Reflection on the Influence of Entertainment of Mass Culture on Ideological and Political Education of College Students

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Abstract

The rapid popularity and wide spread of popular culture has an important impact on college students' life, study, thinking mode and spirit.Among them, the entertainment of mass culture has a negative impact on college students' distorted values, irrational consumption and the psychology of keeping up with the joneses.This requires college students to correctly identify the mass culture, set up the right values.Colleges and universities should cultivate and practice the core socialist values, attach importance to the construction of campus culture, and the government should strengthen the supervision of culture to create a good social environment.

Keywords

Mass culture; Entertaining; Influence; Thinking.

1. Foreword

As a soft power, culture is the root of a country and a nation. To realize the great Chinese dream of becoming a great cultural power, we must constantly promote the development of culture and maintain its innovative capacity. In the 1980 s, the Chinese people political enthusiasm began to ebb, consumerism concept began to permeate in the process of the creation and dissemination of culture, mass culture in domestic popular and widely spread quickly, and the elite culture, mainstream culture become an indispensable part of people's life, and affects people's value orientation, consumption idea, cultural accomplishment and way of life. Popular culture is a daily cultural form that is operated by mass media (mechanical media or electronic media) according to the law of commodity market, aiming at making a large number of ordinary citizens obtain emotional pleasure. In this sense, popular poetry, newspaper serials, bestsellers, pop music, TV series, movies, advertisements and entertaining mobile apps all belong to popular culture. With the development of Internet technology, the Internet has become a new communication force, and mass culture has been flourishing ever since.

2. The Reasons for the Rise of Mass Culture

2.1. Changes in Social Contradictions -- The People's Urgent Need for Material, Spiritual and Cultural Needs

General secretary Xi Jinping pointed out in his report to the 19th national congress of the communist party of China (CPC) that "socialism with Chinese characteristics has entered a new era. The principal contradiction in society is the contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development." Such imbalances and inadequacies not only include the lack of emphasis on the quality of economic development in the past, but also the imbalance and inadequacies caused by the excessive emphasis on economic development and the neglect of social, cultural and ecological development. The

chairman of pangu think tank believes that after the 19th CPC national congress, China will enter a new stage of all-round development. And this kind of change just reflects people's urgent need for culture, under this condition, mass culture will also usher in the climax of development.

Mass culture is the companion of the growth of civil society under the socialist market economy. Mass culture corresponds to the society of citizens, indicating the normal and reasonable needs of citizens in a well-off society. In the economic globalization of the surf and the Internet, radio, television and other means of communication, caused the impact of no small. Of course, this also requires a process, in the primitive society there is only tribal culture. With the appearance of the class society appeared the opposition between elite culture and popular culture, in the 90 s, scholars have realized the change of The Times, they started the "saint outside the king" in culture, sense of mission and sense of responsibility, and spread his ideas to the society as a whole, and spread the thought of western freedom, democracy, equality, and this new ideas quickly into in the ears of the people social wind has turned to mass culture. After entering the stage of industrialization, the rapid development of mass media makes mass culture enter the historical stage as the mainstream culture.

2.2. Background of Globalization -- Trend of Diversified Development

With the implementation of the reform and opening up policy in the 1970s, China's social development changed from a closed and single cultural pattern to a diversified one. After the reform and opening up, the national economy presented a situation of a hundred flowers blossoming, and the living standard of the people improved continuously. With the opening up of the country, the western values, life style and life concept have also entered the country. Suit, western food, perm and so on popular, popular culture is also in this kind of imitation of the development.

Since China's economic integration with western economies, it has also affected the consumption structure of its citizens. People's single life consumption has shifted to a diversified consumption structure. For example, movies used to be enjoyed only by a small number of rich people, and only a few studios are qualified to make movies. Now more and more people are willing to spend money and time to enjoy these two hours. Movies are talked about by more and more people and become one of the main products of People's Daily consumption. The most important reason, of course, is the liberation of people's minds. The liberation of the mind means the co-development of multiple cultures and the breaking down of mono-ideology. In such an open form, interesting, healthy and easily accepted culture will naturally take over the mainstream.

2.3. Means of Communication -- Scientific and Technological Revolution Is Constantly Updated

In today's society, modern information technology, represented by the Internet, big data and artificial intelligence, is changing with each passing day. A new round of scientific and technological revolution and industrial transformation are advancing vigorously. The rapid development of the intelligent industry has exerted a significant and far-reaching impact on economic development, social progress and global governance. Every development of science and technology pushes human society forward. Since the 20th century, mass culture has developed at an unprecedented speed due to the large-scale application of modern technology. The deep integration of mass culture with science and technology will change the content and artistic style of mass culture communication and promote mass production and consumption. Among them, mobile Internet has become the core power of information dissemination, knowledge dissemination, media interaction and communication. The Internet has been

integrated into every aspect of people's social life, profoundly changing people's production and lifestyle.

3. Toughts on the Influence of Mass Cultural Entertainment on College Students' Ideological and Political Education

Entertainment is an important feature of mass culture, which is not only an important driving force for the rapid development of mass culture, but also to meet people's demand for mass culture. With the development of Internet technology, people's life has undergone profound changes, steel and cement, commodity marketing are revealing the urban atmosphere. Bozeman, an American scholar, drew the conclusion of "entertainment to death" in his research on mass culture, and even expressed the emotion that "there is no other industry except entertainment" in this society. College students are in the critical period of value formation, the rapid development of mass culture is full of many bad culture, prone to blindly follow the trend, irrational consumption, comparison and other psychology; In particular, the rapid development and popularization of market economy and the improvement of residents' consumption level tend to breed some consumerist culture, leading to the departure of college students from the socialist core values and the emergence of hedonism. For example, the phenomenon of campus loan in recent years is that the spread of mass culture leads to the irrational consumption behavior of young college students, which endangers the life and property safety of college students. This requires contemporary college students to constantly understand the entertainment of mass culture, enhance their ability to judge mass culture, and change cultural values.

3.1. Establish Correct Values and Improve Self-Cultivation

3.1.1. Enhance Identification Skills

University is the bridge connecting the whole knowledge content and social practice. In college life, can not and the past high school life just blindly accept the knowledge they come into contact with. Faced with all kinds of rich information received in universities, college students should look at the essence of information and understand what information really wants to convey. It should be clear from these messages whether the message is the mainstream culture we need, in line with the core socialist values. Keep your eyes open in the information wave, and learn to distinguish the cultural information hidden in the video, picture and text, which influences your thinking imperceptibly.

3.1.2. Balance Play Time with Study Time

Contemporary college students are very dependent on the Internet. Especially mobile phones, according to the survey, college students spend more than 50% of their time on mobile phones every day. The influence of various short videos and tweets on the Internet is greater than what students learn in class. This requires college students to make a plan for their daily schedule. There must be a clear prioritization between learning professional knowledge and playing. Secondly, it is better for college students to play entertainment games online after they finish their study and work. Last but not least, college students should be single-minded and give up the habit of reading mobile phone messages in their study and work so as to improve their study and work efficiency.

3.1.3. Form the Right Values

Contemporary college students in the Internet developed era, they are faced with a large number of rich mass culture. These popular culture reflects some of the ideas, relatively easy to influence the values of college students. For contemporary college students, social software in mobile communication is indispensable. However, the social software based on short videos and the disguised enjoyment of life (i.e. hedonism) propagated by some videos are not

consistent with the socialist values of advocating diligence and thrift. When receiving mass culture, college students should not only entertain themselves, but also rationally consider the contents of distorted thoughts reflected in it. For those dross, college students should abandon it, can't blindly follow the trend, distort their own values. Instead, we should absorb the culture that is truly valuable to us in the complicated mass culture to help us form the right values.

3.2. Correctly Guiding the Understanding of Popular Culture and Continuously Strengthening the Promotion of Positive Values

3.2.1. Guide Students to Correctly Understand Popular Culture

Colleges and universities always adhere to the leading role of marxist theory in ideological and political education, adhere to the path of socialism with Chinese characteristics, ideological and political teachers and counselors in colleges and universities guide college students to correctly understand mass culture and improve their discrimination ability. Contemporary college students learn more knowledge and skills related to their major in school, and have limited knowledge of humanities and social sciences. Therefore, college students still lack the ability to understand social knowledge. Colleges and universities hold special lectures, high culture into the campus and other activities to guide college students' value orientation and understanding of culture. College education should help students correctly analyze the mass culture reflected in entertainment and games, and rationally and objectively accept the meaningful values in the mass culture.

3.2.2. Strengthen the Propaganda of Correct Values

Since the 18th CPC national congress, the central government has attached great importance to the socialist core values as the common value pursuit of all the people. As not only a place to impart knowledge and life skills, but also a place to spread positive social norms and values, colleges and universities should integrate the cultivation of socialist core values into every student's daily ideological and political education. Colleges and universities can make students learn correct values through monthly theme class meetings and play positive videos, and cultivate patriotism through watching movies and TV cultural works about patriotism. Secondly, the school can use the school's microblog, WeChat and other public accounts to publish some articles with good connotations and in line with socialist values. In this way, students can browse the public account in their spare time to read, so that their thoughts are influenced subtly. The school can also post some domestic and foreign current affairs and politics on the campus from time to time, so that students can learn about real-time politics and cultivate correct values through the attitude of "the rise and fall of the world, everyone has responsibility".

3.3. Strong and Effective Network Supervision Is the Guarantee to Improve The Network Cultural Environment.

3.3.1. Strengthen Supervision and Management of the Network

In the Internet developed modern society, everyone will be in touch with the network. Due to the universality and diversity of the Internet, the general public is in the information trend and is easily influenced by some information conveyed by the public on the Internet. Therefore, on the basis of the existing network security, but also need to continue to strengthen.

First, the government needs to step up cyber police patrols. Through understanding found that after the implementation of the network police network, the network of some bad influence reduced a lot. Therefore, we suggest that we continue to strengthen the supervision of the Internet police. Second, in addition to insisting on the real-name system, the government should also increase supervision over the content of tweets and videos aimed at the public, and curb some violent, anti-religious and negative values.

3.3.2. "Optimization" of Mass Culture

"Culture cannot leave people, people are always social people, culture is always social culture. We cannot live without social culture and mass culture in our social life. Therefore, we should pay attention to the influence of mass culture on society. People in the society should be aware of their role in the social environment and understand that in the modern Internet age, everyone can have an impact on the society, so they need to pay attention to their words and deeds. As for mass culture, the society should take its essence and discard its dross, so that the positive part can continue to develop and the negative part can be improved, so that mass culture can truly stand in one of the mainstream cultures.

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