

A Probe into the Ideological and Political Educational Function of the Main Melody Films in the New Era

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Abstract: The main melody film is an important tool for constructing ideology. This article explores how to better play the ideological and political education function of the main melody film by focusing on the self-transformation of the main melody film and tapping the special ideological and political functions of the main melody film. The three aspects of innovation, integrity, and innovation model to better play the ideological and political education function of the main theme of the new era.

1. Introduction

In a series of important speeches, General Secretary Xi Jinping has repeatedly emphasized the main melody leading the new era, and strengthening cultural self-confidence. He pointed out: “Without a high degree of cultural self-confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation. We must adhere to Chinese characteristics. The development path of socialist culture stimulates the cultural innovation and creativity of the whole nation, and builds a socialist cultural power. The main melody of the film has been based on the grand pattern of national and national development since its birth, and has been responsible for “promoting truth, goodness and beauty” and “leading values”. Responsible for the mission, actively conveying the socialist ideology and mainstream values to the people in a unique way of artistic expression, is the natural “microphone” of ideological and political education.

2. Research on the Ideological and Political Educational Function of the Main Melody Films in the New Era

This part mainly focuses on the three aspects of the change of the main melody film in the new era, the particularity of the main melody film for ideological and political education, and the strategy of the main melody film to play the function of ideological and political education.

2.1 Pay Attention to the Self-Transformation of the Main Melody of the New Era

From a grand narrative to a narrative that focuses on reality. In the past, the main melody of the film focused on the narrative of speeches, grand war scenes, and magnificent revolutionary history, and emphasized the identity of the political entity of New China by “indoctrinating”. A typical representative of the “Trilogy of the Founding of the People's Republic”, the film tells the great history of the Communist Party of China from the founding of the party to the founding of New China. It uses a macro narrative approach to describe the carnival of the heroic collective. “Long”, “Heroes of Fire”, “Wolf Warriors 2”, “Operation Mekong” and other main theme films have achieved impressive results. The common features of these films are all adapted from real events. The images of women's volleyball champions, heroic captains, fire guards, Chinese soldiers, and anti-drug police are deeply rooted in the hearts of the people. Such realistic methods of shaping real events based on objective facts are more attractive and suitable than those rendered by patriotism based on the identification of political entities in the traditional sense, and are more easily influenced by high-level knowledge groups, especially youth knowledge groups. accept. In the context of today's era, with the continuous rise of people's aesthetic level and knowledge level, it is

difficult to attract the attention of the audience with the pure “dazzling” deductive method and the old-fashioned “speaking” narrative method. Only by focusing on the reality of the public domain, combining the aesthetic and shocking film and television technology and the spirit of the times, the creation of the main melody film can attract the audience.[1]Give full play to open up a broader space for development, and become the mainstream film and television art that the people like to see.

From a one-way promotion of “people's heroes” to a multi-dimensional focus on “civilians” perspective changes. The main melody films belong to the type of sublime aesthetic value. Some of the previous main melody films eulogized the “people's heroes” one-dimensionally and unilaterally, over-emphasizing politics, weakening the ideological nature, and neglecting the appreciation and artistry of film and television art. Especially for some heroic characters, the slightly deliberately idealized propaganda creates the image of the protagonist “above and boundless” to the audience, ignoring the truth of human nature and lacking deep philosophical thinking about life. The main melody films of the new era abandon this solidified thinking and have undergone a huge change in character portrayal. The vivid, full and three-dimensional characters in the film resonated with the audience. Constructing the inner world of the character's value judgment in the multi-dimensional context, strengthens the emotional interaction between the audience and the character, and deepens the audience's recognition of the correct values. [2]For example, the film “My Hometown and Me” is aimed at every ordinary person who contributes to the revitalization of the hometown and the development of the country. When the characters in the play face the dilemma of choices, they do not hesitate to choose the development of their hometown. The films all focus on the civilian perspective of ordinary people, relying on the subjectivity of history and revolution on the masses, fully demonstrate the power of the people, and portray true civilian heroes.

From the outdated and fragmented values to the concept of harmony and resonance between individual and national development. Compared with ordinary movies, the biggest difference between the main melody film is that it shoulders political tasks. Sometimes the film needs to create unreconcilable contradictions between the individual and the country through a unique storyline, so there is no shortage of sacrifices for the country's righteousness and greatness. I give up the plot of the ego. Behind this represents this outdated value concept: Individuals should sacrifice for national interests. In its essence, this is the contradiction between utilitarianism that emphasizes collective optimization and universalism that emphasizes the equalization of individual interests. [3] But in fact, the individual's willingness to sacrifice is based on the respect of the individual's life rights and dignity. The values of the main theme film of the new era reasonably examine the tension between national interests and personal interests in the character design, and carry the theme value of the harmony and resonance of the destiny of the individual and the country. It adopts the combination of dynamic and static, the combination of individual stories and historical missions, and conflicts. The “three types” of combination with harmony and resolution establish a progressive and rational connection between personal interests, collective interests and national interests, still emphasizing collective interests and national interests, and forming an effective dialogue with personal interests and benign interactions closely link national development and individual destiny. Lead the people's homeland feelings. For example, the film “Win the Championship” abandons the inherent thinking of blindly portraying the status of Chinese volleyball in the world, and pays more attention to the portrayal of the life-like scenes outside the stadium, and the contradictions, pressures and ways to resolve each athlete's own, and finally achieve the honor of winning the championship for the motherland.

2.2 Analyze the Particularity of the Ideological and Political Education Function of the Main Melody Film in the New Era

Combining thought and art, integrating rational value and aesthetic art. The main melody film is a cultural product with profound ideological and artistic qualities. The main melody film is dominated by artistic and cultural added value, and organically puts the added value of ideological and political education and educational added value. Hegel said: “Art always adopts an intuitive

way.” The biggest difference between the main melody film and other media for ideological and political education is that it has a kind of “intuition” based on the “sense of ritual”. The audience gathered in the screening are very easy to have emotional resonance when facing the screen, which naturally arouses the nature of “touching the scene and creating love”. The ideological connotation and value orientation contained in the film affect every audience in a subtle and metaphorical way, and extend to have a profound impact on their thoughts and behaviors in daily life. [4] At the same time, as a film art, it has a strong appreciating nature, integrating rational value and aesthetic art, reducing the sense of rejection of the viewer's “indoctrination” of ideological and political education, and better developing ideas in a form that the people like. Political education work.

Connecting history and reality brings together images of the times and mainstream beliefs. The main melody film of the new era broke through the bottleneck of “emphasis on history and underestimated reality” and comprehensively innovated the characterization and narrative mode. Find a connection with history from a contemporary perspective, and examine past events from a historical perspective with realistic people and real life. The living figures constructed behind the grand historical events show the mainstream values advocated by the current society, thereby inspiring the national spirit and patriotic enthusiasm. The breakthrough of the main melody film to the original theme not only carries the weight of history, but also meets the needs of reality. Find the theme of the times that should be expressed from real life, and endow positive symbolic value with ideological content. At the same time, the era images and mainstream beliefs created by the main melody film provide a “model” and “blueprint” for ideological and political education. We should better carry out ideological and political education in the folds of history and the texture of the times.

2.3 Deeply Explore the Ideological and Political Education Function of the Main Melody Film of the New Era

In-depth grasp of the main contradictions, precise drip irrigation to do a good job in value guidance. The main melody film in the new era has undergone great changes in narrative methods, character shaping and model construction, providing ideological expression and value output with diversification, modernization and precision Channel. With the self-transformation and innovation of the main melody film, its value leading role becomes more and more prominent. However, how to dig out the main theme film with thickness, depth, and temperature to fully display the function of ideological and political education, we must achieve two aspects. First, the main theme film must understand and grasp the main contradictions of China's development, whether it is in the film. The theme and role modeling must be the basis for conveying mainstream values, adhere to high standing, high value, and high thinking, invigorate the content ecology, introduce content living water, meet the increasingly complex and diversified needs of the people, and accurately grasp and lively in the creation Reproduce the main contradictions of the society, adhere to the noble mission of value guidance, and enhance the thickness, depth and temperature of the main melody film; secondly, grasp and use the ideological and political education function of the main melody film. Follow the contradictions and laws of the ideological and political education process, better play the functions of “integrated development”, “goal orientation”, and “shape the individual”, and “precise drip irrigation” do a good job in value guidance.

Maintain mainstream values and create a new chapter of the era. The new era of the main melody film is in the golden age. In order to avoid the intrusion of market-oriented consumerism, integrity and innovation are the top priority of the current main melody film to exert its ideological and political education function. The so-called being upright is to maintain the mainstream values, carry forward the Chinese spirit, strengthen the four self-confidence, strengthen the direction of realism, adhere to the historical subject status of the people, and highlight the creative concepts of “little people”, “positive energy”, and “big feelings”. The excellent and unique elements of traditional culture are integrated into the narrative of the main melody film to enhance its charisma, cohesion and attractiveness, and concentrate on realizing the dream of the great rejuvenation of the Chinese nation in the new era. The so-called innovation is to constantly innovate the connotation of the main

melody film in practice to make its expression more contemporary and youthful, avoid “experience” and “repetition”, keep pace with the times, tell contemporary Chinese stories well, and write new chapters of the times. Attract more youth groups. Be familiar with people's sentiments and opinions with a sense of uprightness, revitalize the times with innovative steps, and give full play to the ideological and political education function of the main theme film “Articles Convey the Way”.

Relying on Internet technology to occupy the position of online ideological and political education. With the advent of the “Internet +” era, under the upsurge of network informatization, the trend of the integration of the main theme film and the Internet has become more and more obvious. As a new carrier of ideological and political education, the main melody film breaks through the limitations of time and space, expands the scope of dissemination, deepens the interpretation of the film's connotation, and opens up an important position for network ideological and political education. The main point is to rely on new technologies to develop new platforms that conform to mainstream ideologies and shape authoritative ideological fields, integrate online and offline educational resources, break the barriers of traditional models, enhance joint interaction, and exert the overall collective effect of educational resources to achieve “eye-catching” “And “education”. Make full use of the advantages of network publicity, actively promote the benefits of collaborative publicity between network media and university platforms, create a theme website that integrates ideology, knowledge, interest, and service, and set up a film and television exchange network platform to facilitate in-depth film study. At the same time, strengthen the supervision of online film review platforms, put an end to the proliferation of online review platforms and malicious interpretation, and guide young people to correctly understand the mainstream awareness and core values conveyed in the main melody film, and internalize them in their hearts and externalize them in action. To protect the ideological and political education function of the main melody film.

3. Conclusion

The main melody of the new era, the film firmly grasps the original intention, keeps in mind the original intention of the mission, keeps the trend of the development of the times, in-depth exploration of the main contradictions in the current social development of our country, and better exerts its ideological and political education function in self-transformation, so that the thinking Political education has a longer lasting impact.

4. Acknowledgment

An Analysis of the Elements of Public Approval of the Main Melody Films in my country in the Past 30 Years.(NO.2020YCXS129)

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