

## **The successful exploration of the value of artistic charm and education ——Taking the movie "NE ZHA: I am the destiny" as an example**

**Jiaqi Lv**

College of Creativity Cultural and Communication, Zhejiang Normal University, Jinhua, 321000, China

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**Abstract:** The integration of art and education is a bridge to promote the harmonious development of people's potential ability and inner feelings. It can help people to create better literacy and better control their abilities. Chinese animated films also shoulder this important responsibility. The film "NE ZHA: I am the destiny" shows that it is a high-quality film that combines artistic, educational and entertaining in the field of animated films in recent years, from theme positioning, character portrayal, plot setting, audio-visual design to detail. The depiction is full of educational philosophy, embodying the educational value orientation and social significance of animated films.

### **1. Introduction**

"NE ZHA: I am the destiny" (hereinafter referred to as "NE ZHA") is the strongest dark horse in the summer movie field. Up to now, it has not only broken the record of 956 million movie box office of "Monkey King: Hero is Back", but also hit the total box office record of 1.53 billion in the American Disneyland "Zootropolis". "NE ZHA" is based on the traditional Chinese mythology story "Prince Nezha's Triumph Against Dragon King", which is very different from the original "Granting Titles to Gods", which is a 3D animated film that deducts and expands its character image and content concept. On the basis of entertainment, "NE ZHA" emphasizes the educational value of film works. It conveys many correct outlooks on life and education to the public in an artistic form, reflecting the educational value orientation of an era. Therefore, the success of the film "NE ZHA" shows that animated film, as one of the most freely expressive forms of art that expresses inner feelings and ideas, has a shaping, standardizing and educating effect on the outlook, values and aesthetics of the educated population. Therefore, it has a subtle influence on the quality of all aspects of the masses.

### **2. Theme positioning innovation: "breaking stereotypes and reversing fate"**

The theme of animated films stems from life, and most of them express the theme that people need and lack, which is inseparable from national culture, history and thought. The historical culture of different countries and the artistic works of different regions have their own unique national connotation and humanistic spirit. As a unique art form, animated films also tell different stories and convey certain cultural connotations and spiritual cores while expressing different themes. Since most of the film themes come from ordinary life, the audience will renew their educational concepts by evoking their own life experiences from the theme and cultural significance of the film.

On the theme of fate and growth, in the Disney animated film, the theme of "Toy Story" implies that growth must be accompanied by loss, and "Inside Out" reflects the concept that both emotions and sorrows will promote growth. "Prince Nezha's Triumph Against Dragon King" uses a different theme to add a new annotation to the traditional story. In the classic version of the story, parents did not use the correct way of education to cultivate, which led to a complete break with them; in the new animated film "NE ZHA", parents are willing to pay and give companionship and understanding, to stimulate which rebellion Heaven changed its life and formed a good moral outlook. The two echoes, making the film look more like a "growth education class", which reflects the importance of family education.

The film "NE ZHA" has a deep insight into the development of children's psychological development. It can be condensed into one sentence: "Who are you, only you have the final say." The factor of aside the film is only education, and the healthy growth of children is inseparable from the education of the parents of the day after tomorrow. Parents' trust, companionship, and caring are the most important guarantees for children's growth. During the child's growth, many children have experienced misunderstandings and insults like they are, but they have also experienced the care and education from their parents. Children in loving families will be positive and optimistic, while children who are burdened with heavy families will lose their self in inferiority and pessimism.

The theme of rebellion against fate can be said to be very common, but it still has a wide range of practical significance. In reality, there are many people who live in the same way as they were confined. They have worked hard and struggled, but the results are not good, so they gave up and attributed all the problems to the system. Fortunately, "NE ZHA" is to break the prejudice. The film is not only about what it is, but also reflects the important influence that China's entire family education can bring to children.

### **3. Characters portray innovation: complex motives of "rebellion" and "justice"**

The typicality and representativeness of the protagonist determine the authenticity of the film and the audience base. Looking back at the works of the past few years, from "Monkey King: Hero is Back" to "Big Fish & Begonia" and then to the "It's love", there are still some shortcomings in various aspects such as characters, narratives, and audio-visual lines. Looking back at the story of "Monkey King: Hero is Back", we will find that the overall story is a bit thin. In "It's love", in addition to Bai Suzhen, the shaping of other characters is also insufficient.

The setting of the role of rebellion and justice reflects the rebellious and compliant period that a person must undergo during his or her growth, and this is closely related to whether education has played a correct guiding role. The tragedy of the movie "NE ZHA" is the magic pill that can't control its own power, but also suffers from the coldness of others. The Lingzhu has the most superior conditions, and the kindness is obedient and sensible. After this striking contrast setting, more educational philosophies are reflected from the two different fate settings.

First, the analysis explores the differences between the two family educations and the resulting impact on children's growth. For his sister, his parents are exemplary parents in the real family. When the time is not long, the Li Jing couple have different ideas about the future of the monk. The mother suggested to go far and fly, let him happily spend the last days. No matter what kind of planning, parents are with unselfish love to go through the storm. They are not successful in their hopes, but they want to be a normal person and not to harm other people's normal people. This is a simple and profound educational concept. The story of "parents are a scourge" is borne by Ao Bing. Ao Bing's father, the Dragon King, placed his ideals on his children. He hoped that he would lead the whole family to leapfrog, but no one elder had expressed love for him. Finally, "love" motivates NAHZE to change its fate and get rid of the curse. The educational methods of these two families seem to be the epitome of thousands of family education, summed up as an educational philosophy that children's growth requires guidance, not closure and freedom.

Second, the film "NE ZHA" is at a deeper level, in fact, it is to explore whether human nature is a good or a bad problem. In the wrong time, the mistake of reincarnation, which should have represented the devil, under the influence of parents and masters, became a hero of justice to safeguard the safety of the people. However, it should have symbolized the sin of justice, but in the end of the idea of the revenge of the Dragon King, it eventually went astray. In fact, good and evil are not inherently doomed. One's good and evil are mainly influenced by the education of the day after tomorrow. There are no natural bad guys in the world, basically caused by the different family education and complex social environment they accept.

#### **4. The setting of the plot is innovative: the sense of loneliness and the feeling of breaking away from time and space**

The role and status of scripts and stories in film works is self-evident. The narrative form of the film works is subject to the inner needs of the audience. Therefore, a good educational narrative often requires a good script mode or drama setting.

The whole development story of "NE ZHA" has experienced the process of birth, growth, misunderstanding, making friends, knowing the truth, fighting the fire, and finally sharing the thunder. The overall storyline is in a relaxation, from the beginning of the stubbornness to the self-doubt in the process of growth, to the climax and the end of the day to change the life, using the modern human perception to give a new version of "Where is it different from the traditional form of "Prince Nezha's Triumph Against Dragon King ", with a new storyline instead of the modern people's ideas and educational values of different ages.

The setting of the plot of loneliness is reflected in the narrative part of the misunderstanding. The most touching part of the film is that a child who is written with destiny is "bad" in misunderstanding and prejudice. When a person's "tag" is strengthened, the probability of this person really becomes the person in the heart of others, and forgets the person he wants to be. Therefore, on the way to the child's growth, parents need help. In the face of children, parents should put aside prejudice and presupposition, truly love and accept, and respect the track of each child's growth. These value orientations in animated films are carried by specific animated images and plot settings. When children and parents complete the focus of an animated mirror, they will naturally experience the impact of deeper educational values. In the movie "NE ZHA", parents see educational methods, young people see breaking prejudice, and children see themselves growing up.

#### **5. Audio-visual design innovation: the ultimate play of extreme imagination**

The organic combination of audiovisual element design has made the artistic expression of animated films. Through the combination of picture and sound, the creator can design a variety of meanings that express the picture of the lens, and thus the educational significance for children. Therefore, the good audio-visual design gives the film "NE ZHA" a high degree of recognition, and at the same time helps the film to successfully play its own educational value.

During the period of "Monkey King: Hero is Back", there are still some problems and problems in the scene scheduling and audiovisual of animation. These problems have been well handled in the film "NE ZHA", and the technology of visual and auditory design has been greatly improved. The creation of art design and animation has also maintained a high quality. From the perspective of more meticulous educational value transmission, the film "NE ZHA" is very clever in the imagination and processing of many details, such as the introduction of the clue of kicking the scorpion. In the film, the emotional connection between the mother and the mother is expressed by kicking the scorpion; in the middle and late period, the scorpion and the scorpion kicked the scorpion; in the end, he said to his parents, "I want to kick a scorpion with you." Scorpion is something that originated in history and exists in daily life." This is invisible in foreign animated films, and the audience may not be clearly aware of it, but there must be a common symbolic meaning in the heart. While clarifying the development background of the story and the plot, it can also express the character of the character, and then express the theme, and finally increase the entertainment and highlight the atmosphere of the scene. Children's memory of this content will be very profound. The memory received for the first time will often affect the formation of his later values. The educational effect of animated films is carried out in a subtle way, and it is conducive to the acceptance of children's values and the formation of socialization.

## 6. Conclusion

At present, the temporary success of this animated film is a landmark event in the history of the development of Chinese animated films. Its breakthroughs in theme positioning, character portrayal, plot setting and audiovisual design have conveyed the educational significance and culture to the audience. It's no accident that this animated film is constantly refreshing the domestic box office. It is different from the younger generation of the bears, the Pleasant Goat and the Big Wolf. It is a work with depth and connotation. The span of the audience brings their own educational values and emotional sustenance.

For many years, the instructors and creators of Chinese animated films have always placed the educational value of animated films in the first place. Although many excellent animation works have been produced, in terms of the combination of educational and artistic animation films, there has been no real success. In fact, the educational and artistic nature of animated films has never been contradictory. From the movie "NE ZHA", we conclude that the social value to be conveyed in an animated film must play a role in guiding the life and transmitting the culture to the audience through the plot of the drama that resonates with the audience. On the macro level, in the creation of domestically produced animated films in the future, we should carry out all-round integration between the profound educational philosophy and the artistic charm of the film, so as to better promote the development of animation films in China.

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