Research on the Application of "Two-dimension" Culture in Ideological and Political Education

Wang Qiuting

Shaanxi Normal University, Xi'an, 710119, China

Abstract: *As a new foreign culture, the secondary dimension culture meets the multicultural needs of the growth of college students with its unique advantages, and affects the formation of college students' values and world outlook. The ideological and political education in colleges and universities should realize the significance and advantages of applying the "two-dimensional" culture, and start from the theory and practice, form and content, and use the combination of the two-dimensional culture and the mainstream consciousness to do a good job.*

Keywords: *ideological and political education in colleges and universities; two dimension; college students; mainstream consciousness*

1. Introduction

"Two-dimension", also known as two-dimensional world, refers to the two-dimensional plane world built by animation (Animation), cartoon (Comic), game (Game), novel (Novel), referred to as ACGN as the carrier. The real world, in contrast, is called the "cubic element". The quadratic culture is the unique values and concepts formed by the quadratic group in the flat world it carries.[1]

The second-dimensional culture itself originated from Japan, and was introduced into China with rapid development of network information, and continuously developed according to China's local cultural environment. According to the research report of IResearch Consulting, China's domestic secondary yuan consumption group has reached about 260 million people in 2015, of which 97.3% of participants were born in the 1990s and 2000s. The two-dimensional culture is spread through different channels, such as online communication and offline communication. At the same time, it keeps developing from subculture and minority culture, meeting the diverse cultural needs of the post-90s and post-00s groups. With the growth of its audience groups, it has become a cultural value system deeply loved among college students.

2. The influence of the secondary dimension culture on college students

College students are post-90s and post-00s, which is highly consistent with the audience of two-dimensional culture. Active at the same time college students thinking, vigorous, have faster learning ability and acceptance ability, paying more attention to the latest technology information, entertainment information, values, etc. They are the most active in each stage age group, the most creative and rebellious spirit group, so also more likely to accept and love independent of the mainstream culture of secondary culture.

2.1 The influence of secondary dimension culture on the formation of college Students' values

The original two-dimensional culture from Japan has highly condensed the national cultural characteristics of Japan, and spread it among the post-90s and post-00s groups through words, music video. Compared with the serious and orthodox mainstream culture, the form carrier of the secondary dimension culture is novel, and the entertainment of its content is more easily accepted by the young groups. When the two-dimensional culture was first landed in China, it also impacted the inherent and values of China, and affected the formation and cultivation of the mainstream values of college students. However, with the continuous extension and development of the two-dimensional culture, it collides and integrates with the mainstream values.

On July 12, 2012, the world's first Chinese V virtual singer Luo Tianyi officially debut.—— B

station, the secondary culture gathering, has been among the mainstream video websites. Phenomenal cartoon "That Year That Rabbit Those Things" click over 100 million, through the two-dimensional narrative system, and deduce a series of major events in modern Chinese history. At the same time, patriotism and nationalism values into it and helped it win a huge response and good reputation among college students. In 2017, the film "Flash Girl" tells the story of college students themselves, and puts the traditional folk music on a shining secondary coat, igniting the enthusiasm of college students to learn folk music. The combination of the quadratic element and the folk music, a seemingly unrelated element, does not produce a sense of disharmony, but it is refreshing and explores the new connotation and value of the binary culture.

In the current context of two-dimensional culture, the values of two-dimensional culture are richer, reflecting the image of college students with positive youth and positive energy. Since the beginning, the subculture has entered the mainstream cultural vision, and has gradually become a normal cultural communication and communication. College students who like the two-dimensional culture are no longer the "edge" people.

In fact, the spread and development of the two-dimensional culture in China is actually a process of outward development and internal integration of the national culture. The development of Japanese two-dimensional culture is based on Japanese cultural values, and Japanese culture originated from Chinese Confucian culture. Therefore, we should establish cultural confidence. The "true"," good "and" beautiful" in the core values of two-dimensional culture are derived from Chinese culture, and are more easily accepted by college students.[2]

The year 2015 was once known as the first year of the "two-dimensional yuan". With the development of China's economy in recent years and the improvement of various material levels, the two-dimensional culture has also experienced changes in technological renewal, public psychological recognition, mainstream integration and other aspects. In the context of quadratic culture, college students can communicate online, express opinions, express emotions, and form a diversified value system of diverse personality. In particular, the quadratic element is independent of the real world and has infinite possible imagination space, which can meet the dreams that college students cannot complete in reality and relieve the pressure in reality. Secondly, the works of the blood, inspirational, funny and simple themes of the second dimensional world bring love and warmth to college students, and make up for the possible shortcomings in reality. Finally, the unique, frank and direct characteristics of the two-dimensional culture can enable college students to express their views freely, have a personalized lifestyle, enrich the spirit and entertainment life of college students, and affect their values.

2.2 The Influence of secondary culture on the Formation of College Students' World View

The two-dimensional culture has now developed into a diverse, inclusive and inclusive cultural ecology. Two-dimensional culture is a culture with a relatively high degree of communication in university campuses. 90% of the post-00 freshmen who enrolled in 2018 have been exposed to some relevant two-dimensional cultural information and know the basic two-dimensional concept. The two-dimensional culture is widely received and spread among the young group of college students. From many after 90,00 after childhood "Doraemon", "saint starya" series, to the youth "slamdunk", "naruto", "one piece", and then to the localization of "the return", "the big fish begonia" and other two dimensional works, for college students constructed a inclusive, free, full of love. It can be said that the quadratic element is the most important carrier of shaping their previous adult world view. The two-dimensional culture satisfies their vision of the ideal world. And nowadays a lot of secondary yuan works to break the dimensional barriers, to three yuan, reality themes, just still using comics, text, audio and other college students love form, can get more resonance, even before no contact with secondary culture of college students. Also because of its construction of strong, inclusive world view is attracted, a certain sense of identity, and world outlook is affected.

3. Significance and Advantages of "Two dimension" culture in Ideological and Political Education

The 19 big report to adhere to the socialist core value system, specific is must adhere to marxism, firmly establish the communist lofty ideal and the common ideal of socialism with Chinese characteristics, cultivate and practice the socialist core values, increasing ideological dominance and voice, promote the Chinese excellent traditional culture creative transformation, innovative development, inherit the revolutionary culture, the development of advanced socialist culture, absorb

foreign, facing the future, better build Chinese spirit, Chinese value, Chinese power, provide spiritual guidance for the people.

3.1 Two-dimensional culture communication is an effective way to improve the ideological and political education of college students

The secondary dimension culture first attracting college students is its unique communication carrier, and comics, novels, games and other forms, also the most distinctive characteristics of the secondary dimension culture. Therefore, the ideological and political education work in colleges and universities can make full use of these forms to improve the interest and vividness of the ideological and political education work in colleges and universities, and improve the independent learning of ideological and political education among college students.

In this respect, the Central Committee of the Communist Youth League has made an exploration to publicize the secondary cultural image to the majority of youth. And the Wechat and Weibo public accounts of major universities also began to apply the form of secondary dimensional culture. The communication form of the two-dimensional culture is in line with the psychological and aesthetic standards of the new generation of young people. Compared with the long words "reasoning" in general ideological and political books and the "oral" ideological communication mode of teachers in class, the vividness and interest of the two-dimensional cultural propaganda are more likely to be understood and accepted by college students. In the Internet era, the fragmentation and rapid updating of information have caused the fragmentation and shallowness of human thinking. The image mode of thinking is more in line with the psychological acceptance and aesthetic standards of the new generation of Chinese college students than the text thinking. For example, in the eyes of many college students, GIF emojis and small videos are more expressive than reading text. The form of secondary dimensional culture is easier to unload the psychological defense of college students for the transmission of values, so that the social mainstream ideology really enters the thinking system of college students, and further affects their emotions, values and behavior practice. This is the huge advantage of the two-dimensional culture communication.

3.2 The content of secondary culture can enhance college students' attention and recognition of mainstream ideology

The Central Committee of the Communist Youth League led the production of "Heaven Walking Health", sung by the second-dimensional network virtual singer Luo Tianyi, which is the theme song of the 2017 Made in China Day activity, and uses the hot-blooded lyrics of many epic allusions in Chinese history. As soon as it was released, it played a special "chemical reaction", and the heat did not decrease. During the May 4th Youth Day in 2018, the number of clicks exceeded one million, and the second dimensional culture was equipped with the spirit of "heaven is healthy, the gentleman with unremitting self-improvement". The majority of college students reviewed the history of the Chinese nation in the song, felt the blood and struggle of the older generation of revolutionaries, at the same time caused college students to imitate, appeared "double calculator play day", "5P male voice exciting to sing day" and other different versions.

The two-dimensional culture makes the college students have a sense of more interactive substitution and participation, and spontaneously and consciously improves the attention and recognition of the mainstream ideology. At the same time, the mainstream consciousness is integrated with the secondary element culture and created again, which improves the dissemination and readability of the original ideological and political works. For example, the "burning" in the two-dimensional culture emphasizes a passionate emotional state, which is mostly related to the scene of fighting, the passionate music, the hard struggle of the characters, and the action logic full of nobility and the sense of justice."The Rabbit Things of That Year" takes the story with mainstream culture as the source of creation, combines national culture with "burning", breaks the boundary of two yuan and three yuan, and guides the values of college students.[3]

On the premise of grasping the principle of ideological education, the university ideological and political education should actively learn from and absorb the advantages of the secondary element culture, and realize the youth of the mainstream ideological discourse, so as to get more recognition and support from more college students.

4. Suggestions on innovating ideological and political education in colleges and universities with "two dimension" culture

So for the current colleges and universities to use the "two-dimension" culture to carry out the ideological and political education work, we need to start from both the form and the content, and these two aspects are also organically unified. Good content only with interesting form can tell good stories and attract the audience; rich communication requires meaningful content to remain less superficial and have more profound effects.

4.1 Build the "two-dimensional ideological and political system", and use the two-dimensional culture to promote the socialist core values

In addition to the mainstream culture that runs through the long history, each era also has a unique culture belonging to each era, and each era also has a different value pursuit. Ideological and political education in colleges and universities should be open to the two-dimensional culture, accept the changes brought by this culture, and at the same time actively participate in it, replace confrontation, communication and appreciation, and can finally make effective guidance.

The secondary dimension culture is an extension of The Times, with extension, interaction and mass, and the audience and college students can participate in it. And our ideological and political education also needs such interaction and communication, so we need to establish a more complete and standardized secondary yuan ideological and political body system. In theory and practice, the secondary culture is guaranteed to promote the socialist core values and spread the ideological and political education.

The combination of the existing quadratic element and ideological and political education stays in the preliminary understanding stage, and sometimes it is the students' spontaneous behavior, which fails to form the full use of rationalization. For example, during the military training of Shaanxi Normal University, Jiang Shan, a hand-painted military training life photo of the School of Computer Science, became popular on the Internet. In the form of comics, unique creativity and vivid brushwork, the first lesson of the tired and boring university was more vivid and interesting. This is what students can independently express their thoughts. Although there is a certain degree of communication and attention, it has not been fully used in the future, and this form or carrier has not been continued to be used and expanded. With the continuous enrichment and development of the two-dimensional culture, colleges and universities do not only use one or two two-dimensional elements to decorate the core values, but also use them more systematically. They should grasp the initiative, promote patriotism, nationalism, traditional culture and other contents, and present them with the carrier that college students more like to see. Colleges and universities to change ideas, born, with socialist core values, under the premise of leading campus culture construction, in animation, animation painting, such as the communication carrier, to join the socialist core values as the main body, through the subtle rather than direct indoctrination, guide students to form the value orientation of the socialist core values, moral standards, code of conduct.[4]

4.2 Use student associations to expand the two-dimensional context and communication scope

Although the "quadratic element" culture appears as a subcultural attitude that challenges the mainstream culture, it plays a role of lubricant in the social culture and provides diversity and space for the progress and development of cultural undertakings. Therefore, it is necessary to enhance the dialogue between mainstream culture and "binary" culture, and increase the sense of identity and belonging of the secondary culture.

Colleges and universities should give full play to the educational functions and leading functions of student associations, and guide college students to generate, create and spread the "two-dimension" culture with positive energy and can stimulate the creative potential of young people by holding colorful campus cultural activities. Xi'an Jiaotong University established its student club "Animation Society" in 2007, which was later renamed as "Modern Visual Research Association". The change of its name means that it covers a wider range, and it also shows its willingness to move closer to the mainstream culture. Colleges and universities should give a more inclusive growth environment to similar two-dimensional associations, guide the campus fashion and public opinion to play the help of diversified communication mechanism, and constantly enhance the understanding and recognition of the "two-dimensional" group of college students on the mainstream culture. The club, the gathering

place of students 'interest, pays attention to the daily cultural life of the "two-dimensional" group of college students, especially their survival and development status, and combines the publicity of the mainstream culture with the daily life of college students, and permeates the mainstream value education into the whole process of college students' growth.

Finally, colleges and universities should innovate their own quadratic discourse system."Second yuan" culture has a strong creativity, often appearing not only unique language symbols, some of the expression of the college students' real emotions, but also some negative problems. This requires ideological education to adapt to the new development, block for innovation, promote the integration of ideological education own discourse system, with college students like discourse, form carrier to create and spread, and constantly enhance their appeal.

5. Conclusions

After experiencing the process of Chinese localization, the secondary dimension culture has become the same form of network youth culture with Chinese characteristics, providing spiritual guidance for college students and netizens. The ideological and political education in colleges and universities should seize the media form that college students like, make the best of the situation, seize the interest point of college students, and take the two-dimensional culture as an important medium of the network ideological and political education work.

References

[1] iResearch consulting.2-Yuan China Industry Report in 2015 [EB/OL]. http://www.iresearch.com.cn/Detail/report?id=2412&isfree=0, 2015.
[2] Wang Xincheng. The Influence of Two-dimensional Culture Invasion on College Students.2017.
[3] Zhang Yanhui. Dimensional Reduction, Identity and legalization: The Cultural Practice of Two-yuan, 2018.
[4] Liu Wenjia. The Influence of Micro Culture on the Education of Socialist Core Values of College Students, 2014.