apocalyptic.

"Apocalypse" is also the name of an era in which hardness and a lot of things happen in human life and directs the tired human of all restrictions to the faith and absolute belief of this subject that should experience a better world and life In devotion light of The God and drawn his self-made laws and strain towards the divine law to achieve perfection and divine esteem.

The interpretation of "Rene Guenon" in the book "Apocalypse or Age of quantity domination" Antichrist era is the most cruelty and evil, but the evil and sinister is unstable and temporary. Although it could not be anything other than what it really is and only the good aspect and well-being has stability and certainty and the impossible part finally could not succeed. (Dashti, 1998: 54)

### **"Apocalypse and Expectation of Islam's Viewpoint"**

In popular culture of Muslims, especially Shias, the term apocalyptic, tells an era that promised Mahdi the savior will emerge and special events happening in the world. In narratives and hadiths special features are quoted for this era called "Signs of the Apocalypse" that two affair about Apocalypse features mean the era of Mahdi the Savior that spiritual frequency is obtained. First, in this era before the advent of the Mahdi, moral corruption and injustice and oppression is all over the human societies and becomes the most common phenomenon in human relationships. Another one is that after the appearance of the Mahdi, huge transformation occurs in societies, corruption and oppression disappears and monotheism and justice and intellectual and practical full growth flows around the world. Although messianic belief has surpassed Islam and has a broader scope but Islam has presented the teachings of spread, because all prime ideals of Islam to the present day to invite to this thought to have been intellectual nourishment by Islam. Actually Islam interests of all other thoughts, is richer and its achievements for the oppressed and the plight throughout history is more useful. Islam's thought had changed the view to messianic from occult and subjective to reality and from the future to now.

Islam has provided a new concept of expectation and that is expectation for the savior, besides waiting for providing all conditions. So the messianic thinking is not a thinking that people are just looking forward to the birth and mission, but also he really lives at this time, along with other human beings and we are waiting for actualizing that divine promise. So belief in the Mahdi as an embodied person gives us new and important insights that will be the origin of benefit and more synergy.

Shia knows Mahdi as Imam of the Age and Imam of the Era. Shia thought in the Muslim world had been just the potential thought and growing and transcendence that by relying on hope and belief in the presence of the Imam Mahdi and Imam Mahdi and with faith to being the Imam of the age that were able to pass on these impassable routes far away and never have been stopped. Shia has a firm conviction to it that the Imam Mahdi (AS) had a long life and in society, and the current situation with the waiting, are expecting for the vulva. We believe that the threading beads of all activities that Shia leaders that have followed since the beginning of the occultation era, is Imam Mahdi himself and the community guidance is also his responsibility behind curtain absence.

Imam of the era in all the past time with all the bitterness and sweetness of the nation, small and large scale events, their successes or failures, has been accompanied and without insisting on his apparent presence, has accomplished his divine tasks. This active and dynamic presence will continue until the day that divine command of advent came and Imam of the era makes the Islam in the status of the latest and most complete religion and in the system of governing of living in the world. It's obvious that with such this view and attitude to the savior oriented issue, exception phenomenon in The Shia opinion had have special concept and nature and will bring special effects and blessings. (Nasiri, 2011)

### **Apocalyptic signs (the final battle of Armageddon)**

Scripture inmate of the Jews and Christians believe that in the Holy book has been the word of battle and war which will be fulfilled in not too far future, a war which according to some texts, its time and place is limited and certain and in two sides of battle it is generally specified. A war in which the devil gathered an army of western countries and will be achieved in a place called "Armageddon" in the northeast of Palestine. "Armageddon" is a term that is made up of two words. One is "Ar" that means mountain and the other "Mageddon" that is the name of a small mountain or valley in northeastern Palestine. Scripture inmate guess that the area of the Great War has started from "Mageddon" region in northern Palestine and will extend along the south to "Edom" about two hundred miles. (Rezvani: 2011)

According to the beliefs of Zionist Christians, the following events should happen so Christ rise again and of course the followers of the theory and idea of Zionist Christianity, have a duty to try to accelerate the execution of these events.

Zionist Christianity that contains returning to the Hebrew oriented is a cult of Christianity and supports the Jews as God's chosen nation. According to their beliefs in the third millennium a ruinous battle named Armageddon will occur between Christ and anti-Christian forces and Christ will return to earth from heaven and destroys the Antichrist and after that Christ begins his kingdom and a long-term peaceful era begins. (Sayyah, 55: 2009) All Christian denominations in America tell about the occurrence of the "Armageddon" event, because this incident could return the Christ to earth again and surely he will come in the near future. Armageddon based on the belief of Jewish and Christian Zionists happen and after leaving countless casualties cause the rise and rule of the Messiah and the Jews that think they are the chosen nation establish the Jewish global government under the banner of Christ. Zionism by resorting to some of the stories of the Bible and attributed them to the Armageddon represent them as holy affairs and introduce their objectives behind the preparations of this event and now many priests to promote this belief in numerous television programs in America's internal networks and global networks are busy that the realization of this event is inevitable because it's the introduction for the coming Messiah.

Religious institutions along with the mass media of radio and television in Western countries and America, noticed their people to this point and make them believed the occurrence of The Great Adventure in Sham cities that will lead to the realization of a nuclear war in a region named Armageddon. Then Christ will come down again to the earth and will assume the leadership of the universe and in that time peace will spread throughout the world. This Holiness will establish the peace government on the earth again and this movement will start from Jerusalem. From Islamic narratives used that after the war and killing Sfyany none of the Jews would find a shelter for himself and the earth will be clean of their evil and only the Islam region will remain proud.

### **Hollywood, Themes and Apocalyptic movies**

In Hollywood movies, devil is a devilish concept that stands against the God with a dreaded power and with the help of his followers put the human generation in peril and usually with four name Lucifer, Satan, Damon and Daman is called. In this group of Hollywood cinema, man is a helpless existent that is captured in the grip of Satan and the God does not help him. In this disaster his volition or other people is the only asset that can be hopeful to that. The superstitious belief has been the source of numerous films such as: "The Exorcist," "The Omen," "End of Days", "The Devil's Advocate" and series like "Supernatural" are among them. According to these films a huge disaster threatens the human life and the last battle between good and evil will occur in a particular geography of the land. Disaster range is the extent that humans are incapable of dealing with and they are disappointed and the smartest and most courageous human generation, the Americans will save the world.

Those categories of Hollywood movies that have developed such a superstition with addressing the issue of biased depiction of the Apocalypse and Satan's followers, countries of east land and Islamic are presented as the devilish enemy means that devil rise from the Muslim world and the western half of the world gets invaded. In the movie "The Day the Earth Stood Still" there are space creatures that will destroy the planet or an epidemic illness spreading that destroys all creatures of the earth and or a devil group of human sex or otherwise threaten the existence of the earth and or this threat is from an evil man who wants to be king of the entire universe. For example, in the movie "War of the Worlds", indicating that the world is destroying by space creatures and the only Savior of the catastrophic situation is America.

### **Hollywood and Interaction of Cinema and Apocalypse**

The process of communication development in today's world has raised the process of "globalization" and the second considered issue is what today called "globalization" in western world. In the globalization issue we are faced with a question and it's the difference between " Globalizing and Globalization" is? In such a perspective Globalization is unidirectional that there is no volition behind it. This view does not lead to globalization although globalization itself is a process of "becoming" and "happening", within it there are two projects that there is a strong will and determination to achieve them. First project is Globalization as making world western in which humanism has subjectivism (becoming the world to a global human-centered) and in our second project for the first project divine the world , god ship the universe or millenarianism, that in the globalization process its effort is to put The God as a pivot.

Behind both of these projects there are volitions and those who decide to fulfil them. Thus, today's world is the confluence of two main ideology, westernizing the world on one hand and messianic and divine the world on the other hand.

These two are trying to get more benefits of the space and the conditions that provides globalization preparations and build the world as they considered themselves.

In our western texts and contents the move into the future is called "Armageddon". These two ideas of "Westernizing" and "Messianic" as two symbol of good and evil finally should be involved in a place called Armageddon and that is when the "Apocalyptic" and "Apocalypse" become subjective. This is the space that western thought, guides the world to it and evokes it. This is the movement that in strategic center of America and Europe is following seriously so messianic and us in its western meaning is an important in the international politics realm and not only a historical fact.

Hollywood should be beside the products such as Barbie, McDonald and soccer, jazz and rock and pop music, the Internet system, softwares like liberal democracy and human rights, convention on the Elimination of Discrimination against Women and Children's Rights, institutions like the United Nations, UNESCO, UNICEF, WTO, IMF, World Bank that all the institutions for westernizing the world with the softwares with the same application. Hollywood should be examined in a larger system of west thinking. Naturally, the purposes which are followed by West system, is also reflected in its cinema. It means that in the bureaucracy system that we know and the military that everything are defined

and interpreted at the service of greed and overall interests, naturally, the cinema would not be devoid of this meaning and out of the norm. Therefore is obliged to follow the same goals.  
Hollywood approach to the Apocalypse, like its other approaches is observer to think, planning and forethought.

### Conclusion

The use of such achievements are community awareness and better understanding of what the western cinema products (especially Hollywood) will receive. Of course the important part of this awareness is the part of making the cultural authorities more conscious which should strive to produce cultural products that have the power to compete with western products and could show their Islamic beliefs as well and if will it not be like this and with internalization of stereotyped patterns, especially western young people achieved an impressive success and can grow its desired ideas in the minds of Muslim youth and will spread these ideas as the only reality throughout the world. Thus by this work the cultural barriers that exist on the spiritual progress of society will be revealed so can deal with it by planning and correct policies.

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