

# Research on the Value of Red Movies from the Perspective of Ideological and Political Work in Colleges and Universities in the New Era

Qingtian Shangguan

School of geoscience and technology, Southwest petroleum University, Chengdu 610500, China

## Abstract

Red movies have ideological and political attributes and are of the times, and have important value in the ideological and political work of colleges and universities in the new era. Based on the perspective of ideological and political work in colleges and universities in the new era, this article explores the ideal and belief identification value, literary value, and "big ideological and political course" value contained in red movies. This article analyzes and grasps the relationship between red movies and the times, and follows the laws of ideological and political work in colleges and universities, in order to give full play to the positive role of red movies in the ideological and political work of colleges and universities.

## Keywords

Red Movie; Era; Ideological and Political Work; Educating People.

## 1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that socialism with Chinese characteristics has entered a new era, which is a new historical direction of my country's development. In order to reflect the "new era" in the ideological and political work of colleges and universities, it is necessary to implement the fundamental task of cultivating morality and cultivating people, insist on educating people for the party and the country, educating people in all staff, the whole process, and all-round development, and cultivate socialist builders and successors who develop morally, intellectually, physically, aesthetically and labor in an all-round way. As the expression carrier of literature and art, red movies are the reflection of the times, have ideological attributes, and contain more ideological and political work values in colleges and universities in the new era.

## 2. The Value Background of Red Movies in the Ideological and Political Work of Colleges and Universities in the New Era

In 2016, General Secretary Xi Jinping pointed out at the opening ceremony of the Tenth Congress of the China Federation of Literary and Art Circles and the Ninth Congress of the Chinese Writers Association: "There is an era of literature and art in an era, and an era has its spirit. The classic literary and artistic works of any era are the portrayal of the spirit of social life in that era, and they all have the brand and characteristics of that era. "As an important part of Chinese literature and art, red films artistically reflect the times and have an important impact on the times, especially the spiritual world of people. Judging from the 100-year struggle history of the Communist Party of China, the red movies are of the times, and their formation almost resonates with the process of the Communist Party of China leading and guiding the people. Whether it is in revolution, construction, reform, or the new era, there is a background

in the generation of red movies. As a special audio-visual art, film is also serving the central work of the Communist Party of China. Some people think, "As a popular art, film has played an increasingly important role in the process of inheriting the national spirit and spreading mainstream cultural values. The realization of cultural values shared at the perceptual level through film is far more profound and effective than authoritative education. "This shows that red movies play an important role in the inheritance and dissemination of red culture, and it is more effective when integrated into the form of art communication. This provides an important value medium for the ideological and political work of colleges and universities in the new era. "What kind of people to train, how to train people, and for whom to train people" is an important theme of ideological and political work in colleges and universities in the new era. General Secretary Xi Jinping put forward "six efforts" at the National Education Conference, including efforts to strengthen ideals and beliefs and to cultivate patriotism. It is required to enhance students' self-confidence in the socialist road with Chinese characteristics, theoretical self-confidence, institutional self-confidence, and cultural self-confidence, and educate and guide students to love and support the Communist Party of China, which points out the direction for the ideological and political work of colleges and universities in the new era. Universities are places to cultivate morality and cultivate talents. Chinese universities are socialist universities with Chinese characteristics under the leadership of the Communist Party of China, which determines the need to cultivate newcomers to the era who are responsible for national rejuvenation. Contemporary college students are a generation that walks in the same direction and moves forward with the new era, and the red spirit inherited from red movies is exactly in line with and interconnected with the direction of college students in the new era. In particular, the spirit of patriotism contained in red movies can still profoundly influence contemporary college students and enrich their spiritual world, which is of great significance for strengthening college students' "four self-confidences", listening to the party's words, feeling the party's gratitude, and following the party.

### **3. The Value Connotation of Red Movies in the Ideological and Political Work of Colleges and Universities in the New Era**

Since the 19th National Congress of the Communist Party of China, from the "Ten Educational Systems" in the "Ideological and Political Work Quality Improvement Project Implementation Outline in Colleges and Universities" to "Three Comprehensive Education", from ideological and political courses, curriculum ideological and political courses to the construction of "big ideological and political courses", the ideological and political work of colleges and universities is implementing the fundamental task of building morality and cultivating newcomers of the era who are responsible for national rejuvenation. On the occasion of the 100th anniversary of the founding of the Communist Party of China, the Central Committee of the Communist Party of China and the State Council issued the "Opinions on Strengthening and Improving Ideological and Political Work in the New Era", which mentioned that ideological and political work should be regarded as an important way to run the party and the country, and ideological and political education should be carried out in depth. This clarifies the requirements for the ideological and political work of colleges and universities in the new era. To give full play to the positive role of red movies in the construction of ideological and political work in colleges and universities, and to tap its value connotation, it is a vivid example of "promoting the national spirit and the spirit of the times, and strengthening patriotism, collectivism and socialist education" mentioned in the "Opinions".

**Ideals and beliefs identify values.** "The republic is red", and red movies are also "red", revolutionary and with a distinct ideological color. In terms of content and subject matter, most of the red movies are revolutionary struggles for revolutionary ideals and beliefs, or socialist

modernization, or actively undertake the responsibility of a major country in the new era. Its protagonists are often people's heroes or people who defend their homes and the country. The characteristics of red movies are to convey the positive energy of the public through audio-visual art forms, and to convey patriotism and collectivism. As far as college students are concerned, this has intuitively shortened the distance between them and the times, enhanced their patriotism, strengthened their "historical self-confidence", and allowed students to reminisce bittersweet and recall the hard-won, Chinese characteristics of the new China. Socialism is not easy to come by, and it has the recognition value of ideals and beliefs such as strengthening family and country feelings.

**Literary value.** As an important part of Chinese literature and art, red movies are of great significance to "telling the Party's story well" and "telling the Chinese story well", and are an important carrier to convey the Chinese spirit. It is the artistic record of literary and artistic creations for the times, which is crucial to enriching the spiritual life of college students. China's colleges and universities emphasize the "five educations" of moral, intellectual, physical, aesthetic and labor. Red movies have a positive effect on improving students' artistic aesthetics, and are highlighted by the role of cultivating people, educating people with beauty, and cultivating dollars with beauty. The red movies have achieved an organic integration of politics and artistry, which has a positive effect on focusing on education orientation, promoting the main theme and transmitting positive energy.

**The value of "big ideological and political courses".** General Secretary Xi Jinping once proposed ideological and political courses, curriculum ideological and political courses, and emphasized that "big ideological and political courses should be used well", all of which highlighted the organic combination of students' learning content and ideological and political elements, and the need to innovate through different forms. To do it into the brain into the heart, Bacon casts the soul. In July 2022, ten departments including the Ministry of Education issued the "Work Plan for Comprehensively Promoting the Construction of "Big Ideological and Political Courses", which mentioned the need to "reform and innovate the main channel of teaching" and "make good use of the big social classroom". The number of red movies is large, the subject matter is wide, the history span is large, the style and expression techniques are unique, and they have unique advantages in ideological and political aspects. They are teaching materials for "big ideological and political courses". In particular, it has advantages in "expanding classroom teaching content" and "innovating classroom teaching methods", including establishing a red film practice base, sharing resources, and actively building an ideological and political platform.

#### **4. Reflections on the Ideological and Political Work of Colleges and Universities in the New Era of Red Movies**

General Secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work in Colleges and Universities: "To do a good job in the ideological and political work of colleges and universities, we must change according to the situation, advance according to the times, and be new according to the situation. "Ideological and political work is fundamentally the work of being a human being. Therefore, to do a good job in the ideological and political work of colleges and universities in the new era, we must be good at analyzing specific problems and observing the situation. It is necessary to give full play to the traditional advantages of ideological and political work and organically integrate new media and new technologies. Giving full play to the constructive role of red movies in the ideological and political work of colleges and universities in the new era is in line with the laws of ideological and political work in colleges and universities and the laws of students' growth.

Literature and art both reflect and react to the times. Socialism with Chinese characteristics has entered a new era, and literary and artistic work, including red movies, must naturally reflect the new era. The new era has both grand themes of the times and the hard work of "little people". Only when red movies truly and artistically reflect the new era can they achieve good results. Youth is the golden period of life growth and the period of shaping their thoughts. At this time, careful guidance and cultivation are most needed. And red movies can continue to progress and develop according to the law of young college students' growth, and focus on infecting and moving students from the heart. This is also in line with the "three comprehensive education" rule of all staff, whole process and all-round education.

For a long time, red movies are works created by literary and artistic creators closely following the theme of the times, and they are products with ideals and beliefs based on the position of the people. The red films flow the "red blood" of the republic, embody the Chinese spirit and the spirit of the times, and rejuvenate in different times. In order to educate all employees, the whole process, and all-round education in colleges and universities, they need to fully combine the red film to carry out the ideological and political construction of colleges and universities, especially in the context of "big ideological and political courses" to explore the value of red film. Focusing on the center and serving the overall situation can promote the vigorous and healthy development of ideological and political work in colleges and universities in the new era.

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