

## THE ROLE OF FILM ART IN GLOBALIZING WORLD

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### *1. Cinema as art and social phenomenon in the globalizing world.*

The art of cinema develops rapidly nowadays. It surrounds us everywhere; every day we are affected with different types of visual art. It's very important to recognize this fact, can choose wise art-thoughts and turn them to improvement of our lives.

### *2. Cultural specifics of film production (national cinema and film-directors, traditions, film exchange).*

Every country has its own culture and national cinema is essential part of it. Domestic films could be called the face of the country; they contain key points which film-directors should represent not only in their country but in different states.

### *3. Classical movies and recently released ones: their influence on the international climate.*

Classical movies of 20<sup>th</sup> century which are considered the Golden Age of cinema represent to the all audience canons of this art. Film-makers tried to show problems of those years and guessed main growing trends of the future life exactly. Also new films advert to urgent situations of the globalizing world.

### *4. Unifying force of cinematography.*

Cinema is a relatively young art in comparison with music, painting and theatre. In spite of this fact it became a powerful tool for the public policy. Every country wishes to be noted at different international film festivals and awarded high prizes. It raises the state authority and improves international climate.