

Value Significance and Path Construction of Film and Television Education in Primary and Secondary Schools under the Background of 5G

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ABSTRACT. *“Film and television education should be taken as a critical part in moral education and aesthetic education, and be brought into education and teaching plan in the schools, promoting watching excellent films become required course for every primary and secondary school student”, which is emphasized in the Guidance on Strengthening Film and Television Education in Primary and Secondary Schools issued in the end of 2018. Starting from the value significance of developing film and television education in primary and secondary schools, the perspective of taking film and television education in the general education and professional education is put forward in this paper, as well as extending to a form of ideology with political education. In addition, feasible strategies are raised, which is hoped to provide reference for the instructors and front-line workers of film and television education in primary and secondary schools.*

KEYWORDS: *Film and television education in primary and secondary schools, Significance, Path research*

1. Introduction

Text: “Film and television education should be taken as a critical part in moral education and aesthetic education, and be brought into education and teaching plan in the schools, promoting watching excellent films become required course for every primary and secondary school student”, which is emphasized in the *Guidance on Strengthening Film and Television Education in Primary and Secondary Schools* issued in the end of 2018. As a must carry out order, the promulgation of the guidance is aimed to arouse the attention of the educational world, academic circles and the whole society for the growth of teenagers; as a guide, the promulgation of the guidance also leads film and television management departments and film and television production institutions to abide by their responsibilities and provide a more suitable image environment for the growth of teenagers; as a supplementary, the promulgation of the guidance certainly will create an ecosystem of film and television education to promote and drive the whole society and the healthy

development of the whole field of film and television education.

2. Film and Television Education is the Fusion Agent of General Education, and Cultivates people's Aesthetic Discrimination Ability

All primary and secondary schools across the country shall take film and television education in the teaching system of general education according to the *Guidance on Strengthening Film and Television Education in Primary and Secondary Schools*, especially in the culture, history and philosophy curriculum. The teaching goals of the New York Film Academy mentioned in the book *American Film Education and Works Research* is worthy of our reference, and the film and television art education makes students absorb humanistic knowledge to the maximum and form critical and dialectical thinking through interdisciplinary and cross-cultural training mode in the form of general education. The goal of this stage of film and television education is to cultivate people with great vision, understanding, broad-minded spirit and beautiful emotion. In the process of film and television education, student shall be given certain education, attitude, knowledge and skills to make their life rich and happy, as well as fosters them enable rich cultural heritage in life and valuable experience and wisdom in the existing society can be identified, selected, internalized and became one part of the individual.

2.1 Analysis on the Interpretation of World-Class Classic Films to Expand the Dimension of Thinking and Reflect the Universal Value

The first difficulty of film and television education for front line educators and related practitioners is to select categories during film education. Which films are exactly suitable for primary and secondary school students while having the value of interpretation? We should cast our eyes over the world-class classic films according to the grade and growth stage of primary and secondary school students, not including content with violence, blood and some other. Classic films have become an important part in people's life, and most of which contain profound moral concepts and philosophy and characteristic image. The interpretation of the word-class classic films can not only help primary and secondary school students broaden their international vision and train them to look at problems from the perspective of world historical development pattern, but also expand their thinking dimensions, and more widely absorb the universal values of human, nature, emotion and mutual assistance. For example, *Forrest Gump* tells children to find their own advantages and boldly do what they think is right; *Hachi* enlightens children to pay attention to the connection with animals and cherish own family and friends; *Wonder* helps children to look squarely at own shortcomings, face difficulties and innovate boldly; *The Pursuit of Happiness* tells children to believe in themselves and seize every possible opportunity.

2.2 Discussion on Excellent Domestic Films to Continue Emotional Exchange and Highlight Humanistic Spirit

From Yan'an film to people's film, from new era film to new era film, from the construction of the theme to the expression of realism, the development of Chinese film has always had cultural logic. Whether from major revolutionary historical themes to industrial and rural themes, or from ethnic minorities to modern urban themes, they have expanded to more general mainstream values, which also shows that China's film genre has been generalized. "red classics", "traditional cultural classics" and "common values" are all excellent works of Chinese film treasure. For example, "red classics" not only restore the history of China's revolutionary war, but also show the justice and victory of the Chinese revolution; eulogize the revolutionary spirit in the Anti Japanese War; carry forward the spirit of patriotism, and enhance the students' sense of historical responsibility. All these can be confirmed in the films such as *The Red Detachment of Women*, *Dong Ruicun*, *Jiao Yulu*, and *Founding Ceremony of China*. In terms of humanistic care, China has a number of excellent films. For example, *Ocean Heaven* focuses on autistic youth, *Full Circle* describes the caring for the spiritual level of the elderly, *Song of the Phoenix* expresses the protection of traditional culture, *Gangren Boqi* speaks religious beliefs, and *The taste of Rice Flower* talks about the emotion of left behind children, etc.

2.3 Teaching Practice of Film Review Writing Methods Consolidates Logical Judgment and Expresses Value Viewpoint

If the film and television education of primary school students pays more attention to the cultivation of mind, emotion and cognition, the film and television education of middle school students pays more attention to the exercise of logic, thinking and values. Film review and analysis is actually an argumentative paper, which should have central argument, grounds of argument and argumentation method. Through the teaching practice of film review writing method, we can highlight the students' ability to analyze the objective existence of the film. Under the guidance of the instructor, students can correctly make logical judgments and express their emotional appeals and values.

Interpretation of classics and recommendation of excellent films can cultivate the audience consumption orientation in the process of film development in China in the future. What's more important is to speed up the stimulation of children's "love" through film and television education, including family affection, friendship and sympathy. With a variety of teaching methods in film and television education teaching, such as case analysis method, project teaching method, reverse classroom method, etc., students can understand and reflect the reality and establish correct values.

3. Film and Television Education is the Extractor of Professional Elite Education, Creating Practical Innovation Workshop

Just like the “skill education” or “practical education” mentioned by Professor Zhou Xing, the advanced training goal of film and television education is to cultivate the talent reserve force of craftsmen after the first stage of general education, so as to reserve talents for future film quality improvement and product development. The training goal of this stage is to master the basis of shooting and editing, to be able to effectively use audio-visual language to implement the short work creation process, and to have the sense of experimental innovation. Therefore, primary and secondary schools can create film and television practical workshops on campus, equipped with instructors and practice sites, so as to enrich students' spare time and facilitate targeted professional education.

3.1 Short Story Writing Exercises to Master the Rules of Narrative Writing

The film creation is based on the story text to shoot and edit. In the language thinking training of primary and secondary school students, it is an effective training method for how to tell and write a good story. The length of a short story is not measured by the number of words, but by the number of times and the continuous training from one act to multi act. In this way, students can be trained to work hard on “events”, and even let them ponder the main role of “people” in “events”. While mastering the rules of narrative writing, the training of short story text writing can cultivate students' ability to observe and experience their own life.

3.2 Photo Photography Constructs the Story Frame to Establish the Design of Plot Contradiction

Recording life with photos is the normal life of primary and secondary school students. As the users of smart phones and smart cameras, they have a natural desire to express and create photos. However, photo photography is not just about pressing the shutter. In this learning stage, we should cultivate students' aesthetic art ability, such as adding knowledge blocks of scene, composition, color, and post revision, so that they can participate in the artistic scene of photography and make use of a certain number of photography pictures. In addition, students' ability to use images to tell stories can also be trained. For example, nine pictures storytelling training can effectively train students to grasp the key characters and key actions, and structure the contradictory relationship through the plot logic design.

3.3 Practice of Short Film Creation for New Media Communication Feedback

Through effective training, the final result of film and television professional education for primary and secondary school students is short film creation. With the rapid development of the Internet, short video, as a popular new media form, is rapidly extended to all areas of people's life. Among them, primary and secondary school students are the main force of short video consumption. Both short video and VLOG are the expression of individual self-identity and virtual space-time, which conforms to the growth characteristics and personality characteristics of the

generation born after 00s. Therefore, as educators of film and television art, we must keep pace with the times, serve education with technology and control science and technology with thought. The creation and training of proposition short film can not only combine with other curriculum activities effectively, but also guide students to make realistic comparison, and pay attention to the feedback and communication of the audience. In this way, it is conducive to the cultivation of healthy ecological producers of short video and the reserve force of Chinese film development in the future.

3.4 Creation Carnival of Primary and Secondary School Film Exhibition

Departments at all levels can set up a creation Carnival for primary and secondary school film exhibitions at school, district, municipal, provincial and national levels according to the actual situation, aiming to encourage primary and secondary school students to actively create film and television works, and enhance the vitality of film and television education ecology in primary and secondary schools where the whole people are concerned, fully participated and funded. According to the current situation of the development of film and television education in primary and secondary schools, we can make requirements on the form, length, content and technology of the works, especially the independent composition, so as to continuously improve the quality and artistic precision of primary and secondary school students' film and television creation. In this way, a series of activities like film festival can promote the extensive exchange and learning of primary and secondary school students across the country. For example, during the activities, we can carry out learning forums at different levels to deepen the theoretical and practical research of film and television education; cultivate teachers and talents, and make use of talent flow and talent incubation to activate the talent pool of film and television education; hold award ceremony to enhance the self-confidence of primary and secondary school students in film and television creation, and pay attention to their discourse power in family, school and society.

4. Film and Television Education is the Assistant of Ideological and Political Education That Practices the Socialist Core Values

The decision of the Central Committee of the Communist Party of China on Upholding and Improving the Socialist System with Chinese Characteristics and Promoting the Modernization of the National Governance System and Governance Capacity, which was deliberated and adopted by the Fourth Plenary Session of the 19th CPC Central Committee, pointed out that core values are the deepest core of culture, determine the nature and direction of culture, and embody the cultural ideal and spiritual height of a country and a nation. According to the deployment and requirements of the *Decision*, we should promote the normalization and institutionalization of ideal and belief education. Teenagers are the future of the motherland and the hope of the nation. We should improve the ideal and belief education of young people, pay close attention to the system of joint management,

mobilize all forces to educate and guide the majority of young people to establish a correct world outlook, outlook on life and values, and aspire to shoulder the important task of the times of national rejuvenation. The film and television education in primary and secondary schools is the educational content carried out under the guidance of adhering to the guiding position of Marxism in the ideological field and adhering to the guidance of socialist core values.

4.1 Public Service Advertisements Care for the Grassroots

We should encourage primary and secondary school students to shoot public service advertisements that embody the core socialist values, so as to widely spread the excellent traditional Chinese culture. According to the requirements of the *Decision*, we should guide the students to deeply explore the ideological concepts, humanistic spirit and moral norms contained in the excellent traditional Chinese culture, and continue to develop in combination with the new era conditions and practical requirements. This seems to be the cultural product of excellent traditional Chinese culture expressed in students' creation. In fact, in the process of creation, students have carried out profound cultural education, paid attention to the good people and good deeds around them, found the true feelings and true meaning around them, cared for the grassroots people, truly realized the purpose of cultivating people with culture, and effectively promoted the inheritance and development project of Chinese excellent traditional culture.

4.2 College Students Volunteer Service Base

Voluntary service is an important symbol of social civilization and progress, and an effective carrier of cultivating and practicing socialist core values. The *Decision* points out that we should vigorously carry forward the spirit of dedication, friendship, mutual assistance and progress, effectively mobilize various resources and forces, constantly innovate the contents and methods of voluntary service, and promote the institutionalization, socialization and specialization of voluntary service. At present, almost all provinces have set up higher education colleges with relevant media majors. Therefore, in the film and television education of primary and secondary schools, we can make full use of the human resources of relevant majors to carry out voluntary service, and make the film and television workshop of primary and secondary schools become the volunteer service base of college students. In this way, both primary and secondary school students can strengthen professional exchange and learning with college students through voluntary service, but also enhance their sense of social responsibility and professional gain, so as to achieve a win-win situation.

4.3 Film and Television Communication Becomes One Part of Community Education

The ultimate ideal of film and television education in primary and secondary

schools is to comprehensively improve people's media literacy. We need to take a longer-term view of the impact of a child, which effects a whole family. When the film and television education in primary and secondary schools becomes one part of the community, the whole people can participate in, build and share the whole project. In such an audio-visual era, everyone owns audio-visual product. If we and the community jointly carry out a film sharing meeting with primary and secondary school students as the main body or project competition style family short video creation on weekends, it can not only build a bridge for family communication, strengthen emotional exchange and opinion interaction between students and their families, but also build a cultural activity platform that community residents are willing to participate in and facilitate participation, so as to guide the masses to self-expression, self-education and self-service in cultural construction.

5. Conclusion

Film and television education in primary and secondary schools is a special form of art education in primary and secondary schools to beautify people by moral education; it is an effective means and indispensable form of aesthetic education of the times; it is also the need to enhance the media literacy of primary and secondary school students. The comprehensive development of film and television education in primary and secondary schools shoulders the historical responsibility and the mission of the times. We should balance the time and energy consumption of cultural education and art education for primary and secondary school students. We should neither put the cart before the horse nor ignore it. Under the rapid development of the Internet era, it is necessary to establish the consciousness of primary and secondary school students to view film review and radiography, and cultivate teenagers who can reasonably use social media and scientific and technological products and correctly express their self-consciousness and ideas.

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