

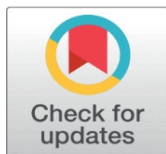
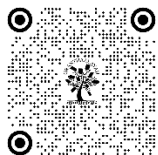
## CINEMATIC DEPICTIONS OF BUSINESS: REALISM, ETHICS, AND EDUCATION

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## ABSTRACT

This study examines how business language and context are depicted in select movies, as well as their representations, accuracy, and impacts on educational relevance and societal perception. Through a comparative analysis, this study analyzes diverse communication styles, leadership dynamics, and ethical considerations in movies such as "The Social Network," "The Wolf of Wall Street," "Office Space," "The Big Short," and "Margin Call." To assess the realism of their depictions of real-world situations, this study analyzes how these movies portray business scenarios within popular culture. Furthermore, it explores how cinematic representations influence perceptions of business ethics, practices, and leadership, providing insight into how movies affect societal attitudes about business. Finally, the study highlights how analyzing cinematic portrayals of business language and context can enhance critical thinking skills among students of business and enhance ethical awareness. The results of this research have highlighted the nuanced and multifaceted nature of cinematic representations, and their educational value has been highlighted.

**Keywords:** Cinematic Representations, Communication Styles, Ethical Considerations, Leadership Dynamics, Realism in Movies, Educational Relevance

## 1. INTRODUCTION

It is important to analyze movies' business language and context because they influence perceptions of and understandings of real-life business practices [Smith \(2018\)](#). The depiction of business scenarios, communication, and language in films provides a platform for exploring societal norms, values, and professional environments. The importance of this analysis lies in its impact on popular culture, its reflection of societal attitudes toward business, and its impact on audience perception. [Brown \(2019\)](#).

Various aspects of life, including business, are influenced by movies as a form of popular culture [Thompson \(2017\)](#). They allow audiences to gain insights into corporate dynamics, negotiation strategies, leadership styles, and language use in professional settings. As a consequence, examining the portrayal of business language and context in movies becomes a lens through which we examine societal perceptions of the business world.

From Wall Street firms to small startups, these cinematic representations often depict diverse business environments, each with its own culture, communication styles, and hierarchies [Smith \(2018\)](#). *The Wolf of Wall Street* and *"The Social Network,"* for example, show contrasting depictions of high-risk financial sectors and entrepreneurship, respectively, illustrating different business landscapes. Furthermore, analyzing business terminology, jargon, and communication styles prevalent in different industries can be uncovered through the analysis of business language and context in movies [Brown \(2019\)](#). Films such as these often illustrate how language shapes interactions and influences decisions in business relationships, negotiations, and decision-making processes.

Cinematic portrayals have a greater impact than mere entertainment; they affect societal perceptions of business practices [Thompson \(2017\)](#). It is possible for movies to perpetuate stereotypes or misconceptions about corporate culture, leadership styles, and ethical practices in the workplace. Viewers' perceptions of business can be distorted by films that sensationalize unethical behavior or show unrealistic success stories.

In order to understand how cinematic representations might differ from reality, this analysis is crucial. Films often use exaggeration or oversimplification in their portrayals of business environments in order to engage and entertain. Consequently, scrutinizing these representations assists in determining whether cinematic storytelling is in balance with accurate portrayals of real-world business scenarios [Smith \(2018\)](#). Business students can gain a wealth of knowledge by analysing business language and context in movies. In addition to developing critical thinking skills, these representations allow students to compare cinematic portrayals of real-world business scenarios with those in cinema. In addition, students become more aware of the impact that media may have on business ethics, decision making, and leadership as they explore the influence of movies on society's perceptions of business practices.

## 2. OBJECTIVES

This study has the following objectives:

- 1) Investigate how popular culture depicts business language, communication, and environments.
- 2) Evaluate the accuracy and realism of movies' depictions of business practices, communication styles, and language.
- 3) Examine how movies shape societal attitudes towards business practices, ethics, and leadership.
- 4) Study cinematic depictions of business language and context with the goal of enhancing critical thinking skills and ethical awareness among business students.

### 3. REVIEW OF LITERATURE

A growing number of educational and professional contexts use business movies to enhance their language communication skills. Using controversial films to teach business communication ethics has been advocated by [Berger & Pratt \(1998\)](#) as an effective means of stimulating critical discussions surrounding language use and ethical dilemmas within the workplace. Similarly, [Champoux \(2004\)](#) highlights the importance of utilizing film resources in human resource management education, arguing that visual narratives in movies offer an immersive experience, helping students grasp communication dynamics and diverse workplace interactions.

According to [Champoux \(1999\)](#), films have a unique teaching potential that transcends traditional teaching methodologies. Through this approach, communication styles, leadership behaviors, and interpersonal interactions in various business scenarios can be observed and analyzed in a rich visual medium. The infusion approach to diversity through motion pictures is also underscored by [Bumpus \(2005\)](#), emphasizing how films can reshape management education's understanding of diversity and communication.

[Berger \(2005\)](#) and [Bailey & Ledford \(1994\)](#) also emphasize the importance of media analysis techniques and feature films in instructional settings, advocating their use to enhance language skills and critical thinking abilities. Communicating effectively in business contexts requires an understanding of verbal and non-verbal cues, and how language is used effectively.

In addition, [Daly \(2002\)](#) discusses the connection between film and reflective learning, suggesting that films offer learners opportunities to analyze and evaluate communication styles and the impact they have on organizational dynamics. Within the realm of business studies, educators can use movies to facilitate discussions, promote critical thinking, and enhance students' language skills.

### 4. METHODOLOGY

Various variables pertinent to business language and context were analyzed in this study using a systematic methodology. A comprehensive examination of business settings, industries, time periods, and genres is the basis for selecting movies. Among the key variables identified in each film are communication styles, business environments, and the portrayal of leadership and decision-making. Various categories and criteria have been developed to systematically code and evaluate each variable in a structured content analysis framework. During the data collection process, selected movies are watched methodically, with notes being taken and time stamps being recorded. Afterward, data is systematically organized and compared across movies through a rigorous coding and analysis process. Based on the findings, conclusions are drawn regarding the accuracy, realism, and thematic representation of business language and context in cinematic depictions. Validity and reliability are ensured through inter-coder reliability checks and clear justifications for interpretations. In addition to triangulating methods to enhance robustness, the study discusses the implications of the findings for real-world business situations.

- **The Social Network (2010)**

In "The Social Network," Mark Zuckerberg recounts how Facebook's early days were and how he became an entrepreneur. Technology-driven communication

styles are emphasized in the film. Business dealings are often ruthless and require sharp and intense dialogue exchanges that reflect ambition and intelligence. As the movie blends technical jargon with relatable human interactions, it illustrates how power struggles and ethical dilemmas affect startup culture, while navigating personal conflicts and legal proceedings forging a successful business.

- **The Wolf of Wall Street (2013)**

"The Wolf of Wall Street" depicts the high-stakes world of stockbrokers and financial markets in the 1990s vividly. According to the film, traders communicate aggressively and manipulatively through persuasive pitches, charismatic yet morally questionable leadership, and excessive lifestyles. There is a culture of achieving success at any cost as well as an environment driven by greed. It illustrates the allure of wealth and power as well as the moral and ethical ambiguities within the financial industry through the use of financial jargon and sales techniques.

- **Office Space (1999)**

Despite mundane corporate office settings, "Office Space" humorously portrays monotony, bureaucracy, and disillusionment. Employees are frustrated by redundant tasks, meaningless corporate jargon, and a stifling work environment in the film. Using witty dialogue and relatable scenarios, it satirizes the lack of communication, uninspired leadership, and disconnection between management and workers, reflecting on the absurdities of office culture.

- **The Big Short (2015) & Margin Call (2011)**

Both "The Big Short" and "Margin Call" focus on financial crises during high-pressure times, including the 2008 financial crisis. To simplify complex concepts for the audience, these films use technical financial jargon and detailed explanations. Those involved in high-stakes financial dealings face ethical dilemmas and consequences due to the urgency, tense decision-making processes, and professional language used within the finance industry.

- **Analysis of Business Variables**

**Table 1**

| Table 1 Analysis of Business Variables Across Select Movies |  |  |   |                               |
|---|--|--|---|-------------------------------|
| Variables   | The Social Network                           | The Wolf of Wall Street                | Office Space                              | The Big Short                 |
| Communication Styles  | Innovation-driven, sharp dialogue            | Aggressive, persuasive pitches         | Monotonous, office politics               | Simplified financial jargon   |
| Business Environments                                       | Startup culture, legal disputes              | High-stakes financial industry         | Bureaucratic corporate setting            | Financial crisis depiction    |
| Leadership & Decision-Making                                | Entrepreneurial leadership, ethical dilemmas | Charismatic yet ethically questionable | Disengaged management, lack of leadership | Ethical dilemmas in crisis    |
| Jargon & Professional Language                              | Industry-specific language blend             | Financial industry-specific jargon     | Corporate jargon, meaningless terms       | Simplified financial concepts |

Across the selected movies, the [Table 1](#) illustrates communication styles, business environments, leadership, and decision-making methods, as well as the use of jargon and professional language. Based on the context of the business world, each movie presents distinct characteristics and depictions of these variables.

## 5. RESULTS

- 1) Popular culture portrays business scenarios in a variety of ways, based on an analysis of select movies. Business settings were depicted in a variety of ways, including communication styles, environments, and leadership dynamics.
- 2) Business practices, communication styles, and language were depicted in movies with varying degrees of accuracy and realism. Others tended to dramatize or exaggerate certain aspects of real-world business contexts in order to achieve cinematic effect.
- 3) Business ethics, leadership, and business practices are greatly influenced by the cinematic representations. Viewers' perspectives may be influenced by movies that emphasize specific behaviors or ethical dilemmas within the business world.
- 4) Cinematic representations of business language and context are of considerable educational value. In addition, it enables students to critically assess and analyze various communication styles, ethical considerations, and decision-making processes depicted in movies.

Figure 1

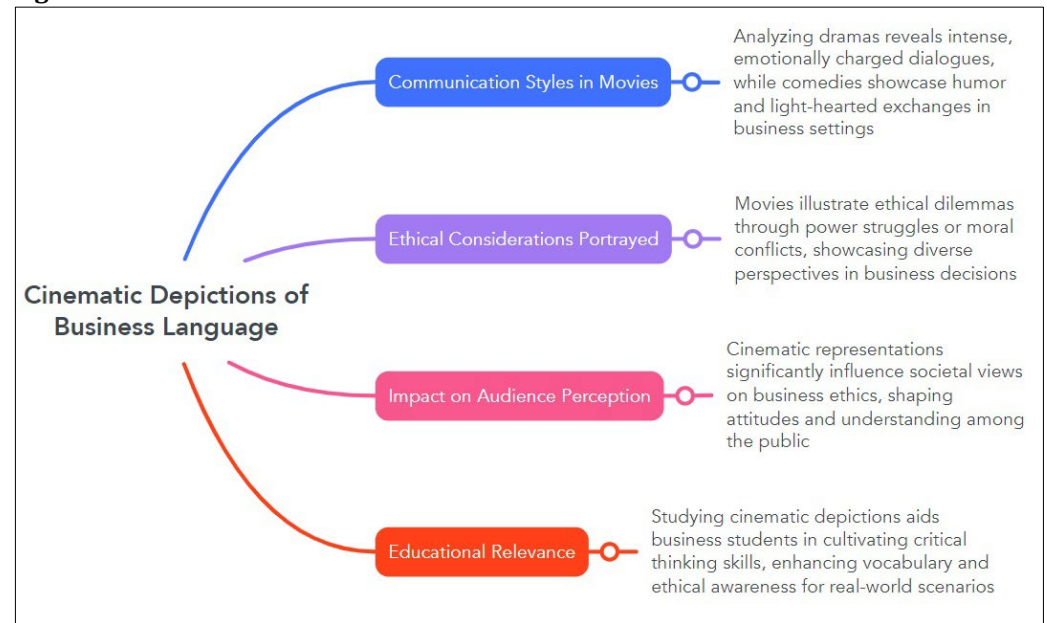


Figure 1 Results of the Analysis of Business Language

## 6. CONCLUSION

This study has illuminated the diverse and multifaceted representations of business in popular culture through the analysis of business language and context in selected films. In various business scenarios, these cinematic portrayals provide a lens through which to understand communication styles, leadership dynamics, and ethical considerations. In some films, realism and dramatization are combined for entertainment value, focusing on specific aspects of real-life practices. It is impossible to understate the effect of these cinematic representations on audience perceptions of business practices, ethics, and leadership. Besides providing valuable

opportunities for business students to improve critical thinking skills, refine ethical awareness, and navigate the complexities of professional environments with a more nuanced understanding, these depictions have educational relevance beyond mere entertainment. People can gain insight into the multifaceted nature of business scenarios by critically engaging with these cinematic narratives, while acknowledging the influence these portrayals have on societal attitudes towards business.

### **CONFLICT OF INTERESTS**

None.

### **ACKNOWLEDGMENTS**

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