

## *Original Paper*

# The Practical Research on the Red Film and Television Culture Helping the Ideological Education of College Students

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### ***Abstract***

*Film and television culture has been favored by college students for its artistic comprehensiveness, rapid transmission speed, large amount of information, simple way, wide radiation range and market-oriented content. The values it spreads have a subtle influence on the ideological and political orientation of young students and the quality of college cultural education. This paper tries to study the influence and practical path of red film and television culture on the value orientation of contemporary college students from the perspective of socialist core values.*

### ***Keywords***

*red film and television culture, college students, ideological education*

## **1. Introduction**

The materials of red film and television works come from the historical stories and characters of the founding and construction of China, among which the patriotic sentiment, revolutionary heroism and collectivism principle are the main contents of the education of socialist core values. Red film and television works can not only spread the political belief education "stealthily", but also integrate into classroom teaching resources for "explicit" education. Research has shown that it is an effective way to strengthen the quality education of teenagers by using excellent film and television works. It can be seen that red film and television works are not only important resources for the political belief education of college students, but also effective means.

## 2. The Educational Value of Red Film and Television Culture

Some college students have different degrees of belief confusion, which reminds us that we have to study and think about how to prevent the emergence of college students' political belief crisis. The key to the bottleneck and dilemma faced by ideological education is to inject fresh and active molecules, break the original boring and passive acceptance, and cope with the situation of examination. Red film and television culture, as an important resource and carrier of college students' political belief, can make use of its special appeal and rich forms of expression to achieve the innovation and effectiveness of college students' political belief education.

Red film and television works can organically combine the ideological and artistic nature of culture, create more three-dimensional, more vivid, and naturally more attractive and infectious images, integrate this profound national cultural heritage, and through various artistic means and techniques with the help of aesthetic power, artistic appeal and the audience's innate patriotism, give full play to the hero historical figures, red historical stories, patriotic sentiment, communist belief, socialist ethics, cultural essence, etc., which can infect every audience. This kind of appeal can moisturize things silently and integrate political belief education into mass cultural media communication.

## 3. The Impact of Red Film and Television Culture on the Value Orientation of Contemporary College Students

### *3.1 Red Film Culture Helps to Promote Ideal Beliefs, Drive the Spirit of Inheritance, and Broaden the Channels of Education*

The revolutionary spirit spread by excellent red film culture is the best interpretation of patriotism, which has a positive impact on patriotic education in a subtle way, more in line with the preferences of contemporary young college students, thus stimulating students' enthusiasm and subjective initiative. This helps to solve the problems of single form of ideological education, insignificant teaching effect, insufficient cultural construction efforts, and low learning enthusiasm. The moral concepts reflected in red films will continue to influence and encourage college students, and transform their beliefs into the fundamental driving force for their own development. This has important theoretical and practical significance for spreading mainstream ideology, improving young students' ideological and political orientation, and improving the quality of education in colleges and universities.

### *3.2 Red Film Culture Helps to Inject Fresh and Active Molecules Into Ideological Education, and Break the Original Boring and Passive Acceptance Situation*

Many expert studies have shown that some college students have different degrees of confusion about their beliefs, which reminds us to study and think about how to prevent the emergence of college students' political belief crisis. The key to the bottleneck and dilemma faced by ideological education lies in injecting fresh and active molecules, and breaking the original boring and passive acceptance and coping with the exam. Red film culture as an important resource and carrier of college students' political beliefs, can make use of its special appeal and rich forms of expression to achieve the

innovation and effectiveness of college students' political belief education.

### *3.3 Red Film Culture Is Conducive to Bringing into Full Play the Educational Function Imperceptibly while Enhancing Entertainment and Interest*

Red film culture with its ideological, artistic and popular dissemination advantages, from the visual, auditory and other aspects of all-round students from the inside out feeling, while enhancing entertainment and fun, imperceptibly bringing into full play the educational function. Red film is a work that reflects the advanced deeds of Communists and patriots. In addition to the conventional theme of the film, some works that promote the theme are also favored by netizens. The click rate of the major video sites has risen straightly, indicating that the integration of traditional culture, traditional spirit, traditional values and new media has produced new sparks, which is an act of keeping pace with the times. We can use vivid and specific artistic forms and high-quality and high-level film works to vividly tell college students the connotation of the true, good and beautiful, improve the "affinity" and "penetration" of ideological and political education, and make red culture baptism and edification so that students can obtain positive energy.

## **4. Path Analysis of the Integration of Red Film Culture into College Teaching**

### *4.1 Pay Attention to the Organic Unity of Academic Rationality and Speculative Nature*

In the teaching of the red film and television culture, can shorten the red history and contemporary life of the time and space distance, can make college students feel the charm of the red culture in the happy atmosphere. However, while enhancing the teaching interest and artistic, teachers should pay attention to the organic unity of academic rationality and speculative nature. First of all, when choosing the red film and television works, teachers should fully consider whether the value pursuit of young students is in line with the teaching theme. In the practice of choosing the film and television works for teaching, teachers should also actively guide students to explore the spiritual essence of the red culture, absorb the ideological nutrition of the red culture. While using academic language to clarify the connotation of the red culture, we should strengthen students' emotional identification of the red culture, and can not let the red film and television works divorced from the theme of ideological and political education, reduced to the tool of classroom entertainment. Secondly, we should pay attention to cultivating students' independent discrimination ability. In the real society, the pluralistic values and different value standards to a certain extent impact the red revolutionary culture, and there is a phenomenon of the loss of the discourse right of the red culture. In this regard, teachers should pay attention to cultivating students' independent discrimination ability, adopt interactive teaching methods in the classroom, guide college students to analyze the history of the red revolution and revolutionary figures, and strengthen the identification of the red revolutionary spirit through in-depth discussions. This teaching mode of teacher-student interaction can not only give full play to students' subjective initiative in learning, deeply excavate the red cultural connotation contained in the red film and television works, but also effectively stimulate the independent creativity of college students, and enhance the appeal of

the red revolutionary spirit through the multi-dimensional interpretation of the revolutionary martyrs and revolutionary deeds. Only when college students can consciously strengthen their cognition of the nobleness of the red culture can they distinguish between right and wrong, think rationally and practice seriously in daily words and deeds. Finally, it is necessary to provide college students with multi-dimensional positions, views and methods to see problems, and maintain an objective and just position in the blend and collision of multiple values, so as to make correct value judgments. Red film and television works can improve the interest and efficiency of college students in learning theoretical knowledge, filter out some negative things on the basis of in-depth thinking, and through the study of the red cultural theory, make the heart clean and the mind sublimated.

#### *4.2 Pay Attention to the Organic Unity of Historicity and Timeliness*

First of all, adhere to the organic unity of internal value attributes and external forms of expression. To be inherited continuously, a cultural form must have the intrinsic value attributes and external forms of expression that fit the characteristics of the times. Historical red films and television programs retain the most real historical stories, which is the source of our rational analysis of history. Films and television programs must be integrated into the tide of the times. The value attributes contained in red films and television programs must be supported by media such as television, the Internet, etc., that is, the use of innovative modern thinking methods and popular interpretation methods to continuously continue the artistic vitality of red films and television programs. Therefore, teachers should combine the historical background in teaching and use language full of the flavor of the times to interpret. Secondly, adhere to the organic unity of historicity and timeliness. We can neither lose the spiritual connotation of red film and television culture, nor stick to barriers or talk about red culture without taking into account the current situation of social development. Historical red films and television programs are like “old wine”, and the discourse system of the times is like “new bottle”. The former provides the latter with basic original materials and enhances the rationality of discourse; the latter provides the former with interpretation methods that keep pace with the times, which is conducive to the vitality of red films and television programs. Therefore, only in the historical heritage and modern interpretation to find a balance point and cross point in line with the universal aesthetic, in the traditional culture into the modern way of thinking, in the modern value appeal reflects the spirit of red culture, can give full play to the red film and television culture of education function, and achieve the purpose of bacon cast soul. Can be short, animation in the form of a new interpretation of the red history of the students in the classroom concerns, in the explanation, can choose the relevant video inserted into the corresponding knowledge points, can not only meet the students’ aesthetic taste to adjust the classroom atmosphere, can also be vivid, easy to understand the animation picture to answer questions, the film each question history answer video is also equipped with real historical graphic materials to support the video, and with or impassioned or exciting music to bring into the situation, such a situation interspersed type of introduction or explanation can make students more real, active feelings of China today’s hard-won and proud. Again, to the red film and television culture propaganda

and education into the organic college campus, need to create a positive energy in the campus culture propaganda atmosphere. Can hold red micro film or drama competition, set up red film and television culture elective courses, hold red film and television culture theme activities, set up the theme month, regularly carry out the red theme film week activities, with vivid and specific art forms and high quality and high level of film and television works vividly tell the connotation of the true, good and beautiful, improve the “affinity” and “penetration” of education, so that the red culture can be baptised and edified so that students can obtain positive energy.

## 5. Conclusion

To sum up, red film and television culture helps to promote ideals and beliefs, drive the spirit of inheritance, and broaden the educational channel. The revolutionary spirit spread by excellent red film and television culture is the best interpretation of patriotism, which makes patriotic education have a positive impact in a subtle and imperceptible way, more in line with the preferences of contemporary young college students, thus stimulating students’ enthusiasm and subjective initiative. Red film and television culture with its ideological, artistic and popular dissemination advantages, from the visual, auditory and other aspects of the all-round feeling of students from inside to outside. While enhancing entertainment and interest, it is necessary to pay attention to the organic unity of academic rationality and speculation, historical and contemporary, and give full play to the function of educating people.

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