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# Art and Social Psychology: An Example from the Animation "All for Love

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**Abstract:** Magazine style shots, warm and cold shots. What is love?" against a gorgeous, colorful backdrop. The most powerful label for the animated film "All for Love" is that it is worth watching. The man smoking in the cafe stares at the people outside the camera and asks "What is love?" This is a thought-provoking question. The internet meeting, the phone booth, the tinkling car in Causeway Bay and the homeless man on the street corner are all extremely common images in social life. The artists use art to reflect the psychology of people in the current environment. The artists use their artworks to reflect the psychological problems of society under the influence of different social environments. This paper attempts a new analysis of animation in terms of Marxian literary theory, art and social psychology.

**Keywords:** Marxian Theory of Literature and Art; All for Love; Art and Social Psychology.

## 1. Introduction

Animation is a product of the development of human society. Animation is not just a moving picture, it is a visual and sensory experience, but also a way to convey emotions to the audience. In today's rapidly developing society, animation has become more and more popular with adults, as it has become more and more free from the label of being under-aged and childish. The artistic style and attitude of the film touches people's perceptions and ideas without leaving any trace. It is only by placing the content and expression of All for Love in the context of the entire material production process and the complex social relations that we can dynamically examine its social relations that we can analyses the artistic values and social psychology of the work. Combining the characteristics of the Marxist view of literature and art, we start with the artistic form and social psychology that this animated work tries to reflect.

## 2. Art and Social Psychology

"Art begins when the artist reawakens in his own mind the feelings and thoughts he has experienced under the influence of the surrounding reality and gives them a certain graphic expression". A work of art is a work in which the artist explores and illustrates a certain problem in life through the depiction of a certain social context, an affirmation or negation of the ideals or beliefs or feelings of the members of society, etc. In short, art must be closely related to social psychology. In primitive societies, with their simpler social structures, human production and other material activities directly determined people's aesthetic interests, and art was often a simple re-enactment of these processes. In civilized societies, however, "each major step in the development of production causes a change in the social relations of people and, consequently, in their social psychology. The changes that occur in the social psyche must also affect more or less distinctly both the reflection of the social psyche in the first period and the question of artistic authenticity to art. The psychology of society is expressed in the works of art and literary interest of a certain period of time", "Art expresses people's feelings as well as their thoughts, but not in an abstract way, but with vivid images .....

## 3. Different Art and Social Psychology in Different Environments

### 3.1. Art and Social Psychology in an Intelligent Society

All for Love" is a film that uses a man smoking by the window to introduce the question "What is love?" (Figure 1). With the rapid development of technology and a socially intelligent society, will people be able to retain the beauty of human nature and love? And will technology bring us true love? Unfolding. If you look at this film as a true work of art. It is like a projection of love in a social environment, and it is this element that makes real art possible.




**Figure 1.** "What is love?"

In the countless warm and cold scenes, the director uses artistic techniques to express the psychological problems of society today. In the film, the people in the film cross each other's social pages and continue to match, even though they are face to face (Figure 2 and Figure 3), just like the reaction of

people in the current environment. Is this scene in All for Love also indicative of the increasing difficulty of accessing love based on the rapid growth of the internet and streaming media? People today do a lot of meaningless and superficial work, but many do not really have the psychological confidence to do so, and the psychology of chasing fragmented information in the age of streaming media far exceeds the search for love itself. This is a sad aspect of interpersonal socialization in the Internet age, and a psychosocial trend that cannot be avoided in the current social development.




**Figure 2.** The people in the movie are matched face to face




**Figure 3.** Matching and screening through mobile dating apps

Many works of art are influenced by social development and social psychology, and to a certain extent they also reflect the social psychology of the current social environment. The short film focuses on the question "What is love but what is love?" Love is a complex and indescribable thing, difficult to put into words, but it can be visualized. A man and a woman kissing in a lift (picture 4), a man and woman who pass by their crush and then turn around to catch up, a man and woman who are beside each other but continue to match (picture 5), an old man in front of a cemetery, the intention of the 15-minute film is not to define love, but to present the different kinds of love and the myriad of modern feelings in a social context. This figurative representation makes the whole work more realistic, like a mapping of the social psyche in the overall social environment. The so-called "mapping of the social psyche" comes from the fact that the whole film is based on what really happens in real life, and because of this "All for Love" is more of an exploration of the social psyche reflected in the overall social environment The first half of the film also expresses the psycho-social aspects of the present. The first half of the film also expresses the loneliness and the pessimistic attitude towards love that most people maintain in today's social environment, while the second half is precisely what the creators want to tell people through their artwork: "Don't obsess about where to go, choose what you think is right, live in the moment, create opportunities, pursue love and enjoy every moment of your life. " (Figure 1 - Figure 7)



**Figure 4.** A man and a woman kissing in a lift




**Figure 5.** A man and woman who are beside each other but continue to match




**Figure 6.** The idea that the creator communicates to the public through his lines (1)




**Figure 7.** The idea that the creator communicates to the public through his lines (2)

## 3.2. Art and Social Psychology in the Context of War

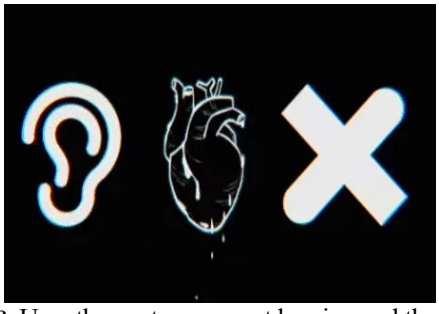


**Figure 8.** Uses the ear to represent hearing and the heart to represent the shape of the lake



**Figure 9.** The shape of the tree in relation to religion



**Figure 10.** The colour of the horses and armour to distinguish status

In the short film "Jibaro", the third season of Love, Death and Robots, the new film from the director of All for Love, the director uses the ear to represent hearing (the way the banshee attacks in the film), the heart to represent the shape of the lake (which is where things happen) (fig. 8), the shape of the tree in relation to religion (fig. 9) and the colour of the horses and armour to distinguish status (fig. 10), all of which convey to the viewer the social context in which the events take place social context. After the demoness is scraped and passes out, the lake appears as a mass of blood, like it has supernatural powers and an autonomous consciousness. The heroine emerges from the lake unconscious, like a puppet on a string, feeling controlled by something. So, it's supposed to be the lake that heals her, empowers her, and protects her. So, when the hero miraculously regains his hearing and smiles after drinking the blood water from his otherwise deaf ears, it makes us wonder why the hero, who has acquired the treasure, does not smile until he regains his hearing? In an environment of obvious hierarchy and social warfare, what is the most important thing in people's minds? Health? Money? The banshee has always been a symbol of evil in the popular view, but how is the voice of the banshee not a form of self-preservation, which is her domain? She may not be a banshee, a demon or a devil, she may be a girl who is beautiful, who has a beautiful voice, who dances beautifully, who even fantasises about love, who is shy, who cries, who is no different from ordinary girls except for her powers and the scales on her body. The ugly ones are the outsiders, greedy, evil, barbaric and rude. The whole film reflects the changes in social psychology in a war environment. It is easy to see from the artworks of the same director that different artworks reflect different social psychologies. The social psychology of an intelligent society is often a desire for emotions and human feelings, while the social psychology of the war era is a disgust for the invaders, a peaceful environment and a desire for a healthy body.

# 4. Marxian Literary Theory-style Metaphors

The girl jumping from a building, the people kissing through the glass in a high-rise, the social window in Tsim Sha Tsui Central, the silence by the sea and the anxious waiting outside the ward. In the short film, the director uses a unique artistic approach to bring all these to life, reflecting both the psychological transformation of society brought about by scientific and technological development and social intelligence and expressing the director's psychological hope for love and beauty. The skyscrapers, the cities, the social software, the colourful neon lights all remind us how not to get lost in the jungle of illusory technological products and modern technology and how we should maintain a good social psychology in the face of a fast-moving modern society and an intelligent social environment. Art, of course, also reflects the phenomena of human material life, but more and more, it reflects the social psychology of the phenomena of life. On the one hand, the author praises the development of science and technology, but on the other hand, he also asks about good emotions. The problem of men and the colours that they think represent their own selves are in fact a struggle over cultural values, with one side representing developed technology and the other representing modern, pessimistic love.

# 5. Concluding Remarks

No matter what the social background of the artwork is, the social authenticity of the artwork is essential, and it is the most fundamental one to reflect the social psychology. As far as art is concerned, as long as a certain social psychology exists objectively, it can be reflected in works of art, regardless of its universality and advancement. Thus, works of art are, to a certain extent, a reflection of social psychology.

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