

Research on the Implementation Path of Fostering Virtue in Hainan Colleges and Universities from the Perspective of Film, Television and Animation Major in the New Era

Wen Sun¹ Wenjia Liu²

^{1,2} *Hainan College of Software Technology, Qionghai, Hainan, China*

ABSTRACT

With the progress of the times and the continuous development of new media technology, the channels for college students to obtain information are no longer limited to traditional newspapers, radio, television, but extended to more vivid and convenient new media such as network phones. Therefore, the construction of film, television and animation major is particularly important for the educational function of Hainan university students and the realization of fostering virtue. The aims of this article are to promote the main theme of society in the field of film, television and animation major from the perspective of the new era, and then take the realization of fostering virtue in colleges and universities as the starting point, use the ideological elements contained in the film, television, and animation major as a communication pathway to increase students' cultural confidence, and guide students to immerse themselves in mainstream values by the profound ethnic culture and rich cultural resources of Hainan. This article deeply explores the implementation of the ideological and political education function, cultural transmission, and the establishment of correct ideology for Hainan university students through the construction of film, television, and animation major.

Keywords: *Film, television, and animation, Hainan colleges and universities, Fostering virtue, Ideological and political education.*

1. INTRODUCTION

Colleges and universities are an important soil for talent cultivation in the new era. Comprehensive talent cultivation not only requires in-depth and precise education in professional aspects, but also shoulders the important historical responsibility of fostering virtue and promoting socialist core values in student ideological and political education. Therefore, it is necessary to firmly uphold the common ideals and beliefs of college students in the new era, and strive for everyone to achieve the goal of "shouldering their missions and making contributions of their own to building China into a thriving country".

2. THE IMPLEMENTATION AND COMMUNICATION PATH OF FOSTERING VIRTUE

The ideological and political education of students and the realization of fostering virtue is a gradual process, and its ultimate effect is closely related to and inseparable with the mode of communication. If students only learn through classroom explanations of relevant ideological and political courses, their learning effect will be unsatisfactory. Firstly, the knowledge conveyed in ideological and political education classrooms has a certain degree of abstraction. At the same time, some students have relatively weak comprehensive knowledge reserves. In addition, one-way classroom indoctrination is dry and boring, which leads to low learning enthusiasm among some students. Moreover, with the continuous development of new media

technology and the emergence of various new things, traditional ideological and political education methods have little effect in the increasingly fast-paced life and learning state. Ultimately, only through classroom learning for ideological and political education may not achieve the desired results.

Therefore, it is urgent to use certain carriers for ideological and political education of students. Tracing back to the origins, the initial reason for the emergence of mass media was originally to educate and consolidate rule, mainly serving as a tool for the ruling class. The ruling class will promote the ideas that need to be disseminated through newspapers, books, radio, or other media, making it easier for people to accept.

Although the development of mass media and people's demand for "entertainment first" have led to an increasing emphasis on the commercialization and entertainment of their content, the subject and purpose of mass media communication are unshakable - that is, they must adapt to the current mainstream values. Therefore, even in the current era of cultural diversity, mass media still has strong ideological education and political carrying capacity, and the dominant position in disseminating mainstream values remains unshakable.

At present, with the continuous development of network technology and the rapid progress of new media technology in the new era, the realization of moral education and ideological and political education in colleges and universities should also adapt to the development of the times and make corresponding changes quickly. Finding a more efficient, vivid, and silent way can not only meet the learning needs of students, but also help to achieve better results in ideological and political courses and fostering virtue in colleges and universities.

3. THE SIGNIFICANCE OF FILM, TELEVISION, AND ANIMATION MAJOR IN ACHIEVING THE PATH OF FOSTERING VIRTUE

The report of the 20th National Congress of the Communist Party of China clearly pointed out that "education, science and technology, and talent are the fundamental and strategic support for the comprehensive construction of a modern socialist country." Adhering to the priority of education development is the first priority, fully implementing the Party's education policy, and implementing the fundamental task of fostering virtue. Secondly, in the

field of technology, the rapid development of technology will inevitably drive the rapid progress of the new media and internet industries. The film, television and animation industry, as a representative of new media, has become an indispensable part of people's daily lives.

Professor Zhong Dafeng from Beijing Film Academy proposed, "In the new era, facing the huge changes in the mechanism of image production and dissemination, film education will not only cultivate high-quality professional audiovisual media practitioners, but also undertake the task of meeting the needs of improving the quality of audiovisual media for the whole population and the broader talent needs of audiovisual media. It will become an indispensable component of China's new national cultural construction."¹ From this, it can be seen that the study of film, television and animation is not limited to a series of technical operations such as creation, shooting, production, editing, and synthesis, but also needs to undertake the important task of national cultural construction and ideological and political education communication.

Therefore, the film, television and animation major should break away from the old ideas that have been unrelated to ideological and political education for a long time, deeply tap into the positive energy in life and on campus, extract the ideological value, cultural connotation, and era spirit contained in it with a professional perspective, and implement the concept of fostering virtue and ideological and political education into the entire process of teaching in the film, television and animation major.

During the 20th National Congress, in order for students to better understand and accept the Party's innovative theory, People's Daily and people.com.cn jointly held the "New Era, New Youth, New Leap - National College Theory Short Video Collection and Exhibition Activity". Through the media form of film, television and animation, teachers and students from more than 200 colleges and universities across the country actively participated and vividly demonstrated the profound and extensive thinking of the Party, the grandeur of practice, and the remarkable achievements through more than 400 works. The year 2022 is the centennial of the founding of the CPC. The Central Committee of the Communist Youth League, together with the All China Federation of Students, launched the activity of "One Hundred Schools Sing One Hundred Years of

1. Jia Leilei, The Construction of Mainstream Chinese Movies and Cultural Core Values [N]. Guangming Daily, 2019-03-16.

Relay". One hundred colleges and universities joined in the relay to celebrate the centennial of the founding of the Party by singing one hundred red songs. Not only that, all positive and uplifting themes that promote socialist core values, promote positive social energy, and praise the main theme can be achieved through this lively, easy to understand, more attractive, and more effective way of communication. For students in school, they are very good at using various new media, such as Internet mobile phones, and through various short video platforms, such as Tiktok, Kwai, and Little Red Book, they can not only achieve one-way communication of information, but also achieve good information feedback, that is, interaction. Through communication and interaction among classmates, ideological and political education can be integrated into a relaxed and joyful atmosphere.

Through various forms of expression in film, television and animation, both students who participate in planning, filming, and production, as well as teachers, students, and audiences who watch related works, can further enhance their ideals and beliefs, and more strongly uphold their confidence in socialism with Chinese characteristics.

This approach also aligns with the proposal made by General Secretary Xi Jinping to transform the way of ideological and political education, explore and excavate the ideological and political education functions of the film, television and animation major, and provide new ideas for ideological and political education, opening up new paths for the realization of the historical mission of fostering virtue in schools.

4. THE LOCAL RED CULTURE AND REVOLUTIONARY MEMORY IN HAINAN

Hainan has abundant red cultural resources. From the spirit of Qiongya, where the red flag remained unchanged for 23 years, to the world-renowned Red Women's Army, they are the essence of Hainan's red culture and an eternal revolutionary memory. They are also concrete manifestations of Hainan's local promotion of Marxist revolutionary spirit.

Hainan has a unique geographical location, facing the mainland across the sea, but the red spirit cannot be separated, and revolutionary sentiments are constantly cut off. The site of the First National Congress of the Communist Party of China on Qiongya, the former battle site of Yezizhai, which fired the first shot of the Qiongya Revolution, and the former residence of Yang Shanji all fully demonstrate

Hainan's profound red soil and rich value implications. Therefore, the local red culture and revolutionary memory in Hainan are highly consistent with the socialist core values and ideology of contemporary college students, and are in a continuous line.

In Hainan, there is a unique red culture and revolutionary memory foundation, and a fertile soil for ideological and political education. For students in Hainan colleges and universities, they can have a deeper understanding of the ideological and political education value of local red culture and the ideological connotation of fostering virtue. The local red culture in Hainan has played a very important and solid foundation for the cultivation and shaping of socialist core values among university students in Hainan, as well as truly promoting the fundamental task of fostering virtue. Obviously, "fostering virtue" is not just a slogan, but the key is how to achieve it. It is necessary to infiltrate ideological and political education into the local red spirit of Hainan, explore more patriotic education materials for the new era, and integrate Hainan's red culture into the cultivation of students' socialist core values through vivid and intuitive dissemination methods such as film, television and animation.

5. THE EXISTING PROBLEMS OF FILM, TELEVISION, AND ANIMATION MAJOR IN ACHIEVING THE PATH OF FOSTERING VIRTUE

The development of film, television and animation major is inevitably related to ideological and political education, and the education of film, television and animation major also has the function of ideological and political education. Film, television and animation major plays an indelible role in promoting and disseminating China's excellent traditional culture, conducting ideological education, and innovating educational methods. The film, television and animation culture has achieved certain achievements in the process of ideological and political education, but there are also significant problems, such as the influence of foreign cultures and the lag in the development of film, television and animation culture, all of which have varying degrees of impact on the function of its ideological and political education.²

2. Liu Dongjian, An Analysis of the Ideological and Political Education Function of Mass Media [J]. Journal of Ideological & Theoretical Education, 2017, (01).

Firstly, it is the ideological impact caused by foreign film, television and animation cultures. Through extensive campus surveys conducted by the author, it has been found that many college students have a higher acceptance of foreign film, television, and animation works. For example, Disney in the United States and Hayao Miyazaki in Japan, when it comes to Chinese domestic film and animation works, students find it difficult to blurt out what they find impressive. While cultural exchange and mutual learning between different countries are important, they can also have a certain impact on the ideological and ideological development of contemporary college students.

Secondly, the development of the local film, television, and animation industry lags behind, making it difficult to actively guide contemporary college students. At present, although China is vigorously developing the film, television, and animation industry, it lags behind some developed countries in terms of its emergence and development process, as well as its audience and technology. The film and television industry focuses more on entertainment, leisure, and other aspects, while the animation industry generally focuses on "younger" children. Therefore, whether it is the film and television industry or the animation industry, they have less involvement in the cultural field and have not played a positive role in guiding the ideological thinking of contemporary college students. Looking at foreign film and animation works, not only can they showcase local cultural characteristics, such as "heroism", but they can also flexibly draw on excellent foreign stories and integrate them into their own works. For example, Disney in the United States has produced works such as "Kung Fu Panda" and "Mulan", all of which use Chinese story prototypes as themes. Foreign film and animation companies use Chinese elements and stories to tell the ideological connotations of responsibility, responsibility, effort, and struggle.

Thirdly, it is the impact of profit driven awareness in the film, television and animation market. With the continuous development of the market and economy, many professionals in film, television, and animation have shifted from the initial ideology of spreading positive energy to pursuing market economic benefits. Driven by this awareness, there will inevitably be fewer and fewer content creations that actively guide the audience's positive ideology. Creators will focus on the theme of market profit and create according to market demand and audience preferences. The film, television and animation industry, which should have been full of culture and ideological and political

ideology, is permeated with a strong commercial atmosphere.

Fourthly, the innovative approach to ideological and political education is not broad enough. The content conveyed by ideological and political education is essential for students to form a positive and positive value system. However, traditional ideological and political theory education is relatively boring for some students. Therefore, in order to expand new ideas for ideological and political education, film, television and animation, as the communication media, are suitable for ideological and political education. But from the current form of ideological and political education, many educators have not realized the positive role of film, television and animation as the carriers for ideological and political education. In the current era of rapid development of technology and the internet, timely transformation of teaching ideas, better adaptation to the development of the times, and more appropriate catering to students' learning habits are necessary for teachers to achieve better teaching results.

6. THE DEVELOPMENT DIRECTION OF FILM, TELEVISION, AND ANIMATION MAJOR IN ACHIEVING THE PATH OF FOSTERING VIRTUE

Based on the positive role played by the film, television and animation major in the path of cultivating virtue and talent in Hainan colleges and universities, the development of the film and television animation major should focus on the following directions.

The first is to inherit traditional culture and deeply tap into the local red genes. Chinese civilization has a long and profound history, with a history of five thousand years, containing rich and excellent traditional culture. These excellent traditional cultures can be utilized by the film, television and animation major, transforming long-standing myths and legends into lively and lively works of film, television and animation. Through vivid characters, positive energy is displayed, and through positive historical events, ideological and spiritual connotations that conform to the core socialist values can be conveyed. The traditional virtues of benevolence, righteousness, propriety, wisdom, and trustworthiness promoted by traditional culture always guide the behavioral norms of modern people with the simplest traditional virtues. At the same time, it is also in line with the current

promotion of cultural confidence, core socialist values, and ideological and political education to foster virtue. Film, television and animation major can turn these excellent traditional cultures into vivid short videos, which is more in line with the current habits of students receiving information. Students can use various fragmented time to receive relevant information, and at the same time, receive it in a more vivid way. Therefore, students have a higher level of acceptance and better communication effectiveness.

Hainan's local traditional culture is also relatively rich. In the cultivation path of fostering virtue among students in Hainan colleges and universities, actively seeking local culture is more likely to resonate with students. In the history of Hainan, there have been many historical figures, such as Hai Rui. As a famous and honest official of the Qing Dynasty, his glorious deeds of integrity throughout his life have influenced generations of Chinese people. His story is sure to have a positive impact on the ideological and political education of contemporary college students. For example, the local ethnic heroes of Hainan, the Red Women's Army, have always been people's spiritual guide in times of war, with their revolutionary spirit of fearlessness against enemy forces, tenacious struggle, hard work, and perseverance. Although Chinese live in an era of peace, people can never forget their spirit, which is worthy of eternal inheritance. There are countless traditional cultures like this, each of which can serve as a textbook for contemporary college students to foster virtue. However, if properly coordinated with the film, television and animation major, it will have a better communication effect.

The second is to actively select excellent cultures from foreign film, television, and animation. Contemporary college students have a strong ability to accept foreign and new things, and are also more interested in foreign information. The content sources of ideological and political education for contemporary college students should also be rich and diverse. While taking into account China's excellent traditional culture, it is also necessary to actively accept some positive energy cultures from foreign countries and regions, and never treat foreign cultures as wild beasts. For foreign film and television anime works, strict selection is required. For excellent works that conform to China's core socialist values and can play a positive role in cultivating students' moral character, they can be introduced in, with an inclusive and positive attitude. It is a must to strict selection of film, television, and anime works with the goal of maximizing the

effectiveness of ideological and political education for students.

The third is to open up ideological and political education thinkings. At present, there are various ways for students to learn, not limited to traditional classroom education. More and more educational methods have emerged, such as online courses, MOOCs, etc. Students can learn at any time without being constrained by time and place. The same is true for ideological and political education courses, which can actively use modern new media means such as Tiktok, Kwai, Little Red Book, and official account to transmit information. As ideological and political educators, it is even more important to break the closed state of the past and actively seek new teaching ideas to achieve the best teaching results.

7. CONCLUSION

If the young people are strong, China will be strong. As the backbone of the development in the new era, contemporary college students must attach sufficient importance to their ideological and political education tasks during their school years. A good outlook on life, worldview, and values are important indicators that guide their future learning and work. Therefore, ideological and political education should also keep up with the development of the times, constantly explore new educational methods, flexibly utilize the advantages of film, television and animation major, guide students to form a positive learning enthusiasm, improve positive personality traits, and have a spirit of hard work and perseverance, truly achieving comprehensive development and realizing the educational essence of fostering virtue.

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