Research on the Realization of Ideological and Political Education Function of Red Film

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Abstract

In the new era, the scientific development and effective dissemination of the Red Film and its reasonable application in the ideological and political education of college students need the joint operation of colleges and universities, college students, and the main body of the film. The realization of the ideological and political education function of the Red Film is an important means to inherit the Chinese revolutionary spirit, and also an inevitable requirement to promote the ideological and political education of college students.

Keywords

Red Film; Ideological and political education of college students; Function realization.

1. The Importance of Ideological and Political Education of College Students’ Red Film

As an important part of red culture, Red Film plays a very important role in the socialist cultural system with Chinese characteristics. Red Film is a literary and artistic work reflecting the advanced culture with Chinese characteristics created by the Chinese Communists, advanced elements and the masses during the revolutionary war. It contains the unique spiritual identity of the Chinese nation and is an indispensable part of the road to prosperity and development of socialist literature and art. Lenin once regarded film as the most important art type in all cultural forms He thinks that film is the most appealing and influential way for people to gain interest through film, understand the world and shape a special life will. As a literary and artistic work that fully reflects the "red" cultural spirit, Red Films are full of revolutionary spirit and heroic ideology, bearing the value feelings of patriotism and collectivism, and full of the epitome of the times of hard struggle and self-improvement. They provide strong spiritual support for improving college students’ ideological awareness, moral standards and civilization quality, and guide college students to improve their moral quality It is of great educational value to establish a correct outlook on history, nationality, country and culture. In the new era of the rapid development of new media and the accelerating change of information, the research on the realization of the ideological and political education function of the Red Film is an important performance of implementing the party’s literary and art policies, the realistic requirements of promoting the ideological and political education of college students, the inevitable choice of cultivating the socialist core values of college students, and the adherence to the socialist culture with Chinese characteristics The proper meaning of self-confidence.
2. Obstacles to the Realization of the Ideological and Political Education Function of Red Film

2.1. Colleges and Universities Lack the Use and Development of the Red Film as the Carrier of Ideological and Political Education

As the most important living environment for college students, colleges and universities do not pay attention to the dissemination and utilization of Red Films. According to the survey and interview, the campus culture construction, classroom setting and viewing facilities are not perfect, and the dissemination and utilization rate of Red Film resources on campus is low, which makes the Red Film as the object and the subject of college students not fully connected, and restricts the development of Red Film The function of Ideological and political education of college students should be brought into full play. The combination of Ideological and political education of college students and Red Film is not close enough, which is mainly reflected in two aspects. On the one hand, educators do not excavate and use Red Film as teaching resources and teaching approaches, lack the initiative to actively use new media to improve teaching effect, and teachers’ teaching methods tend to the traditional indoctrination education mode, The innovation of teaching content and teaching method is not enough; On the other hand, the management personnel of colleges and universities do not pay enough attention to the Red Film as the campus culture construction, and lack of practical activities and cultural facilities related to the Red Film. That is to say, the development and utilization of the Red Film as the ideological and political education resources of College Students are not in place, which affects the function of the Red Film.

2.2. College Students Lack Attention to Red Film

We are not unfamiliar with the concept of Red Film. Growing up under the bright red flag, we have long understood the meaning of red in the magnificent and passionate songs. Here, red is not only a pronoun of color, but also a pronoun of profound spiritual bearing and historical significance, which makes Red Film a unique film theme. At present, college students are living in a living environment with stable economic development and abundant material conditions in China, and their spiritual needs are constantly rising. A variety of literature and art products are necessary but not sufficient products for college students to enrich their spiritual world. All kinds of video games and VR experience are further squeezing the living space of books, TV, movies, radio and drama, which is red Since the birth of the film in the 1940s, the realization of its educational value has also changed with the change of social environment. In terms of the dissemination of ideology, the Red Film has been challenged by the interference of different voices in the social environment and the double challenge of the subject’s query. In the current society, it is more likely to be questioned and inquired by college students. The share of Red Film in college students’ spiritual market is not superior, which is one of the reasons that affect the Red Film to play its ideological and political education function.

2.3. The Narrative Technique of Red Film Is Lack of Innovation

With the development of economy and the continuous progress of science and technology, the number of Red Films is constantly expanding, and the film art forms are rich and diverse. However, Red Films still meet the market demand and lack of internal quality. The number of Red Films is huge and the change cycle is fast. Although the online rate of Red Films with different quality is high, the effective retention rate of films is low, and the degree of film discussion is declining Fast, not only easy to cause the audience's aesthetic fatigue and accelerate the audience's forgetting of a single film, but also cause the audience's resistance to the whole Red Film, which makes the function of Ideological and political education of college students of Red Film insensitive, short duration and weak function. At present, the theme
selection and content creation of Red Films are lack of innovation, and there are many
similarities and repeated plots, which easily lead to aesthetic fatigue and content confusion.
When movies go online, there are a large number of movies with the same theme in a specific
period. The Spring Festival, national day and summer holidays become the gathering places for
movies to go online. Before such a period, the film market is mostly in a cold period, with few
or no new Red Film coming online. Generally speaking, although the Red Film market is
booming, there is a lack of representative works to stimulate the pulse of the times. Although
there are a large number of films, there are few high-quality products. The film content is rich,
but the narrative style is rigid. Red Film need vivid, colorful and lifelike stories of the times.
They should make people excited emotionally, enjoy aesthetically and edify mentally. To make
the content of the Red Film more full, to make the truth simple, and to restore the most simple
original intention of the real revolutionaries, to let the audience really feel the temperature,
maybe now many young people do not care about the past history, only pay attention to the
present life, let them look back at the history, they need to have empathy, the narrative
techniques of the Red Film need to follow the development of the times The exhibition and the
needs of the audience continue to innovate.

3. The Way to Realize the Ideological and Political Education Function of
Red Film

3.1. Colleges and Universities Actively Explore and Use Red Film Resources to
Promote Ideological and Political Education of College Students

As the main position of College Students' Ideological and political education, colleges and
universities actively explore the use of Red Film is an important guarantee to promote the
realization of the ideological and political education function of Red Film. In order to give full
play to the ideological and political education function of the Red Film, colleges and universities
should combine the Red Film with the ideological and political theory course teaching, which
not only enriches the teaching means of the ideological and political theory course, but also
promotes the dissemination of the Red Film.

In addition, the campus environment construction of colleges and universities should pay full
attention to and make use of the cultural resources of Red Films. Colleges and universities can
promote the ideological and political education function of Red Films from both "hard environment" and "soft environment", which can not only enhance college students' impression
of Red Films, but also stimulate their interest in Red Films.

The function of ideological and political education of college students in Red Films needs to be
actively carried out. Colleges and universities should encourage party organizations at all levels,
various student associations and classes to actively carry out practical activities related to Red
Films, and promote the function of ideological and political education of college students in Red
Films in daily life.

3.2. College Students Consciously Improve the Acceptance and Attention of Red
Films

In the process of Ideological and political education, whether it is as a cultural carrier,
environmental carrier or activity carrier, the object of Ideological and political education is
college students. College students abandon their prejudice on the Red Film, which is conducive
to the Red Film as a cultural carrier to play its ideological and political education function, and
college students enhance their attention to the Red Film In addition to building cultural
confidence, we should actively participate in practical activities related to Red Films.

In campus life, college students have the right to allocate their own time. In addition to
professional courses, how to arrange their spare time can be planned according to their
personal interests. Facing a series of campus activities arranged by schools and associations, college students should actively participate in them. If college students want to make contributions to the prosperity of China's cultural industry, it is inevitable to improve the attention and acceptance of domestic literary works and Red Films. College students should reduce the rejection of Red Films from the heart, frankly accept and watch Red Films, and seriously understand our Chinese films, Chinese market and Chinese stories. College students should start from themselves, pay more attention to the Red Film, enhance their confidence, and deepen their understanding of the Red Film, so that they can be influenced by the Red Film. Each of us, as a bole of a Red Film, can listen to his story, spy on his growth, inject every change into him, and highlight China's "cultural confidence".

3.3. Red Film Should Realize the Creative Combination of History and Reality in the Narrative Process

In the creation of Red Films, the images of heroes and ordinary people, great battles and long history all need to be "landed". Red Films should live in the value experience that our whole society believes in. Nowadays, most of the Red Films express the theme directly when they publicize the spiritual essence that the party and the government need, seeking to elevate the image of the characters It shows heroism and ignores the feelings of the film audience and the things that should be respected in the plain life. The most important thing is not to be too vague, dogmatic and straightforward, but to be grounded.

As literary works, the expression of the theme of the Red Film, that is, its political structure, plays a key role in the quality of the film. Red Film needs vivid, colorful and lifelike reflection of life. It should make people excited emotionally, enjoy aesthetically and edify mentally. The content of the Red Film should be filled more fully, the truth should be simple, and the original intention of the real revolutionaries should be restored. There is no need to speak big truth. A really good Red Film does not need to shout slogans. If there are too many slogans, the audience will feel that they are too fake and untrustworthy. In order to make the audience really feel the temperature of Red Film, maybe many young people nowadays don't care about the past history, but only pay attention to the present life. When they look back at history, they need empathy.

References

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