

Explore the Impact of Micro-films on the Cultural Construction of College Campuses

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Abstract: In today's society, micro-films have been loved and favored by college students due to their advantages such as low production cost and strong interest, and more and more students have begun to create and shoot campus micro-films, which also provides new development ideas for the cultural construction of colleges and universities. Starting from the basic concept of micro-film, this paper explores the influence of micro-film on the cultural construction of college campuses through the analysis of the characteristics and development background of micro-film as an art form.

Keywords: Universities; Microfilms; Campus culture construction; Effect

1. Introduction

In all teaching management work of the university, the construction of campus culture has always been an important aspect. College campus life is colorful and has rich micro-film shooting materials. College students actively create campus micro-films, which is not only conducive to the comprehensive development of students' quality, but also can improve students' sense of identity with campus culture, and then promote the innovative development of college campus culture construction. Therefore, the majority of colleges and universities should make full use of this favorable condition to make micro-film art an important force to promote the construction of school culture.

2. The Connotation and Characteristics of Micro-film Art

Micro-film is a kind of small film suitable for people to watch in the passage or short leisure time, usually spread on different new media platforms. Like other types of films, micro-films need to have a complete shooting planning and production system, as well as a complete plot. Under the background of the rapid development of information technology, the form of fragmented projection makes micro-films well meet the viewing habits of contemporary people and become a very important form of video art.

Generally, micro-movies are between a few minutes and half an hour long, and usually no more than an hour. And the production cycle of micro-movies is often relatively short, ordinary micro-movies can be produced within a week or weeks, and the investment will not exceed tens of thousands of yuan. To put it simply, the characteristics of micro-film art are "three micros", that is, micro-time projection in time, micro-time period in production, and micro-time in investment. This allows the film art of the once Yangchun Baixue to enter the university campus, because of its low production threshold, wide shooting subject matter, and strong interactivity, which is very in line with the call of college students for spiritual freedom and personalized expression in the new era.

3. The Advantages of Micro-film Dissemination

3.1 Competition in Internet Video Platforms

In the context of the information age, all kinds of video software is an important platform for the dissemination of film and television works, and network communication has also become an important way for the dissemination of film and television works. In the film and television market, the competition between major portals and film and television websites is extremely fierce, the copyright price of popular film and television works is rising, and at the same time, there is a high degree of homogeneity in online video competitions. In this case, high copyright purchase fees bring about a significant increase in operating costs. Therefore, if all kinds of online videos want to attract more attention, they must seek different development methods to improve their competitiveness. In the face of the fast-paced living environment of modern society, making micro-films is a feasible method. Self-made micro-movies not only have low cost, but also ensure that the website has more initiative in operation, so there are also many micro-video software today, which is constantly affecting people's life and learning activities ^[1].

3.2 Updating Film and Television Production Technology

With the progress of society, especially the rapid development of film technology, various technical obstacles have disappeared, and the procurement cost of film shooting and production equipment has dropped significantly. Thanks to this, even ordinary people without any professional technical knowledge can use cameras or mobile phones to shoot short films, and the art of micro-films with popular characteristics has obtained extremely key development opportunities.

At present, with the increasing maturity of media technology and the popularization of intelligent equipment, more and more people have begun to try to shoot and release miniature movies, and many college students are also recording campus life stories in their own way and transmitting campus culture. This not only provides new development ideas for the cultural construction of college campuses, but also provides a direct impetus for the development and growth of micro-films.

3.3 Fragmented Reception Patterns of Information

On the one hand, micro-films have all the characteristics of film art, such as the twists and turns of the storyline, the touching picture and the unique filming techniques of traditional films, and high-quality micro-film works increasingly appear in the audience's field of vision. On the other hand, compared with ordinary movies, micro-movies have fast plot transformation, concise character dialogues, and the audience can quickly obtain key information, so they have gradually become an important means in the process of introducing character stories, promoting traditional skills, and spreading urban culture. Grasping the development trend of the times and the psychological characteristics of young students, and using modern technology for the creation and dissemination of micro-films, will play a key role in the construction and inheritance of college campus culture.

4. The Impact of Micro-films on the Cultural Construction of College Campuses

4.1 Encourage Students' Emotional Expression

Campus cultural activities have the characteristics of consciousness, modern society provides a good communication environment for micro-films, and colleges and universities and students can create a good campus cultural atmosphere through their own creations, reflecting the complex psychology of contemporary college students and the richness of school life. Micro-film is a creative work, in the film created by students, showing the ideal and pursuit, can make the viewer feel a heartfelt emotion, but also reflect the characteristics of school culture.

College students create a series of miniature films that show campus culture, which is not only a tempering of comprehensive practical ability, but also a reflection of their own value. In the process of creating the micro-film, students' information literacy and teamwork skills are also exercised, which is good for the students' physical and mental health development.

4.2 Enriching the Content of Campus Culture

Campus culture is a group culture, and the important role of students in the construction of college campus culture cannot be ignored. In terms of the construction of campus culture of schools, in order to achieve innovative development in the context of the new era, we should actively develop new campus cultural content, such as the creation of campus micro-films. In the process of students conceptualizing, shooting, making and watching micro-films, they can form a more accurate understanding and deeper understanding of campus culture, and improve the recognition of college students with school culture, increase the cohesion of the school, and enrich the campus culture of the school.

First of all, most of the campus micro-movies are based on real campus life, students can resonate with the characters in the film, and in the process of watching, they will unconsciously stimulate inner resonance, thereby generating self-worth identity. The characters, storylines, and spiritual meanings presented in the campus micro-movies are subtly infecting every student, and promoting campus culture through this form can better adapt to the information reception habits of college students, and realize the effective penetration of excellent campus culture into teachers and students in interesting movie-watching activities.

Secondly, short films shot on college campuses are both entertainment and cultural exchange. College students can process real campus stories in an artistic way, integrate their subjective thinking with objective analysis, realize the innovative development of the cultural connotation of college campuses, and convey positive and valuable information to the audience. In this process, not only the connotation of campus culture can be further enriched, but also the efficiency of campus culture construction can be improved^[2].

4.3 Increase the Vitality of Campus Life

Through the creation of campus micro-films, it can not only enable the majority of college students to improve their imagination and

creativity, but also inject a vigorous vitality into the campus, show the youthful vitality of the college campus, and effectively publicize the campus characteristic culture through the wide dissemination of the film. In school, students not only learn from books, but also carry out various practical activities to improve themselves, and making micro-films can provide such a platform for students. Under the correct guidance, students are willing to spend more time in the practice of making micro-films, which can not only exercise students' professional skills in film creation, but also gradually form a positive campus atmosphere, cultivate students' sense of innovation, and let students learn and live in a good campus environment.

5. Conclusion

In modern society, the way of information dissemination and acquisition shows diversified characteristics, but whether it is all kinds of news information, or various short videos in video apps, the way people receive information gradually reflects the trend of fragmentation. In addition, the pace of life of modern people is becoming faster and faster, the pressure of study and work is relatively large, and most people hope to achieve the purpose of relaxation and leisure by browsing online videos. Due to its prominent theme and short duration, micro-movies can well meet people's fragmented viewing needs of films and conform to the viewing habits of modern audiences. Therefore, colleges and universities should make good use of the positive role of micro-film in the construction of campus culture, realize the innovation of campus cultural connotation through various means, and promote the wide dissemination of excellent campus culture.

References

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