

Even if a foreigner speaks the other language quite well he sometimes cannot understand what is funny or humiliating in some phrase that sounds absolutely neutral for him but causes strong emotional reaction among native speakers.

Cultural realia understanding is the one of the most challenging elements in communication. For the last hundred years feature films have become one of the primary sources of new communication patterns. People use phrases from the movies because it is sometimes more convenient to refer to some episode well-known by both communicators that to explain their feelings and ideas.

The other important advantage is the emotional component that causes interest and reaction. Being one of the arts cinema is all about emotions. Films are actually made to influence them. Even a quick reference to some episode is able to recall our reaction to it that makes us more emotionally involved in the communication act.

Another thing to consider is integrating effect of such a reference. If a person uses phrases from the films you like or have seen you feel something in common with him. The same communicative patterns make people see themselves as one community. That is why influence of a national film industry in every country is very significant.

Some researchers think that Hollywood is one of the important factors supporting “American” identity in the country accommodating many Diasporas. It has also been extremely influential for American English evolution.

As for Russian history, movies were one of the main factors influencing Soviet identity. In fact they sometimes were like parallel ideal reality. Russian language and communication style was influenced a lot by Soviet film industry. Nowadays our movie makers are looking for new ways of Russian self identity expression in films but their integrating effect is much less than before.