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## Social Series of Generation Z

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### Abstract

The film, an entertaining medium, has spurred the process of communication and individual perspective. In this research, the effectiveness and utility of short films as a foundation in current teaching were explored. The aim was to analyze a selected ten socially relevant series popular among the modern generation. Issues observed in these ten series, their themes, moral significance, and literary dimensions were examined through content and descriptive analysis. Overall, the prevalent issues of Generation Z emerged, focusing on personal challenges. Thematically, the calm and steadfast mind and heart were highlighted as pathways to combat weaknesses and trials, while self-love underscored moral importance. Psychological and sociological dimensions consistently prevailed in the films. From these findings, Bazin's cinema realism became significant in this research, asserting that watching social series exposes valuable lessons and knowledge derived from real-life events, serving as lifelong learning for each new generation. Researchers could utilize social series and their discoveries as educational guides, integrating them into teaching, including popular culture as part of enhancing communication skills, analytical thinking, and critical understanding using various styles, activities, and methods devised by the researcher. Overall, it is recommended to prioritize films that reflect lessons, cultures, and civilizations, fostering a deep understanding of life experiences and daily communication development within society.

**Key Words:** *Social Series, Generation Z, themes, issues, moral significance, literary dimension*

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### Introduction

Education today is in an era where moving images wield power in visual-auditory instruction, closely tied to knowledge, language, and social issues. Through images, there is not only entertainment but also beneficial experiences, engaging not just emotional dimensions but also cognitive and various aspects of life. The new generation, accustomed and exposed to television, movies, and computers, is ready and accepting of information (Maling, 2003). According to Suckfüll et al. (2016), media evokes emotions by presenting stories using various storytelling methods and formal features aimed at involving the audience. Today's generation has become accustomed to having a special role in consuming media (Jones, A.C., 2007). This inclination of students towards watching and following short films that depict situations similar to real-life events reflects a beginning and an end to watching but requires further development in understanding, critical analysis, and proper recognition of what is right and what is wrong.

Short films that narrate and illustrate subjects can be considered as tools of visual-auditory education (Kabadayi, L. 2012). Based on current teaching opportunities for these generations, the researcher aims to guide the proper use of modern teaching methods by watching several series of short films. This is also a good example of current trends in teaching language, literature, and contextualized communication that align with the interests of the generation and contribute to the knowledge and skills they acquire.

Those considered in this generation, known as Generation Z during this time, are inclined to use digital media referred to by Cilliers (2017); and Gaidhani, S. et al (2019); Mohr, K. (2019) and those more focused on technology Generation Z. The study suggested that connecting with these generations challenges educators not only to be content with what is

familiar but also to have ways to teach and learn so that teaching and learning can keep up with and understand the imagination, interest, and cognitive aspects of what is called Generation Z. Jones, A.C., 2007)

### **OBJECTIVE OF THE STUDY**

The main objective of this study is to analyze selected social series viewed by Generation Z. This study aims to articulate the following: issues pertinent to Generation Z; important elements such as themes, moral significance, and literary dimensions.

### **DESIGN AND METHODOLOGY**

In this chapter, the quantitative research approach was utilized, which according to Cresswell et al. (2018), is a method for exploring and understanding the meaning given by individuals or groups to a social or human problem. This study involved in-depth analysis based on a broader understanding of the context of reality. According to Ryan (2020), analyzing films requires confidence in one's ability to explain. The analysis conducted was a literary content analysis used in film criticism, considered the newest form of art. It also examines content based on Generation Z issues; important elements such as themes and moral significance are scrutinized here.

#### **Source of Data**

The study focused on analyzing short films of social series that are accessible through Facebook accounts and/or can be viewed on YouTube. The researcher conducted meticulous selection based on the number of viewers supporting each series and the quantity of messages or comments in the chat box, as well as reading messages from some viewers in the YouTube comment section. In conducting this research, the data source was social networking sites, therefore, it was publicly accessible and could be viewed, watched, and monitored by anyone. The researcher also considered that the source page was educational and had no intention of tarnishing the image of the series of short films; rather, it was analyzed based on meaningful critical insights.

#### **Methodology for Data Collection**

The researcher selected five short social series or short films using their personal Facebook account. The ten selected topics were based on categories mentioned in the selection process with various presentation methods. These selections are publicly accessible on social media platforms such as Facebook or YouTube using the researcher's personal account. The researcher also chose them to prepare for the analysis to be conducted. It was ensured by the researcher that the short films in the social series are public, appealing, and based on the preferences and number of viewers. The chosen topics possess characteristics and categories that align with the competence and understanding level based on the real conditions of society among students belonging to Generation Z. The researcher utilized tables to observe and describe the presentation, evaluation, analysis, and interpretation of each issue desired to be addressed by this research.

### **RESULTS AND DISCUSSION**

This chapter presents and explains the data organized and analyzed by the researcher. The researcher posits that the analysis is a literary criticism approach of a work in the conducted analysis of five short social series such as short films as part of social networking sites, Facebook and/or YouTube, observed by some youth.

The researcher also believes in the potential outcomes of the analysis because it will reveal the relevant explicit ideas, the underlying implications that should be examined in a particular work of art. Through analysis, the process of dissecting a topic takes place so that even its smallest meanings are identified and to provide a better understanding of it. The research also reveals the arrangement of tables analyzed from five social series chosen films or short films that depict prevailing issues among Generation Z, elements: theme, moral values, and prevailing literary dimensions.

Each specific issue of the study is explained with the help of tables. In Table 1, the Generation Z issues are shown from the five selected social series. Table 2 identifies the themes seen in each social series, and Table 3 outlines the moral values contained in the five selected social series such as the following: In this section, the researcher unfolds a sequence of reviews of five selected social series or short films taken from the social networking sites of Facebook and / or YouTube. Issues are listed based on observable events and the performance of each character or person. The issues collected and recorded are from the seen and observed researchers.

**Issues of Generation Z**

Various issues are clearly exposed from the social series. It can be inferred that the recorded issues depict and illustrate the true experiences of the new generation in this era, such as responsibility and accountability in work and family, self-discrimination, struggles, ventures, dreams, challenges, strengths and weaknesses, trials faced, and undesirable events in the lives of each character demonstrating life realities, forcing the true self to be changed for acceptance by others, emotional issues due to lack of parental support, and vulnerabilities of femininity.

The interpretations below are also based on the arrangement of tables as follows:

**Table 1**

Generation Z Issues

SOCIAL SERIES TITLE ISSUE	ISSUES
<b>Bakit Ka Nag-Stay- HAPPY LANG</b>	Responsibility and accountability in work and family
<b>Bakit Ka Single – Hindi Kami Bagay</b>	Self-discrimination
<b>Bakit Ka Single- Masyado Akong Mabait</b>	Struggle to change true identity to be accepted by others
<b>Bakit Ka Single – Pangarap Muna</b>	Emotional issues due to lack of parental support
<b>Bakit Ka Single –Siya Muna</b>	Vulnerabilities of femininity

Singh (2014) has proven that these generations face challenges and issues, despite being youth who are capable and willing to face what they are facing amidst their interests and distractions in their surroundings. Moreover, there are a few who are not able to add up and understand any additional information. Based on the statement of Villafuerte (2000), it is important to analyze or interpret the events in the world because this is the process of profiling a person, their form, character, habit, language and even interacting with their community and their society. At this point, the watched social series intends to recognize and embrace not just the issues, but how they were addressed, standing up to the hardships and most importantly, how each character overcame all the tests and dreams of life.

**Theme**

From the interpretations recorded, it can be inferred that the themes of the five social series encompass various themes. Table 2 presents the sequence of the analyses conducted on the data and the researcher's interpretation from their personal point of view on life. According to Sudarisman, Y. (2009), a theme is a broad idea, an oral message of a literary, social, or natural nature. It can also be considered as implied or explicit statements. It can be inferred that life's challenges faced on a daily basis are something that can never be avoided. The narrative of the film is the origin of its themes (Yazdanshenas, 2020). On the other hand, extensive knowledge of events happening or being observed and experienced in the world greatly aids in creating a work of art, from which unique ideas and the essence of what is called a theme are drawn. A primary advantage of adapting a THEME for the film acceptance processes is the possibility of systematically studying reactions that occurred before a film event (Suckfüll, M., et al (2016). According to Sandoval M. (2016) aims to explained

Table 2

Theme

TITLE OF <i>SOCIAL SERIES</i>	THEMES
<b>Bakit Ka Nag- Stay- Happy Lang</b>	Experiencing life's challenges in oneself and family connects to personal perspectives in life.
<b>Bakit Ka Single- Hindi Kami Bagay</b>	Imperfections and weaknesses are not measures against genuine love amidst any barrier.
<b>Bakit Ka Single- Masyado Akong Mabait</b>	To see all that is within you and accept your true self.
<b>Bakit Ka Single- Pangarap Muna</b>	Accompanying the determination of life's dreams.
<b>Bakit Ka Single- Siya Muna</b>	Use your mind and heart in all situations and needs in life.

This presents the similarities that exist in meaningful messages such as:

First, love that is willing to sacrifice, endure, and accept any hardship and ridicule just to show and offer it to others.

Second, being strong or steadfast in oneself to fight one's own weaknesses, discrimination from others, and all the problems in life.

Third, taking responsibility for oneself, one's family, others, and any life situation.

In summary, from the observed themes in each social series, the overarching theme remains, “A calm and steadfast mind and heart are the means to combat every weakness and challenge.”

**Moral Significance**

Below is the organized and conducted analysis by the researcher on the element of moral significance contained in five selected social series that are emerging at this time on social networking sites. The film presents various stories that contain moral values in life. Like films, it is a means of communication that allows the exploration of how visual images are used in relation to verbal communication and storytelling as a way of conveying inner thoughts, character, and message (Moran, M. 2016).

Table 3

Moral Significance

TITLE OF <i>SOCIAL SERIES</i>	MORAL SIGNIFICANCE
<b>Bakit ka nag-stay- Happy Lang</b>	Positive Only in Life
<b>Bakit ka single – Hindi Kami Bagay</b>	Love without Measure Being true to oneself
<b>Bakit ka single- Masyado Akong Mabait</b>	Courage to face destiny

<b>Bakit ka single – Pangarap Muna</b>	Being true to oneself
<b>Bakit ka single – Siya Muna</b>	Using both mind and heart in love

Modern psychological research shows that the art of film and television can provide audiences with the physiological pleasure of sight and sound through pure qualities, and it brings joy to people (Liu, J. 2020). These shows can have an impact on the audience (Rudy, 2022). The messages and lessons of such social series are direct preaching or sermons to their viewers, such as: valuing and loving oneself, family, and others. Each character performs their direct responsibilities, sacrifices, and respects themselves and others, maintaining consideration in relationships despite hardships and pain, striving to avoid wrongdoing as much as possible, and finding ways to recover from setbacks. Kindness is part of ethical values that stem from love for others and understanding others' feelings (Malti, 2020). Moral values and characteristics are considered components of kindness (Leybina, A. 2022).

On the other hand, in the five social series, each character's resilience despite discrimination from themselves, others, and family is evident, awakening them to the reality that no one should be weak at any moment.

Overall, it can be said that from all the mentioned moral values, the dominant theme is "love for oneself and family," as every problem overcome imparts a lesson that resonates deeply and reminds viewers. Malti (2020) also shared that the conceptualization of kindness shows it is based on a particular kind of self-awareness, one that requires self-knowledge that goes beyond understanding reactions, internal states, and regularities. Being kind means helping oneself and others to grow and change. Kindness has no limits; it transcends boundaries, both physical and conceptual. When one experiences what it means to be kind to others, they understand the similarities between themselves and others, as well as the uniqueness that can be appreciated by an individual.

**Literary Dimension**

In response to the second issue, the table shows the five selected social series analyzed based on their literary dimension. The researcher provided some explanations for each to understand the breadth or scope of topics they cover in terms of human, societal, intellectual, and emotional content and to provide interpretation.

According to Buckland (2003) and Cloete, A. (2017), it is important to study these shows as they contain the society they belong to. Each statement recorded from the five social series and their interpretations reveal that the psychological dimension remains intense in each show. They are a powerful medium conveying the values and beliefs of contemporary societies. Based on the reasoning of Moghimi, H. (2023), the sociological perspective of film is crucial for developing sociological imagination by offering a unique lens for analyzing and understanding social manifestations.

**Table 4**

**Literary Dimension**

<b>Title Social Series</b>	<b>Statement</b>	<b>SOCIOLOGICAL DIMENSION</b>
Bakit Ka Nag-stay-Happy Lang	.. "The way you act, it's like you always think the whole world has done something wrong to you"...	HOPELESSNESS
Bakit Ka Single - Hindi Kami Bagay	.. "I don't think that's a good idea. What I mean is, it's not good to see a girl as gorgeous as you with someone like that. What would your aunts say!"...	SOCIAL INTERACTION
Bakit Ka Single-Masyado Akong Mabait	.. "In today's times, it's important to treat others well. But sometimes, it's unavoidable to change."...	LACK OF FREE CHOICE

Bakit Ka Single – Pangarap Muna	... "I don't want this kind of life anymore, where you just keep accepting pain. I love my mom but I don't want to be like her"...	GIVING UP
Bakit Ka Single-Siya Muna	... "Despite all the judgment and ridicule, she did everything she could"...	REGRET

In this dimension, the overall thoughts or messages related to the real-life events of each character are revealed. Each character vigorously fights the course of life despite the problems and interactions with others, family, and society. Here, the rationality or wisdom gained from various painful experiences and subsequent successful ventures in life is evident.

Films create an experience that broadens and questions our worldview (Cloete, A. 2017). It's not just about having a good time—although that's what most people have in mind when watching films—but it also challenges how we live. A person's character determines many aspects of their life, such as social interactions, work, and education. In other words, an individual's characteristics have a significant influence on their life. According to Ugot (2015), it is important to observe the prevailing emotions in the characters and the hidden intentions of the creator. In the social series, one can feel the various emotions existing in the characters' adventures and interactions with others. This is similar to the sociological dimension because, in each social series observed by the researcher, it indicates that the flow of events reflects the experiences of the main characters in their environment and interactions with others, family, and friends, mirroring real-life events in society.

The fact that films reflect society's dreams, fears, hopes, and values makes them an important focus for theological reflection (Cloete, A. 2017). From problems and struggles to successes and failures, each main character ventures despite deeply painful experiences, repeatedly from one person to another, continually using their mind and heart, often unaware of right or wrong, focusing on what lies ahead. Social relationships can be analyzed as a reflection of society, allowing viewers to examine human interactions, people's relationships with society, and human interaction with the environment, which can be considered an intriguing art form (Nascimento, 2019). Life mirrors society, and society mirrors life through people. In this regard, it can also be seen that in some selected social series, the roles of the characters focus on valuing themselves.

In short, every role played by the characters impacts the viewing experience, effectively conveying personal experiences, life situations, personal decisions, habits, and interactions with others and society. It indicates that each person can overcome both good and painful life events, proving that it is normal for people in society to handle any life situation. People face their social conditions and the challenges life imposes on them (Nascimento, 2019). It can be inferred that identifying various literary dimensions based on what is watched, heard, and read is not easy. Overall, it proves that literary dimensions, like psychological and sociological ones, prominently emerge in their respective events and aspects of human life.

## CONCLUSION

Overall, the findings of Marzuq's (2024) research highlight the importance of integrating visual media, such as short films, into classrooms, emphasizing their potential to enhance students' language skills, cultural competence, and overall educational experience. Studying a work of art is crucial to spark students' interest and ability to learn in an integrative, meaningful, timely, engaging, and thought-provoking manner. Stephen (2024) also articulated that critical thinking and the breadth of reasoning empower students to engage in higher levels of thinking and learning. Finally, strategies are offered to help students enhance their reasoning and critical thinking skills, as well as to create a conducive learning environment. Visual media can illuminate current experiences in ways that simple lecturing cannot (Radeloff, 2009). Therefore, social series have a significant impact on each generation, affecting people in different ways and producing various positive effects.

## RECOMMENDATIONS

Based on the findings and conclusions, the researcher proposes the following recommendations:

Value the viewing of content that addresses issues concerning Generation Z. Keep up with the interests and contemporary trends in Filipino teaching by analyzing the elements contained in a show.

Adapt the viewing experience and use elements such as the theme to serve as a launchpad for active class discussions focused on teaching and critical understanding of students.

Introduce and value short films as a form of media favored by the new generation, serving as a guide for critical understanding of moral values.

Deepen discussions on films by relating them to the current state of society, focusing on psychological and sociological dimensions and related readings.

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