

On the Influence of Film and Television Works on the Mainstream Ideological Education of College Students

Ruichan Fan

Xi'an Peihua College, Xi'an, Shaanxi, 710125, China.

Abstract: Doing well the mainstream ideological work of college students is not only related to the students' future development prospects, but also directly related to the long-term stability of our party and country, which directly determines whether a nation has its centripetal force and cohesion. Firstly, this paper expounds the importance of mainstream ideological education, carefully analyzes the influence of film and television works on the mainstream ideology of college students, and makes an in-depth discussion on how to use film and television works to guide the healthy development of college students for reference.

Keywords: Film and television works; Mainstream ideology; Education; Affect

Fund Project: This paper is based on the "Ideological and Political Course" demonstration project of "Micro Film Creation" of Xi'an Peihua University in 2021; This paper is based on the 2021 school level education and teaching reform research project: Research and practice of the provincial first-class curriculum construction of Micro Film Creation. The project approval number is PHJG2145.

Introduction

College students spend a long time in film and television works, which directly impact their emotional growth through the vivid and intuitive visual experience in the works. In the process of watching films and TV works for a long time, under the subtle influence, college students' values, outlook on life, world outlook, attitudes towards marriage and love, ways of thinking, behavior, etc. may be changed. We need to be alert to the negative effects of bad works, so it is very necessary and urgent to ensure that films and TV works have a positive role in guiding the mainstream ideology of college students.

1. The Importance of Mainstream Ideological Education

The term "ideology" was first seen during the French Revolution. Experts and scholars at home and abroad have different views on its definition, but there are some similarities in the interpretation and understanding of it. A widely recognized view is that the ideology reflects the ideological superstructure of the economic foundation, and the ideological concept system with political ideology as its core content serves the ruling class and represents the ideology of the ruling class. In the ideology of a society, mainstream ideology and non-mainstream ideology will inevitably coexist^[1].

2. The influence of film and television works on the mainstream ideology of college students

The current film and television works, including films, TV plays, and other new media programs, are the art of combining photography and sound to convey vision and hearing to the public. As a media with a wide audience, film and television works, in addition to the characteristics of large communication scope, fast communication speed and carrying large amount of information, also attract the audience's love and pursuit for their intuitive forms of expression. In the film and television works, dance, comedy, stage, education and other contents can be embodied. While attracting more audience groups, it also contains strong appeal. In the process of watching its works, the audience is easily moved by the various ideas hidden and conveyed in it, and will also imitate and learn in their own speech and behavior^[2]. As a result, some college students who have weak information discrimination ability, less social life experience and strong imitation ability are easy to change their thinking ideas and lifestyles under the guidance of film and television works. It can be seen that film and television works are effective communicators of culture and ideas, as well as practitioners of the education of the three outlooks of college students.

Maintaining concern and healthy guidance for college students'ideology is the basic work that colleges and universities and teachers need to focus on.The task of this work is to ensure that Marx's guiding position in the mainstream ideology of college students is not shaken,and that he can adhere to the correct ideological basis without deviating.In today's era,all kinds of ideological trends are rampant in the world,and various forms of cultural concepts are clashing fiercely and frequently.The forms of related struggles in the international ideological and cultural field are complex.Some western countries regard China's development as a challenge to their own values and systems,so they often conduct ideological infiltration and ideological guidance in all aspects of China.The valuable group of college students is the hope for the future development of the country and the successor to the cause of socialism with Chinese characteristics.From another perspective,it is also very likely to become the target of various opposition and hostile forces.

3. Relevant paths to guide the healthy development of college students'mainstream ideology

3.1 Occupy Internet,new media and other publicity positions

At present,many young people have a low interest in mainstream media,and a lot of information is obtained through the Internet,new media and other means.We will prevent and attack malicious infiltration and attacks,and organize relevant forces to refute and counter some of the films and TV works filled with serious wrong ideas.

There is a big difference from traditional media.The publicity form of the Internet and new media is not one-way or indoctrination,but a two-way and multi-directional communication with strong interaction.The audience group of traditional media is often passive in receiving information,and the influence and voice of the audience group on the content of traditional media is extremely small.However,with the increasingly extensive application of the Internet and the emergence of new media,the identity of the information audience as the information disseminator is determined by the interactivity of communication,and the way of information communication has become increasingly diversified.It has been welcomed and loved by college students,rooted in and integrated into the life and learning scenes of college students.For this phenomenon,we should not only stick to the traditional media communication position,but should actively seize the propaganda position of the new Internet media,master the leading and initiative of public opinion,publicize the works with the theme and positive energy,and guide college students to consciously and voluntarily resist and prevent various erroneous thoughts and negative ideologies.

3.2 Focus on purifying the film and television culture market

Some cheap film and television works were introduced into China,which not only destroyed the stable and orderly operation of the film and television culture market,but also caused some negative effects on college students,making them unable to establish healthy values.The government and relevant departments should strictly control the examination and approval of the current situation of the film and television cultural market,which is characterized by uneven works and poor quality,strengthen the rectification of the non-compliance,and resolutely crack down on the film and television works with weak review and unhealthy content,so that the market order can be strictly regulated and managed.Review and supervise the qualifications of relevant employees to prevent various violations,establish a good order in the film and television market,and thus reduce the inducement and corruption of bad film and television works on college students'minds from the source.

4. Conclusion

As a carrier of current film and television culture,film and television works have many forms of communication,and the ideas and values contained in the works will be conveyed to the audience during the communication process.With the rapid development of film and television works,studying the influence of film and television works on the mainstream ideology of college students and improving and perfecting it in relevant work will help shape the lofty ideal of college students and promote the construction of social harmony in China.

References:

- [1]Wu Yue.Research on the Application of Theme Film and Television Works to the Education of College Students'Socialist Core Values[D].Northeast Normal University,2019
- [2]Li Shuanggui.The influence of film and television works on college students'ideology in the context of new media and countermeasures[J].Journal of Jiamusi Vocational College,2020,36(4):2

About the author:

Ruichan Fan (1988.06-),Han nationality,female,Yuncheng,Shanxi,master's student,lecturer,research direction:film and television culture communication,film and television creation.