

Study on the Ideological and Political Education Function of Main Theme Film and Television Works

-- Taking the Series of Works on the Centenary of the Founding of the Party as an Example

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Abstract: Taking the contents and the features of main melody movies and TV works as the main basis, focus on the research of the series of main theme film and television works dedicated to the centenary of the founding of the party, and deeply explore the ideological and political education function of the main melody movies and TV works, so as to strengthen the attractiveness of ideological and political education, and explore the path that is conducive to the realization of the ideological and political education function of melodramatic film and television works, so as to improve the effectiveness of ideological and political education. Among them, the characteristics of melodramatic film and television works unfold from class, entertainment and education. The main ideological and political education functions include four aspects: political orientation function, value leading function, entertainment guidance function, and quality education function, and analyzes the path that helps to play the ideological and political education function of the main melody movies and TV works from the three levels of students, schools and film and television creators.

Keywords: Theme film and television works; Ideological and political education; Centenary of the founding of the Par.

1. Introduction to Melodramatic Film and Television Works

1.1. Connotation of Main Theme Film and Television Works

The main theme films and TV dramas advocated by China's cultural management department refer to those period films or TV dramas that refract and reflect the trend of social progress, are consistent with the current political atmosphere, and inherit the main theme of the socialist era in order to inspire the people's will to pursue their ideals. In general, main theme film and television works generally refer to films or television dramas under the guidance of the government with the main goal of promoting national ideology.

Then, the so-called series of film and television works dedicated to the centenary of the founding of the Communist Party of China (CPC) mainly refers to a series of films and television dramas released by the film and television industry to revisit the Party's century-long struggle against the background of the centenary of the founding of the Communist Party of China (CPC), which is an important part of the main melodramatic film and television works in the new era. A few of the more influential films and TV works include *The Age of Awakening*, *Glory*, and *Dreams*, *Changjin Lake*, *Ideal Shines on China*, etc.

1.2. Characteristics of main theme film and television works

1. Class

The main theme of film and television works has a distinctive class nature. The selection of the content and theme of the main theme film and television works determines its inevitable class nature, whether it is a revolutionary film and television works, or a realistic film and

television works, are produced and developed under the influence of China's government ideology, and are aimed at safeguarding the fundamental interests of the party and the state as the main purpose. Its core task is to convey to the general public the cultural and ideological content it contains that is consistent with socialist core values and mainstream ideology.

2. Entertainment

For a long time, film and television have been an important pastime. Entertainment is a prominent feature of melodramatic film and television works. Leisure, relaxation and entertainment are the simplest and most direct reasons for viewers to choose to watch films and TV works in their leisure time, and the main theme film and TV works also attract and guide viewers through the entertainment they possess. Neil Bozeman, a famous American media culture researcher, once said, "Entertainment is the super-ideology of all discourse on TV. No matter what the content is, no matter from what angle, everything on television is designed to provide us with entertainment."

3. Educational

Film and television works as a form of art that integrates time and space with each other, the way of its narrative of the wonderful content is as smooth as running water, which can express the ideological connotations and values in a logical way, and is easy to be understood and accepted [1], which makes the educational nature of the main theme film and television works themselves can be more effectively played. At the same time, melodramatic film and television is not only visual art, but also auditory art, which can express the theme of thought and artistic value through images, sounds and characters [2], almost all types of film and television works, no matter what the theme is, its fundamental purpose is to let the audience accept the mainstream values and mainstream ideology it carries.

2. The Ideological and Political Education Function of The Main Theme Film and Television Works

2.1. Political Orientation Function

The political orientation function of melodramatic film and television works is its core function, which is in line with the trend of the times and can fully interpret the mainstream values and reflect the national will. The main theme of film and television in the new era has been continuously developed, its various forms of expression, coupled with its enjoyable means of propaganda, can make the audience more intuitive understanding of the development trend and direction of the country [3]. In addition, the main theme of film and television works itself has a distinctive class nature, this feature and the leadership of the party in essence determines that it should always adhere to the creative direction and public opinion orientation of serving socialism with Chinese characteristics, and therefore its dissemination of content to the audience is bound to be authoritative [4]. It can vigorously publicise the Party's lines, guidelines and policies through vivid screen images, guide the audience to a more in-depth understanding of the Party's great years and historical mission, and play a significant role in enhancing and correcting the political consciousness and political position of the general public, especially the young audience. For example, the TV series "Glory and Dreams", which started from "The First Congress", has guided the audience to understand more deeply the glorious history of the CPC over the past one hundred years through a series of stories of great feats on screen, which is conducive to guiding people to unswervingly adhere to the leadership of the Party in the new era.

2.2. Value Leading Function

As the mainstream culture represented by the mainstream ideology, the main theme film and television works not only have the value concepts in line with the socialist core value system, but also contain rich and diversified ideological and political education resources. When disseminating the value-guiding ideological and political education information and content contained in them, they can help people better know and understand these values in a vivid way in a diversified form, such as on the screen, so that people will know and understand these values from the bottom of their hearts. It can help people better recognise and understand these values in a vivid and graphic way by screens and other diversified forms, so that they can identify with and accept them from the bottom of their hearts, and then form correct values. For example, "Ideal Shines on China" takes the stories of a total of 40 great men in different historical periods of the Party as its important content. The stories of the characters shown in each episode of the programme enable us to see the indomitable spirit of the people of the whole country in the new period for the realization of the great rejuvenation of the Chinese nation, which helps us to correctly understand the scientific connotation of spiritual qualities such as patriotism, and in this way, the spirit and soul of the Communist Party of China (CPC) can be transmitted to the young people in a more effective way. The spiritual soul of the Communist Party of China can be more effectively transmitted to the young people through this way, so that the fire of ideals can be turned into a spiritual lamp that guides the young people in the direction of advancement.

2.3. Entertainment guidance function

Film and television works have the function of relaxing people physically and mentally due to their own entertaining characteristics, and at the same time, it also attracts the audience with entertainment as the main means, which can not only relax and entertain people, but also let people get spiritual enlightenment and comfort in the heart. It is worth noting that the entertainment guidance of the main theme film and television works is in a positive way, spreading positive entertainment content, which overcomes the vulgarity of the past in terms of both content and form to give people spiritual entertainment. For example, in the film "Changjin Lake", Wu Wanli begins to appear in the audience's field of vision as a very naughty child, naughty behaviour makes people feel a little bit of ease in the tense atmosphere of the war, but as the volunteers get closer to the front line, the cruelty of the war has to bring people back to reality, the war is ultimately brutal, a new recruit to go to war to face the fear of killing the enemy, the sacrifices of their comrades, which makes people's hearts clench up, the contrast between before and after. The heart of the film is pulled up, before and after the contrast, so that the entertainment of the film has been sublimated.

2.4. Character Education Function

Ingmar Bergman, one of the important film directors of the 20th century film history, said, "There is no art form that can transcend the general feeling and directly touch our emotions and penetrate into our souls like film art [5]." The process of appreciating film and television works is actually the process of contextualisation of character education. Film and television works with brilliant plots, distinctive visual effects and prominent characters as the main themes use different perspectives and various forms of artistic means to inspire the audience to think about human nature, responsibility, morality and so on, to realise the influence on the audience's character. For example, the film "Changjin Lake" takes the background of the Battle of Changjin Lake, which had a very low victory rate in the War of Resistance against the U.S. and Aid for Korea, to show the great patriotic sentiment and revolutionary spirit to the general public, which not only can inspire the audience, especially the young generation's will to struggle, but also can let them be influenced by the character of the heroes in the film in the process of watching the film, so that it can achieve the purpose of character education.

3. The Path of Playing the Function of Ideological and Political Education of Main Theme Film and Television Works

3.1. Students: take the initiative to enhance cultural consciousness, enhance film and television appreciation ability

The effect of combining melodramatic film and television works with the ideological and political education of college students depends mainly on the degree of acceptance and love of students for such film and television works [6]. Otherwise, even if the melodramatic film and television works are excellent and have high educational value, they are useless. Therefore, for students, they should take the initiative to enhance their cultural consciousness and improve their understanding and appreciation of excellent film and television works.

First of all, students should continuously strengthen the study of theoretical knowledge and enhance their film and television appreciation ability. Whether it is the ontology of Marxism or the various theoretical achievements of the Chineseisation of Marxism, it is the theoretical literacy that contemporary young students should have, and it is the way and method of understanding the world and transforming the world that they must learn and master. Therefore, young students should give full play to their own subjective initiative and endeavour to master the necessary theoretical knowledge.

Secondly, they should take the initiative to enhance their cultural self-awareness, and consciously and actively watch film and television works that are rich in ideology and artistry. In addition to strengthening the study of basic knowledge, students should also continuously strengthen the ability to choose film and television works in practice. For young students, when choosing film and television works, they should keep a prudent mindset, and take the main theme film and television works rich in artistry and ideology as their main choices, and reject vulgar and corrupt films and TV dramas. Not only that, but also to enhance the initiative of film watching and reflection, so that film watching does not just stop at "watching".

3.2. Schools: Playing the power of each school body, actively carrying out film and television education activities.

Strengthen the ideological and political education work, the excellent film and television works and ideological and political education organically combined together, and with direct and effective methods to implement, this is a problem worthy of deep thought [7].

First of all, schools should strengthen the importance of the ideological and political function of melodramatic film and television works. Colleges and universities are an important position for ideological and political education work, therefore, it is necessary to establish and improve the institutional mechanism of ideological and political education with melodramatic film and television works as the main body, strengthen the supervision, and provide corresponding systematic guarantee for education and teaching work, so that melodramatic film and television works can be institutionalised and systematised into the teaching of ideological and political theory classes. For example, in the existing film and television teaching curriculum system, set up relevant film and television appreciation elective courses.

Secondly, teachers must break through the traditional way of thinking, carry out creative reforms and exploration of the classroom, and incorporate excellent melodramatic film and television works into the ideological and political education of students to supplement the traditional teaching content, so that students can appreciate their intrinsic significance in the process of appreciation, and, at the same time, create an excellent film and television cultural environment for students in colleges and universities, and promote the smooth development of the work of ideological and political work [8].

3.3. Film and television industry: optimise the dissemination mode of the main theme film and television works, improve the quality of the main theme film and television works

In today's world where the themes of the main theme film

and television works are getting richer and richer, and the contents are constantly diversified and high-quality, how the film and television industry can enhance the audience's interest in this kind of works in the most effective way, so that they can consciously understand and accept the values conveyed by the film and television works and put them into action will be an issue worthy of consideration. With the in-depth development of Internet technology, the generation and use of new media technology effectively promotes the solution of this problem, which not only broadens the dissemination surface and channels of film and television works propaganda, but also enhances the dissemination efficiency of film and television works, which not only brings the audience closer to the actors, but also allows people to understand and watch such high-quality works through a variety of ways, breaking through the traditional means of dissemination, and helping to achieve the function of ideological and political education. ideological and political education function. Therefore, the film and television industry should pay attention to the development trend of new media, the propaganda of melodramatic film and television works and new media fit and strive to achieve the development of multimedia integration.

Of course, the future of the main theme of film and television works in the original basis of continuous innovation and development, to ensure that the quality of the improvement is also a problem that cannot be ignored. First of all, the same frequency resonance, close to the pulse of the times, feel the temperature of the times. The core of the creation of "era-centred" melodramatic film and television works must be in sync with the development of the times. With the continuous development of the times and society, people's social psychology and aesthetic concepts have also changed, so every creator should be keenly aware of the changes, accurately capture the "hot spots" of the times, and disseminate the contents needed by the people, the country and the nation with excellent literary and artistic works. Secondly, it should be effective, close to the audience and based on life. The main theme of film and television works should not indoctrinate and indoctrinate the audience in a superior position, nor should it simply narrate historical stories, but through the deeds of the characters and artistic means to pay attention to the audience's emotions and feelings, to achieve with the audience's.

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