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# The organic integration of the core values of socialism with Chinese characteristics and the appreciation of film and television public service advertisements

-- Taking friendliness and civilization as an example

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**Abstract:** In recent years, the Ministry of Education has issued the Guidelines for the Ideological and Political Construction of Higher Education Courses. Therefore, the teachers of film and television public service advertisements should strive to explore the organic integration of the core values of socialism with Chinese characteristics and the appreciation of film and television public service advertisements. The combination of the core values of socialism with Chinese characteristics and the appreciation of film and television public service advertisements can better help students understand the production process and evaluation criteria of China's film and television public service advertisements, Students are encouraged to practice the core values of socialism with Chinese characteristics in the form of film and television public service advertisements. Film and television public service advertising plays an indispensable role in helping people establish the core values of socialism with Chinese characteristics. Therefore, this lesson will take friendliness and civilization as an example to deeply describe the organic integration of the core values of socialism with Chinese characteristics and film and television public service advertising.

**Keywords:** Core values of socialism with Chinese characteristics; Film and television public service advertising; Fuse.

## 1. Content of courses

Explain the characteristics of film and television public service advertising to students.

Introduce the evaluation criteria of public service advertising to students.

Integrate ideological and political education with public service advertising classroom.

## 2. Teaching objectives

Through the appreciation and analysis of public welfare works in this chapter, we can understand the true nature of public welfare, understand the difference between public welfare advertising and commercial advertising, make full use of the audio-visual effect of film and television and the communication characteristics of film and television advertising, and reasonably use images and sounds to express public welfare themes in a unit time. At the same time, through the promotion of socialist core values, improve the efficiency of ideological and political education, integrate ideological and political education, and improve students' ideological and political literacy, so as to promote students to clarify their goals and establish correct values before entering the society.

## 3. Key and difficult points in teaching

### 3.1. A key

Help students understand the characteristics of film and television public service advertising.

The three elements of audio-visual language in film and television public service advertisements.

### 3.2. Difficulty

Guide students to effectively use the functions and usages of various visual elements in film and television advertising production.

Guide students to understand the evaluation system of excellent film and television advertisements.

The integration effect of ideological and political core (civilized and friendly) and specific curriculum content, as well as the mastery degree of students.

## 4. Instructional design

### 4.1. Play the friendly and civilized theme film and television public service ads to help students understand the characteristics of film and television public service ads

First of all, in the course theme introduction link of the film and television public service advertisement, teachers let students watch the film and television public service advertisement about the core values of socialism with Chinese characteristics in the form of ppt and video broadcast: "handle affairs in a civilized manner and treat people friendly"(https://v.qq.com/x/page/h0821jdpysu.html)"Everyone needs a civilized city, the city needs everyone to be civilized, the civilized city is loved by everyone, and your participation is more wonderful" (http://igongyi.cntv.cn/2014/07/09/VIDE1404895922014174.shtml). Then the teacher should explain to the students that in the film and television public service ads, the characteristics of the film and television public service ads should be highlighted, that is, public welfare. The teacher carefully explained to the students that film and television

public service advertising is not an effective way for an enterprise to obtain economic profits, nor is it an important tool for a political group to gain political support from the public. The characteristics of film and television public service advertising, as its name implies, is purely public service advertising that serves the public. It plays an indispensable and important role in guiding the public to establish a correct outlook on life, world outlook and values, In combination with the film and television public service ads of the core values of socialism with Chinese characteristics broadcast to students before class, the teacher explained to students the importance of effectively guiding the public to establish the core values of socialism with Chinese characteristics in the process of the wide dissemination of the film and television public service ads of the core values of socialism with Chinese characteristics, and made students realize that the ultimate purpose of the film and television public service ads is to benefit the people of China, There is no commercial interest in pursuing the development of socialism with Chinese characteristics. After the teacher's theoretical explanation, the teacher demonstrated it by citing Pan Zehong's narration in the Introduction to Public Service Advertisements: Public service advertisements are aimed at the general public, aiming at the current disadvantages and bad customs, stimulating the public's appreciation interest through short and light advertising forms and special ways of expression, conducting friendly persuasion and guidance, correcting mistakes, establishing new trends, influencing public opinion, and guiding social psychology, Standardize people's social behavior, maintain social morality and normal order, promote the healthy, harmonious and orderly operation of society, and realize the harmonious and sustainable development of human and nature. Then help students understand the importance of carrying out public welfare film and television advertising activities and promoting the core values of socialism with Chinese characteristics.

## 4.2. Explain the development history of film and television public service advertising and introduce the key and difficult points of the course

The teacher of film and television public service advertising introduced the development history of China's film and television public service advertising to the students, so that the students could understand the typical deeds in the development and dissemination process of film and television public service advertising, the core values of socialism with Chinese characteristics. The teacher explained that in the late 1990s, the sponsorship and publicity activities of the Great Wall of China jointly organized by Beijing Evening News, Beijing Daily, Economic Daily and Workers' Daily also had the nature of public service advertising, Their "Love China, Build the Great Wall" is even more famous overseas, which initially leads students to the difficulties they have faced or are facing in the process of the development of China's film and television public service advertising, and encourages students to have the courage to explore and think independently how to effectively implement the core values of socialism with Chinese characteristics in the process of making film and television public service advertising, and guide students to adopt the form of self-improvement, Gradually establish the core values of socialism with Chinese characteristics in a deeper thinking mode.

## 4.3. Explain to students the countermeasures and evaluation criteria for the key and difficult points of film and television public service advertising

After the film and television public service advertising teacher guides the students to think independently about how to deal with the key and difficult points of the film and television public service advertising, the teacher corrects the wrong steps pertinently by comparing the measures that the students think about, and introduces the functions and uses of various visual elements in the production of the film and television public service advertising to the students, To enable students to understand how to effectively optimize the film and television public service ads in the process of producing the core values of socialism with Chinese characteristics; At the same time, the evaluation system for film and television public service advertising was introduced to students. The teacher took the evaluation requirements in the Notice of the General Office of the State Administration of Radio and Television on Doing a Good Job in the Evaluation of the 2019 Radio and Television Public Service Advertising Support Project as an example to guide students to understand how to apply for the core values of socialism with Chinese characteristics film and television public service advertising support project The work format requirements of the "excellent works in broadcasting" and "excellent works in television" support projects, the process of sending translated documents of works in national languages, the submission channel and time limit of the application for supporting projects that have passed the preliminary examination, the submission process of the application for supporting projects of the central film and television broadcasting unit, and the number of supporting projects that have passed the preliminary examination by the provincial radio and television authorities and the central unit, etc. By explaining the review requirements in the Notice of the General Office of the State Administration of Radio and Television on Doing a Good Job in the Review of the 2019 Radio and Television Public Service Advertising Support Project, the teacher enables students to modify the response measures for the film and television public service advertising of the core values of socialism with Chinese characteristics that they think about more pertinently, and effectively improve their ability to produce the film and television public service advertising of the core values of socialism with Chinese characteristics. With constant correction and encouragement, students will firmly grasp the correct response measures to the key and difficult points of film and television public service advertising, and promote the development of students.

## 4.4. Expand the production principles of film and television public service advertisements and explain the elements of audio-visual language

The teacher expanded and introduced the production principles of ideological and political film and television public service advertisements to students, including political principles, advocacy principles and emotional principles. The teacher first stressed to the students that the principle of ideological and political nature is the first thrust. In combination with the film and television public service ads of the core values of socialism with Chinese characteristics

introduced before the class, the teacher pointed out that the ads showed the negative impact of uncivilized behaviors such as "smoking in public places" and "loud noise" on the image of the city to the citizens, guided them to think and experience, and finally realized that everyone needs a civilized city, Cities need everyone to be civilized. In this way, students can gradually understand the production principles of our excellent film and television public service advertisements, and gradually establish the life concept of socialist core values with Chinese characteristics in the process of watching ideological and political film and television public service advertisements; Then the teacher should explain to the students the elements of audio-visual language, which are screen language, voice language and modeling language. The screen language mainly refers to that the producer of film and television public service advertisements constructs various graphic structures to make people form visual images in their minds, which mainly uses the language expression forms of film and television public service advertisements such as composition, light effect, color and tone, reflecting the profound advertising production methods and skills of the producer of film and television public service advertisements. Audible language refers to the life, music and third-party sound embodied in the process of broadcasting the film and television public service advertisement. It is mainly divided into life language, music language and sound language. The producer of the film and television public service advertisement helps people form the corresponding graphic structure in their minds through the form of audio language, and guides people to understand the public service advertisement. Modeling language refers to the artistic processing of ordinary life documentary pictures, making the pictures have strong painting, sculpture and imagination, giving people a sense of three-dimensional, association and artistic impact, so that people can associate different emotional derivatives according to their own experiences after watching the corresponding film and television public service advertisements. Finally, the teachers' association of film and television public service advertisement appreciation requires students to independently produce ideological and political film and television public service advertisements with the core values of socialism with Chinese characteristics as the theme, to help students firmly establish the core values of socialism with Chinese characteristics and promote students' growth in the process of producing film and television public service advertisements.

## 5. After class, draw inferences from one instance

In view of the feedback summary of students after the class of film and television public service advertisement appreciation, the teacher should summarize the questions pertinently, and solve the students' doubts by recording the teaching video, and guide the students to use a lot of practical production to achieve a firm grasp of their own knowledge. By summarizing the after-class listening and learning evaluation from teachers and students, teachers can improve the classroom teaching rhythm, detail the classroom teaching content, achieve the organic integration of ideological and political core and specific curriculum content, and strengthen students' grasp of ideological and political core knowledge. At the same time, teachers should assign an appropriate amount of homework after class, and ask students to choose one of the twelve words in the core values as the theme to create public service advertisements in combination with the reality of life. For the creative content, teachers should make reasonable evaluation and suggestions to help students quickly accumulate experience through a large number of practical operations. For example, students do not have a thorough understanding of the characteristics of film and television public service advertising. Therefore, teachers can upload detailed lectures and videos to the class group, so that students can learn online anytime and anywhere, thus breaking the comfort of time and space in learning, achieving a firm grasp of students' knowledge, and effectively improving the teaching effect of film and television public service advertising appreciation.

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