

A Brief Discussion on the Consistency Between Film and Television Works and the Function of College Students' Ideological and Political Education

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Abstract

The function of film and television works and the function of ideological and political education of college students are different and related. The difference is reflected in the contradiction between them, while the connection is reflected in the consistency between them. It is of great significance and value for the ideological and political work of college students in the new era to clarify the consistency between film and television works and the ideological and political education functions of college students.

Keywords: Film and television works, ideological and political education of college students, function, consistency

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As is known to all, movies and TV programs are deeply loved and concerned by contemporary college students. Such love and concern not only stay at the surface, but also exert a profound influence on college students' life and study, as well as their ideological and political education. Film and television works are excellent works created to influence, infect, educate and guide people, so as to carry forward the spirit of The Times, gather China's strength and realize the great Chinese dream. The purpose of ideological and political education for college students is to educate people with socialist and communist ideology under the guidance of Marxism, to inspire people's socialist consciousness, to fundamentally improve people's ability to understand and transform the world, and to make unremitting efforts to achieve the ultimate goal. Both of them happen to coincide from the perspective of the ultimate goal and have a high degree of compatibility. Specifically speaking, the author believes that the consistency between them can be divided into three aspects.

1. Political orientation

Excellent film and television works can guarantee the advancement of college students' ideological and political education. The ideological content of excellent film and television works is consistent with the political orientation in the ideological and political education function of college students, which is the fundamental reason why excellent film and television works and ideological and political education of college students can always maintain the progressiveness. Outstanding film and television works is to accord with the requirement of times development, the diversity of film and television works itself is characterized by the trend of the development of the film and television works, and the development direction of Chinese college students' ideological and political education is to cultivate the builders and successors of the socialist modernization construction with strong political quality, firm idea, high character. Armed with socialism core values to the contemporary college students' mind, the development direction of Chinese college students' ideological and political education is to cultivate more and more builders of the socialist modernization.

At present, the goal of China's social development is to build a strong, prosperous, democratic, civilized and harmonious modern socialist country, and strive to realize the great rejuvenation of the Chinese nation. Therefore, it is inevitable for us to give full play to the role of political orientation when carrying out ideological and political education for contemporary college students. Mr. Lu Huilin stated in his writings: "MAO Zedong believed that to persist in ideological and political education was to arm all Party members, cadres and the masses with Marxism; The ideological, cognitive and spiritual problems of the people can only be solved through ideological and political education."¹ However, in order to achieve the short-term goals, it is necessary to provide relatively rich means and clear goals. Film and television works, as a diversified and populist carrier nowadays, can give full play to its good effect, because it is closely related to reality and close to the life of college students, avoiding indigestion caused by forced preaching and inculcation. Of course, the film and television works full of entertainment and subjectivity may overstep the boundaries when presenting themselves, and some vague ideologies and directions may appear, which inevitably requires ideological and political education to play its role of political guidance, regulate and restrict it. Therefore, the development concept of film and television works must be in line with the core

values of Socialism in China, and efforts should be made to create, produce and disseminate more excellent works that embody the Chinese spirit, reflect the people's demands, combining thoughts, artistry and appreciation.

2. Education orientation

Films and TV programs promote the coordination of ideological and political education for college students. The entertainment of film and television works is consistent with the educational function of ideological and political education for college students. All these are the inevitable requirements for the mutual promotion and coordinated development of film and television works and ideological and political education for college students. In order to achieve good results in the ideological and political education of college students, it is necessary to have a variety of ways and special carriers. The author believes that giving full play to the unique educational function of film and television works can get twice the result with half the effort. Because movies, TV dramas and TV entertainment programs have become one of the most advantageous and influential mass media with their intuitive and popular features, their own functions of entertainment, humor and so on are easily accepted by the public. In colleges and universities, a variety of film and television works are college students are willing to accept, love a way of information transmission. The effective use of film and television works as a carrier can make the audience of ideological and political education easily accept the information to be delivered to them in a pressure-free atmosphere.

Educators in ideological and political education adopt the teaching idea of entertaining through teaching, and its teaching effect is also very ideal, because it conforms to the receiving psychology of the educated. The leisure and entertainment properties of film and television works can easily arouse the interest of the educated. Once this interest is stimulated, the acceptance rate of the information conveyed by the educated will be greatly improved. Many ideological and political education practitioners and theoretical researchers have also acknowledged that in the process of ideological and political education for the educated, adopting the way of entertaining is better than not taking the results obtained. As stated earlier, the film and television work itself has the lead role, so such excessive emphasis on entertainment and multi openness will lost its development direction. To correctly guide, toward the advanced, in the right direction development, we should use the spirit of an important speech delivered by comrades Xi Jinping in literary and art work symposium to guide the development of film and television works correctly. An important task of ideological and political education is to spread advanced culture and improve the ideological and moral quality of the audience. However, the content of ideological and political education coincides with the function and goal of film and television works. According to Professor Hu Zhifeng, "The dual 'guiding' relationship between the film and television art and the audience does not mean to 'cater' and satisfy unilaterally. Once "adapt", it caters to the audience, and even caters to some vulgar and ugly taste among the audience, and goes to the extreme "kitsch". When it comes to 'guide', we may put on a straight face. No matter whether the audience would accept it or not, we would stiffly discipline and indoctrinate them to extreme 'enlightenment'. That's not the right attitude."²Therefore, the author believes that only by organically combining the entertainment properties of film and television works with the educational functions of ideological and political education can they play a greater role in each other.

3. Ideological orientation

Film and television works promote the enthusiasm of college students' ideological and political education. The ideological permeation in film and television works is consistent with the ideological indoctrination in the ideological and political education function of college students, which is a comprehensive means for film and television works and ideological and political education of college students to have a positive impact on the audience. Films projected role and function and embodies the function of the ideological and political education is not the same, the role and function of film and television works more rendering invisible characteristics, the function of ideological and political education is more a dominant trait, but their ultimate goal is consistent, is to use its characteristics influence on the audience, in order to achieve their consistent with the audience are internalized. It is well known that one of the explicit means of ideological and political education is indoctrination, which is very important in realizing the effectiveness of ideological and political education. Therefore, the scholar Zhang Yaocan said, "On the one hand, for the educated individuals, correct thoughts and theories, namely scientific world outlook and methodology, cannot be known without learning and mastered without teaching. Only through various forms of indoctrination can they take root in their minds. On the other hand, no matter when and where, man's practice is governed by certain thoughts. In the face of contemporary complex and changeable social life, people more than ever need scientific thoughts and theories to guide them to make correct decisions and choices, so as to more effectively understand the environment, adapt to the environment, and develop themselves. Therefore, armed with scientific theories... It emphasizes the modern value of theoretical indoctrination."³Generally speaking, as workers engaged in college students' ideological and political education, in order to effectively achieve the effect of indoctrination, they will repeatedly emphasize in the process, so as to make the audience to accept the indoctrinated content, so as to continuously improve the quality of the audience and regulate their own behavior. The subtle influence of film and television works this happened is suited to the audience for the different situation, it is closely combined with the life of the modern college students, not only affects the daily life of college students, but also exerts a subtle influence on their physical and mental health and growing, it can slowly changing students' way of thinking, and affects the behavior of the college students' coordinates. In a word, the "indoctrination" of ideological and political education and the thoughts of film and television works gradually permeate with their own characteristics, but the comprehensive utilization can indeed have the effect of "1+1>2".

In addition to the above three orientations, the consistency between the functions of film and television works and the functions of ideological and political education for college students also includes such functions as the invisible transmission of values, the invisible penetration of moral norms, and the subtle influence of aesthetic concepts, etc., and these functions are also consistent with the functions of ideological and political education for college students.

First, film and television works are consistent with the ideological and political education of college students in terms of the value dissemination function. It is self-evident that one of the functions of ideological and political education is to disseminate the mainstream consciousness and values of the society among the educational objects, so that the mainstream ideology and values of the society can be deeply

rooted in people's hearts and translated into actions. Such communication needs to be carried out in an appropriate way to achieve the desired effect. Film and television works break the spreading limitation on the carrier of language and text, employ the new and integrated way of transmission, and synthesize text, images, sound, audio, animation, video, and other forms of a variety of ways, which contains more characteristics of ornamental, entertaining and comprehension, thus possibly having a positive impact on college students' values, cultural accomplishment, aesthetic mode.

Secondly, film and television works and ideological and political education of college students are complementary in means of communication. Means of spreading the ideological and political education is limited. In the modern society, the traditional way of information transmission is slowly shrinking, and film and television works, etc are increasingly using networks continue to gain ground, with the development of era, the ideological and political education means of communication has been expanding. The ideology and ideological concept advocated by film and television can influence or permeate the audience's heart, which is beneficial to the spread and acceptance of the social mainstream values.

Third, film and television works are similar to college students' ideological and political education in their long-term pursuit. Ideological and political education, different from general knowledge education, is not to teach the object of education pure theoretical knowledge, but more importantly to teach the object of education a value that can affect the action of the object of education, a positive and healthy outlook on life. However, the purpose of film and television works is not simply to provide the audience with a tool to kill time. The truly excellent film and television works have the mission of *The Times* and the sense of responsibility, and they want to convey to the audience a kind of value and a kind of attitude towards life, leaving a shining light in the long river of history. This is also a sign of consistency.

The ideological and political education of college students, with film and television works as the carrier, can expand the coverage and influence of ideological and political education, so that a large number of college students in the Internet access to a wide range of social information at the same time, accept the ideological and political education information, by the ideological and political education. At the same time, the ideological and political education of college students can be supplemented and influenced by the film and television works as the carrier of other carriers of ideological and political education, so as to form an all-round situation of ideological and political education and realize the complementation of film and television works and ideological and political education.

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