

A Probe into the Education of Political Views of Undergraduates by Cultural Carriers Outside Universities

-- Take the Main Melody Film and Television Works as An Example

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Abstract

Cultural works produced outside the campus environment play an important role in ideological and political education for undergraduates. The main melody film and television works that carry the mainstream ideology are the main manifestations of film and television culture outside universities. In recent years, they have shown a trend of vigorous development. Cultural works are both entertaining and instructive, at the same time, science and guidance coexist in them. It also provides rich cultural resources for the carrier outside universities of ideological and political education in colleges. Different types of the main melody film and television works have their own specific effects in the education of political views of undergraduates, and what is beyond dispute that their development opportunities and challenges coexist in the parallel time, providing new perspectives about the education of political views of undergraduates for educators to the better use.

Keywords

Cultural carriers outside universities; The main melody film and television works; Undergraduates; The education of political views.

1. Cultural Carriers Outside Universities and its Characteristics

1.1. Definition of Cultural Carriers Outside Universities

Cultural carrier refers to things which carry cultural meaning, it could be material carriers such as books or spiritual and institutional carriers. The cultural carrier of ideological and political education must carry information such as the purpose, tasks, principles and content of ideological and political education. In universities, ideological and political educators make full use of various cultural products, integrating the knowledge structure, psychological characteristics, hobbies and other realities of college students, and take the content of ideological and political education into cultural construction to influence and infect undergraduates, so as to achieve the purpose of improving the moral diathesis of the undergraduates.

Within the scope of ideological and political education in universities, according to the existence space of culture that ideological and political education affects and occupies, we divide cultural carriers into cultural carriers inner universities and cultural carriers outside universities. Cultural carrier inner universities refers to the cultural content that conducts ideological and political education factors on campus, which mainly includes cultural books, cultural environment, cultural facilities, rules, regulations, motto, spirit, and class theme activities on campus. Cultural carriers outside universities are various cultural products that carry ideological and political education factors outside universities to play the role in ideological and political education, such as some non-profit public cultural institutions in the society, museums,

cultural centers, and red memorials. It also embraces the popular cultural products and literary works in some societies, such as commemorative cultural creations, main melody film and television works, and music works. This article focuses on exploring the main melody film and television works that play an important role in ideological and political education in the current cultural carrier outside universities.

1.2. The Characteristics of the Main Melody Film and Television Works

The main melody film and television works are an important part of the film and television culture, instructing the mainstream ideology of the society, and the content is usually a refinement of the real life which presents the main theme of promoting the socialist theme and a strong political color and characteristics of this time. Because of its artistic appreciation and rich forms of expression, it is easily accepted by undergraduates pursuing new things, and it is endowed with a prominent ideological and political education function, which helps undergraduates to establish a correct political views, enrich the content of ideological and political education, and enhance ideological and political education. The effect of education is of great significance. The main melody film and television works have the following characteristics:

1.2.1. Entertainment and Education Coexist

The most direct and important reason for the audience to watch the film and television works is its entertainment. The main theme of the film and television works is a combination of visual art and auditory art. Compared with the traditional ideological and political education carrier, it has a more unique visual experience and has a vivid effect. It also can meet the diverse entertainment needs of college students, more easily accepted and emotional resonance. The main theme of the film and television works is to promote the spirit of the times and the national spirit as the main content, including values, ethics, scientific and cultural knowledge, and professional skills. It can be entertaining, and students can be educated and infected subtly when watching the works. From this perspective, mainstream film and television works are conducive to enhancing the attractiveness and penetration, innovating ways and improving the efficiency of ideological and political education.

1.2.2. Science and Guidance Coexist

The creation of the main melody film and television works is often based on facts, upholding an objective attitude, seeking truth from facts, scientifically evaluating history and reality, and presenting a correct interpretation of the national spirit and the spirit of the times. For the work of ideological and political education, the quality of ideological and political education carriers will affect the effect of education. The content of the main melody film and television works has strong scientific and positiveness that making full use of them will help actively guide the educated undergraduates to acknowledge form and socialism and roughly consistent values compatible with modernization. The archetype images, heroic deeds, and the self-improvement national emotions and strong national pride presented in the film will directly demonstrate and guide the knowledge and behavior of undergraduates, and it will also help undergraduates to inherit and carry forward the outstanding Chinese national spirit so as to actively participate in the practice of socialism.

1.2.3. Opportunities and Challenges Coexist

The cultural business is an important undertaking of the Communist Party of China and the people, and the Party Central Committee attaches great importance to literature and art work. To promote the prosperity and development of literature and art, the most fundamental thing is to produce excellent works worthy of our great nation and great era. The main melody film and television works convey patriotism, collectivism and socialist spirit which contain strong, unyielding and indomitable national sentiment and national spirit. They have distinctive

national and contemporary characteristics. They conform to the trend of the prosperity of China's literature and art development, and satisfy the need for the development of socialist culture with Chinese characteristics is a period of opportunity for vigorous development.

However, with the development of society, audiences are more inclined to chase story-based and technical commercial films with strong sensory stimulation. Under the market background, the creation of mainstream film and television works is prone to one-sided pursuit of high ratings and economic benefits so that neglect the educational meaning of our society. The quality of the works will inevitably be affected by the situation of social educational significance. In addition, the influx of foreign film and television works in the film and television culture market has also affected the status of the main theme film and television works to a certain extent, and their development is facing multiple challenges.

2. The Education of Political Views of Undergraduates in Different Types of the Main Melody Film and Television Works

The main melody film and television works convey China's mainstream values and various policies, which are conducive to strengthening the political identity of college students, enhancing the national pride of college students, and helping undergraduates to establish and practice a correct political outlook. However, different works have their own focus on the theme and content of the setting, and the effect of college students' political outlook education achieved is also different.

When ideological and political educators use the main melody film and television works for educational intervention, they should adopt the classification and application method to classify the works in the current film and television culture according to themes, and select works that meet the educational theme, the educational purpose and the students' preferences to better achieving the purpose of education.

2.1. Politic Gifts: Improving the Level of Undergraduates' Ideological and Political Theory

This kind of film and television works are mostly created at the time nodes of important historical events, and they are developed around important historical and political events in our country, telling and recording the background, cause, course, and results of important events, and closely follow the important content of leaders' discussions. It embraces a wide range of fields and has strong commemorative significance and educational effects. It can help college students learn historical knowledge, keep them in mind about the historical time nodes, and learn and comprehend the important speech content of leaders, so as to improve their own ideological and political theory.

The large-scale, centralized ideological and political education activities carried out by colleges and universities often combine major national festivals and major events to promote the historical spirit and spread the theme of the Communist Party of China. The time period and content of the introduction of political theory gift works can form a good cultural atmosphere and achieve the effect of ideological and political education. For example, *Eliminating Poverty*, which was produced at the time of the overall victory of poverty alleviation, interprets China's poverty alleviation policy and the feat or miracle of eradicating absolute poverty. The documentaries *Let's Walk Together-Salute to the 40th Anniversary of Reform and Opening-up* and *The Only Way* were produced on the occasion of the 40th anniversary of reform and opening up, and fully demonstrated the magnificent and grand course of reform and opening up. The movie *My Motherland and I*, *The Founding of the Communist Party of China*, *The Founding of the Army* and *The Founding of the Country* and other gift-giving works led the audience to remember the glorious history. These are all conducive to enriching the carrier of

ideological and political education and improving the level of ideological and political theory of the educated.

2.2. Historical Warfare: Improving Undergraduates' Ideological and Political Consciousness

Historical war movies have a distinct political nature. On the basis of respecting history and restoring the truth of history, they show the journey of suffering and highlight the beauty and ugliness, good and evil, and enable the audience to have a deeper understanding of the wars that the Chinese nation has experienced.

On the one hand, the anti-Japanese spirit of defending sovereignty to the death and wise military strategy shown in the film can arouse audiences' patriotic enthusiasm and raise their political awareness. Such as *Red Star Shines on China*, *Fang Hua*, *Wolf Warrior*, *Mekong River*, etc. Through the depiction of war scenes and character images, convey a high degree of political standing and patriotic melody. On the other hand, by reproducing the humiliating historical plot of our country, the main melody film and television can always remind the audience in peaceful times to establish a sense of crisis. While receiving patriotism education, they can also reflect on the war and gain experience and lessons. The movie *Eight hundred* reflects China's unfavorable diplomatic environment and the helplessness of a weak country without diplomacy at that time, and exaggerates a strong and tragic atmosphere. *King Kong Plain* depicts the fierce war scenes of soldiers struggling to cross the bridge under the bombardment of the enemy, showing the justice of defending the homeland, making the audience aware of the difficulty of peace and raising political awareness.

Although there are differences in the angle and atmosphere of the film's portrayal, it is fundamentally important to ideological and political educators, which is conducive to learning historical knowledge, summarizing historical experience, and strengthening their political beliefs.

2.3. Character Biographies: To Improve the Sense of Responsibility of Undergraduates Officers and Entrepreneurs

The precious spirit and touching deeds embodied in the advanced and typical characters have outstanding ideological and political education value. Film and television works with biographies as the theme can enrich the forms of ideological and political education and play a role model.

First of all, the protagonist roles selected by the film and television have a strong contemporary character. Their ideas and behaviors often reflect the direction of social progress and development of that era, reflect the spiritual trend of that era, and are needed for the development of today's society.

Secondly, attitudes and principles of the protagonist embody the strong Chinese national spirit. They are hardworking, courageous and self-improving, embodying a sense of identity, belonging and responsibility for the great motherland. At the same time, for the development and prosperity of the motherland, their indomitable, courage to create and enterprising responsibilities were portrayed incisively and vividly.

The film and television works with the theme of praise and eulogization of advanced characters are based on real materials and have strong appeal, which is conducive to enhancing the spiritual strength of college students and inspiring people to forge ahead. The film *Huang Danian* takes Huang Danian an outstanding scientist and a model of the times as the prototype, telling the heroic event of returning home with the ideal of serving the country sincerely in mind at the moment when he was most in need of construction in the motherland; *Moving China* launched to create extraordinary characters in ordinary positions, which make outstanding contributions to the development of the times and social progress. They are all

conducive to promoting contemporary young college students to inherit and carry forward the outstanding national spirit, reform and innovation, dare to be the first, and maintain an uplifting mental state and devote yourself to the practice of socialist modernization with Chinese characteristics.

3. Strategies to Effectively Use the Main Melody Film and Television Works to Cultivate the Political Outlook of Undergraduates

3.1. Strengthen Guidance and Intervention to Improve Undergraduates' Discrimination and Participation Rate

3.1.1. Improve Undergraduates' Discrimination of the Quality of Works

At present, various red cultural works in the film and television industry are emerging in an endless stream, rich and diverse. While using abundant film and television education resources, it is necessary to have discerning cognition to avoid low-quality works affecting the educational effect, such as distorting history, weakening struggles and exaggerating glorious achievements. Therefore, it is needed to educate and guide students to learn and understand Marxist historical materialism and dialectical materialism theories. And with this methodology as a guide, seek truth from facts, divide into two scientific analyses and choose to watch authentic and ideological works to improve ideological understanding.

3.1.2. Improve Undergraduates' Vigilance Against Multicultural Forces

With the convergence and integration of civilizations, the continuous influx of multiple cultures is impacting Chinese cultural market. Japanese, Korean, and Western film and television works are also increasingly influencing Chinese film and television market. For college students, this not only changes their cultural and entertainment content, but also has a certain impact on its cultural concepts and values. Due to the differences in national conditions and values, foreign cultures will have an impact on the mainstream ideological and political concepts of students. Therefore, educators should pay attention to ideological safety education and remind students to consciously resist the adverse effects of non-mainstream ideologies.

3.1.3. Improve Undergraduates' Initiative to Watch the Main Melody Film and Television Works

In recent years, the main melody film and television works have changed the current stereotypes in terms of creative methods, picture quality, plot settings and cast. The novel expression methods and advanced film and television technology make the current works technical, entertaining, shocking and progressive. Although it fits the aesthetic standards and entertainment tendencies of audience, many people in the undergraduates group still have a past understanding of mainstream film and television works, and their recognition and demand for watching mainstream film and television works are quite low. Therefore, it is necessary to guide college students to actively change their ideological concepts and break the inherent cognitive dilemma.

3.2. Make Full Use of the Advantages of Works to Enhance the Enthusiasm and Professionalism of Educators

3.2.1. Enhance Educators' Recognition of the Main Melody Film and Television Works

Among the group of ideological and political teachers, some teachers believe that the main melody film and television works are more entertaining than educational. In classroom teaching, the traditional indoctrination education model such as "you speak and I listen" is mostly adopted. It lacks the use of film and television resources, the classroom effect achieved is not ideal. The main melody film and television works play the role of ideological and political education in a unique form of expression. Ideological and political teachers should pay

attention to their impact and make good use of them, explore the rich connotation of the work, focus more on the values conveyed by the film and television works. Teachers should also select that meet the teaching theme high-quality works to introduce them into the ideological and political classrooms, exert their educational functions, guide students to establish a correct political outlook and enhance patriotism.

3.2.2. Improve Educators' Control over the Effect of Education

If education lacks normalization, the resulting educational effects will be fleeting. When educators use the main melody film and television works for ideological and political education, they must focus on improving the long-term role of education, establish an effective educational learning mechanism and conduct timely inspections and adjustments. It can create a good learning atmosphere for film and television culture, set up elective courses on film and television appreciation and regularly carry out themed education activities to cultivate students' study habits. It should normalize education, enhance the students' self-consciousness of learning and make them consciously absorb film and television. While satisfying entertainment needs, make them consciously draws the beneficial components in film and television works. In addition, in order to avoid the appearance of "seen is learned", educators should pay attention to tap the depth of film and television works, adopt educational forms that students love to see and strive to achieve deep resonance between students' personal emotions and work culture. so that students can use the main theme of film and television works. To make students in the value concept and scientific connotation conveyed by the main melody film and television works in the heart, externalize into action and deepen the effect of education in practical activities.

3.2.3. Improve the Professional Quality of Educators

The current film and television culture market is a mixed bag, and the rich diversity of the main theme film and television works puts forward higher professional quality requirements for educators to carry out educational activities.

The first is that the authenticity and scientific of the content of the work needs to be investigated. The second is that it needs to be screened and integrated to make the theme of the work and the values conveyed in line with the educational theme and student interests. The third is the concept conveyed and the educational role played by the work is not limited to one level and the scientific nature of the classification needs to be considered when adopting the classification application method. Educators should constantly examine themselves in accordance with the new changes in the educational environment, improve their professional level, enhance their knowledge, professionalism and comprehensiveness, then use this cultural carrier in a scientific and standardized manner.

4. Conclusion

When the main melody film and television works portray the basic national conditions of the country and the great practical experience of the Communist Party of China, they convey the mainstream ideology and core values as well as cultivate the connotation of the times while promoting the national spirit. As the main manifestation of off-campus film and television culture, mainstream film and television works play a subtle role in the education of college students' political outlook. On the one hand, ideological and political educators must grasp the new trends in the development of film and television culture according to the new characteristics of social development, pay attention to the new trends of college students' thinking. On the other hand, they should improve their ability and level to make full use of the main melody cultural works as an off-campus cultural carrier and carry out the political outlook education activities of college students.

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