

The analysis of the elements of youth identity in the new era's main melody film and its enlightenment to the ideological and political education of colleges and universities

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Abstract: Under the background of globalization, the fierce ideological confrontation highlights the important value of the young audience. The new era main melody film actively self-transformation and upgrading, adjust the ideological communication strategy, through the commercialization strategy, the mainstream culture and youth culture integration, make up for the main melody film "market wing", under the support of the new media propaganda technology, accurately grasp the youth movie crowd, by the young audience's pursuit and love, harvest the word-of-mouth and box office double harvest, thus achieving the dual effect of ideological and commercial value. It also provides reference and reference for the main melody film to play its ideological and political education function.

Keywords: New era; Main melody film; ideological and political education

1. Introduction

As a cultural medium bearing the function of mainstream ideology communication, the main theme film has many elements, such as creative idea, text theme, value orientation, character shaping, discourse expression, etc., all bearing the brand of mainstream ideology, carrying the political function of spreading national ideology, shaping national image and constructing national identity. The main theme film has encountered unprecedented severe challenges in the fierce market competition. The main theme film of the new era actively transforms, adjusts the discourse expression, breaks through the barriers of the main theme film, commercial film, art film, effectively integrates the multi-culture, and obtains the pursuit of the young audience. Teenagers, as the mainstream movie-watching groups in the current film market and the main group of ideological and political education, in order to better play the ideological and political education function of the main theme films, based on the research perspective of the youth audience, investigate and analyze the modern transformation of the mainstream consciousness dissemination of the main theme films, and how to integrate the dominant and implicit propaganda education for the ideological and political education facing the living world, which has direct reference significance and enlightenment.

2. The development status quo of the new era melody film and the youth's identity with the status quo

2.1 New era's main melody film continue to create miracles

In recent years, the main melody of the film in the film market momentum, ignited the Chinese film market new enthusiasm. Commercialization has become the trend of the development of the main melody film. According to relevant statistics, from 2015 on wards, the main melody of the film box office has been climbing year by year, the film ratings are gradually rising, to achieve social and economic benefits of the "double harvest." In recent years, the main melody film realistic themes such as "Mekong Action" "Red Sea Action", historical themes such as "Me and my motherland" "1921" in turn, blooming, each showing off, greatly enriched the "main melody" style characteristics at the same time, challenging our existing understanding of the "main melody". From 2009 "The great cause of nation-building" won the top domestic box office results that year, to "Wolf of War" created more than 5 billion box office miracles, not only broke the box office records of the film market, but also successfully went abroad, among the world's top 100 box office. The "revival" of the main melody film

can not be separated from a core trend: the main melody film is getting closer and closer to the audience, more with the mainstream audience to produce common feelings, resonance. In China, where the film industry is developing rapidly, the main melody film and television works, with their excellent production and fresh type, not only let the discerning audience into the cinema to "vote with their feet", but also successfully exported the theme value of harmonious resonance between individual and national destiny.

2.2 The new era main melody film is highly sought after by teenagers

The main melody film itself bears the attribute of value leadership and spiritual transmission, and their main melody is to face the growing young people. At this stage, the main melody film compared with the past the biggest bright spot, is more and more by the young audience of all ages. User portraits from several institutions in recent years have shown that the main moviegoers are more inclined to younger audiences. When "Operation Mekong" was released, less than 4% of users were under the age of 19, and the proportion of viewers aged 20-24 was below 30%, while "Me and My Country" and "China Captain" were more than 12% and 3% 2% of the audience is 19-year-olds and 20-24 years old, and in the near future, with the party's centennial as an important time node, "1921", "Chinese Doctor", "Revolutionaries" and other melody films once again stimulate the younger generation's enthusiasm for film viewing. Data show that the three mainstream films in the "want to see" people, the under-25s of the movie audience accounted for nearly half^[1]. Young people are willing to watch the theme of the history of China's revolution and the fight against COVID-19. Now the main melody film upholds the principle of returning to reality, stimulating true feelings and the common feelings of the times, bringing the great revolutionary course and contemporary Chinese stories to the screen, and stimulating the strong resonance and true feelings of young people. So that young people in the movie consciously feel the balance between art and reality, open the dialogue with history and reality across time and space curtain to produce common feelings.

3. Analysis of the elements of youth identity in the new era melody film

3.1 The new main melody film integrates the dual logic of ideology and cultural consumption

With the multi-integration of entertainment and art and the powerful injection of capital concept in the field of film, the dominant ideological discourse logic of the grand narrative of traditional melody films is out of date. In recent years, the main melody film has been constantly new, with "War Wolf 2", "Me and my motherland" as the representative of the new melody film across the traditional film "three-point" boundaries, breaking through the "main melody film" "commercial film" "art film" thinking. To respect the market, the audience through the commercial strategy, to make up for the main melody of the film missing "the wings of the market" ^[2]. To show the socialist core values that the masses like to hear with good-looking stories and popular types is more in line with the spiritual needs of contemporary youth and society. At the same time, the main melody film through commercial operation can not only obtain commercial benefits, but also help to play its mainstream ideological propaganda function. Teenagers, as the main group of moviegoers, have broken through the objective box office contribution to the "consumption" of the main melody film, and gradually deepened into the cultural "consumption" of subjective value. Taking the centennial tribute film "1921" as an example, the film is based on the national historical memory, the film form of the founding party, the historical event of national pride and the false reality, the film creates a full-style, distinctive historical archetype hero, deeply describes the deep psychology of each character's behavior, closely links the development of individual destiny with the development of the country, fully explains the "red ship spirit", "national spirit" connotation, and these spirits are, in the final analysis, the Chinese spirit. It is this positive-energy national historical memory that links the national identity of the whole era. It is easier for young people whose values have not been clear to identify with the mainstream ideology behind the main melody. In addition, the film makes full use of narrative skills, media technology, audio-visual means and other comprehensive mechanisms, the historical memory, national identity and other abstract issues coded into an easy-to-understand discourse system, the youth group can be issued by the innermost sincere, appropriate emotion, and the resulting value identity is more pious. Film consumption as a kind of cultural "consumption" has the use value, the consumption process has produced the value significance, the formation of youth ideology reproduction. The dual logic of ideology and cultural consumption is integrated, and the conscious interpretation of mainstream ideology is realized.

3.2 The main melody of the film and television field to produce a "fan culture" as the symbol of cultural entertainment consumption habits of a new cycle

The most subversive feature of the new round of changes in the current Melody films is that they have gained wide attention from the youth group, which has never happened at any stage since the birth of independent melody films. Films tend to focus on young people due to the characteristics of their social scenes, from technological innovation to genre development, and ultimately all aim to attract young people to the cinema. The current 90, 00 after nearly in the context of the Internet is growing up, the younger generation also account for the main body position of the film and television, however, accompanied by 90, 00 after boarded the stage of society, their identity and adapt to the "fan culture" as the characterization of culture entertainment spending habits become the key influencing factors of the change in the current mainstream movie. With "fresh meat" in the cause for army as the typical representative, in contrast to previous theme type fine acting in the film, the middle-aged cast, is undoubtedly take a fancy to the unique function of fan culture, youth idol star as a product of the mass media, with a large group of teenage fans, behind the idol star bright beautiful image attract teenagers audience's visual senses, It can help teenagers to change their moralizing cognition of mainstream propaganda content and their inner sense of resistance resulting from it, so as to link the country with the adolescent audience in the process of spreading mainstream ideology and social core values^[3]. At the same time, the huge number of fans of idol stars can promote the publicity and dissemination of theme films. Since then, a number of thematic films have selected a large number of "young fresh meat" young actors. While actively catering to the thematic film market, the majority of young fans can also shape, construct and enhance the public image of stars in a planned and step-by-step way^[4]. Stars supported by fans successfully participate in the construction of national mainstream discourse and practically flow into the mainstream society, bringing a win-win situation of fan culture and mainstream ideology construction. The new "fans culture" have spread from cultural entertainment gradually spread to the political, economic and other fields, the main melody film using the characterization of new variable cycle at the early exploration stage, to truly unlock youth groups for the return of the mainstream movie and identity, still need deeper excavation and context, "fresh meat" is only periodic external cultural representations, Behind it lies a broader picture of The Times.

3.3 The young, comedic and stylish image performance of the new main melody film conforms to the aesthetic orientation of the youth

In recent years, war and historical themes are still the mainstream form of the main melody film, along with the current rise of new media, the main melody film has also made its own changes, showing a new style. The new main melody film into the current life of the new fashion, social new phenomenon. More grounding air, more youth culture fashion and civilian style of healthy pleasure entertainment, secular. In recent years, for example, the new mainstream film, represented by "Me and My Hometown", has been brought from personal feelings towards home to national conditions, showing a distinct comedy style, a prominent expression of entertainment, and a dilution of missionary and political discourse. A blend of comedy, fashion and other young people's enthusiasm for style. Formed a mainstream culture, popular culture, youth culture, including multi-cultural system. "Me and My Hometown" is a sequel to "Me and My Country", the film narrative techniques are used to make up a few short story stitching to complete the film. The difference is that "Me and My Hometown" not only reinforces the film's comedy component, but also shifts the narrative perspective from the countryside to the countryside. Not only in line with the country's poverty alleviation theme, but also to the film concrete to the hometown, the film grand narrative to ordinary people's livelihood story, the mainstream film people's livelihood. At the same time, the film appeared UFO, e-commerce economy, live web red, express phenomenon and other fashion trend, coupled with the very young cultural color of the network language is also frequent, short video screen, live screen directly into the film screen, in line with the youth "net generation" aesthetic orientation. "A little bit to get home" in the hero for the "rural e-commerce" and "express station" of the dedication, but also shows the film's concern for social issues and current affairs issues, showing the film's pro-people characterization. Therefore, the main theme of the new era film is based on the mainstream values to integrate youth culture and the spirit of the times, reflecting the youth fashion narrative style, promoting the production of youth ideology. It is worth noting that the content of the film in the transformation at the same time will be blindly exaggerated the reality of the situation, in any case, the main melody of the film or to maintain the transmission of mainstream ideology at the beginning of the heart, connected to China's "ground gas", tell Chinese stories, express the Chinese dream, carry the Chinese spirit and Chinese culture.

3.4 The main melody film uses "small incision, big perspective" to impress the young audience

In order to obtain the audience's inner recognition, the key is still in the film's character image. In the past, the main melody films are focused on shaping hero role models, to the early films "Jiao Yulu", "Wolf Tooth Mountain Five Strongmen" as an example, these films in the character shaping have a common feature, the film focuses on the hero's "tall and complete" hero image, lack of life atmosphere. Such theme films in the current social environment has indeed won a lot of praise and recognition, but with the development of society and the improvement of people's aesthetic level, this kind of face-based, simplified characters have been unable to continue to attract a wide audience, especially can not meet the rich emotion and strange ideas of the youth group. Therefore, in recent years, the main melody of the film in the character shaping also follow the pace of the times has produced a great change, the film character shaping more and more grounded air, have a sense of three-dimensional, flesh and blood plump, close the distance with the general public. "War Wolf" in the veteran cold front, "Fire Hero" fire fighter Jiang Liwei, "China Captain" in the Sichuan Airlines captain Liu Changjian, "Chinese Doctor" in the dean Zhang Jingyu, they are in different positions in society, but still exude the light of hero. The main melody film through the shaping of a pyrotechnic character image, showing their true and abundant life emotions, as well as their national crisis, people's lives are threatened when the fearless spirit, compared with the traditional melody film "preaching heavy", "character flat" narrative, and then the comparison appears to be weak. In addition, the film for these "civilian hero" shaping is not perfect, "War Wolf" in the cold front impulse irritability, "Chinese captain" hero captain because of focus on work and ignore the family, each hero's image is full of life, flesh and blood defects of ordinary people, more in line with the aesthetic orientation of young people, can make it produce a sense of empathy, so as to achieve the role of indoctrination. At the same time, the current main melody film is not a single emphasis on the main character image, for the characters in the play will be three-dimensional description of the supporting role also has the same colorful display space, improve the film's character shaping the collective quality. Typical is "Winning the Championship", the film to the story of the Chinese women's volleyball as the main line, not only the role of Director Lang Ping has been highlighted, but also for each female row members of the growth process and the course of the heart have been a detailed display, enriched the main melody of the film characters of the type of map, better won the understanding and approval of young audiences. For the shaping of hero characters, the main melody TV drama is changing from a single role to a multi-character, the character image is also from the Facebook design to multi-dimensional development, this new innovative logic will also bring the new era of youth more rich theme film types.

3.5 New media break through the "online and offline" propaganda mode to enhance the "viscosity" of the main melody films and young audiences

In order to break the stereotype of "serious" in the traditional melody film, and to remove the content subject matter and character shaping, the main melody film should also promote the understanding and recognition of the mainstream narrative discourse by the youth through the innovation of communication strategy, so as to realize the value call to the youth. With the continuous development of the Internet, the rise of various new media, breaking through the main melody of the film through the traditional media or offline meeting publicity form. The main melody tribute film "Me and My Motherland" has set a number of records, the fastest domestic film broke 1.7 billion, cat's eye rating as high as 9.7, the National Day when the record box office record high, set off a wave of patriotism in the country. The emergence of this heat is undoubtedly closely related to the strong interactive propaganda of new media such as short video, online community, and other traditional media and newspapers and television. For example, five hours after the film's launch ceremony, the tweet-related topic was read nearly a million times. After the first trailer came to light, the People's Daily, CCTV News, Global Times and other mainstream media and network big V have been forwarding strong, continue to dominate the hot search list for 12 hours. The film "Me and My Hometown" in the shake sound launched "sunshine home food", "beautiful" and other related topics, attracting user to participate in the activities of recording home, through the formation of a consensus on the countryside, but also take the opportunity to ferment "movies and hometown" and other related hot spots to disseminate information about the film. This "on-line and offline" propaganda mode expanded the main melody of the film and television publicity and publicity efforts, and now the main theme film is accompanied by innovative propaganda mode again and again to lead the popular trend, and with the popularity of mobile phone equipment, online video platform has also changed the main melody of the film viewing mechanism, young audiences can watch the main melody film at any time and place through the mobile side, the main melody of the film between the youth audience "viscosity"

gradually improved. Facing the new situation and new audience, the main melody film should make full use of the advantages of new media, make use of the emerging communication channels, improve its own dissemination and appeal. In the current cyberspace, is still full of a large number of adverse factors, especially in the growth and development of the youth groups in life to pose an important threat, but also need the main melody of the film to play the role of spiritual leadership, with attractive art form to make the young audience set up correct values.

4. The main melody of the new era film agrees with the guiding strategy for the development of ideological and political education for young people

4.1 Preventing over-commercial packaging weakens the ideological function of the main melody film

With the continuous development of society, China's main melody film is more and more close to the cultural identity of the young audience, seeking a kind of change and transformation of their own, talking about political discourse, business appeal and artistic value for better integration. However, in the process will inevitably fall into the dilemma of over-commercial packaging, and then "anti-guest-oriented" weaken the ideological function of the main melody film. It is the main melody film which has a very high ideological character that has been reduced to "cultural fast food"^[5]. In recent years, the main melody film has moved towards the era of grand and huge production, high investment and star-studded. Among them, there are also some commercial over-commercial melody film "Turn over", deeply because on the one hand, from the public's fear of capital use flow to hold the audience hostage, on the other hand, from the entertainment to dispel the revolutionary spirit of worry. "Commercial theme film" creation through symbol re-creation of three-dimensional new era hero epic, to bridge the dull and dull caused by boring preaching, but this flow of fans economic wealth will certainly be counter-curving revolutionary history. Therefore, in the process of the creation of the main melody film, we should take into account its authenticity, and put forward positive value requirements for the main melody film works. Pay attention to respect for history, reflect the truth, in the serious and true basis, from the perspective of small figures, with artistic methods to restore historical events. On this basis, explore more permeable forms of artistic re-creation, find a good way to tell Chinese stories. In the process of using the main melody film for ideological and political education, we should guide young people to see the essence of the main melody through the appearance of business, not only satisfied with visual enjoyment, but should strengthen the mainstream ideas expressed in the film.

4.2 Integrate the main melody film into the ideological and political education of colleges and universities to realize its "main melody function"

The innovation and development of the new era main melody film has gradually gained the recognition of the youth group and become an important way to spread and carry forward the core cultural values, and its correlation with ideological and political education is becoming stronger and stronger. The patriotism, collectivism and nationalism presented in the main melody film have a positive effect on helping young people to establish correct values, and excellent theme films can promote young people's emotional identity, rational identity and belief in the core values of socialism. At present, the main melody film has become a new trend in the youth popular culture, and the use of the main melody film to promote the ideological and political education work in colleges and universities has also become an important part of the innovation and exploration of the work of thinking and politics. We should constantly improve the integration mechanism of the main melody film in the ideological and political work of colleges and universities, and broaden the channels of integration. First of all, we can set up the main melody film library, film viewing exchange website, carry out popular movie viewing and promotion activities, encourage teachers and students to participate in the interactive activities of the film, in the interpretation of the film connotation to provide professional guidance, so that the moviegoers better and more in-depth understanding and recognition of the mainstream value of the film. Secondly, teachers are encouraged to integrate the main theme film into the thinking and politics classroom. To build a double position on the offline line, pay attention to the combination of invisible education and explicit education. Actively explore the "flip class" and other creative and dynamic teaching forms, increase the integration of the main melody of the film. Finally, the main melody film is incorporated into the students' daily aesthetic education teaching. Improve students' aesthetic ability and appreciation level. Using important time nodes such as National Day, Party Building Day and Army Building Day, we will hold special activities related to the

main melody films, such as film exhibitions and film culture festivals, so that students can implicitly receive mainstream values education in the process of participating in the activities^[6]. The integration of the main melody film continuously improves the guiding ability of educators and the independent learning and acceptance ability of young students, and effectively exerts the role of the main melody film in the ideological and political education of college students in order to achieve the goal of cultivating new people to serve as the new people in the era of national rejuvenation.

4.3 To disseminate the new field with the main melody film network and consolidate the new position of the network ideological and political education

General Secretary Xi Jinping said: "Where the readers are, where the audience is, where the tentacles of propaganda reports should be extended, the focus of propaganda and ideological work and where the landing point will be placed." ^[7]In today's era of network information, the combination of the main melody film and the network has become the trend. The way of network communication of the main melody film coincides with the innovation of ideological and political education mode. The youth group is the main object of ideological and political education, but also the network audience and creative subject of the new generation. Therefore, the innovation of network ideological and political education should firmly grasp the youth group, aggregate the positive energy content and educational power, and actively fill the blank field of network education. We should make full use of the advantages of network communication of the main melody film, break the limitation of time and space, fully link up in various levels of network platform, form the N-sub-positive energy effect, and build a new channel of communication between mainstream ideology and youth groups. After the hot release of the main melody film, the positive energy content around the film is quickly updated on the network, the continuous screen can enhance the appeal of the overall content, in the likes, comments quickly climb at the same time, through the network to receive and release ideas, and receive the most real feedback simultaneously. On the basis of analyzing the preferences and needs of young people, we should accelerate the "micro" transformation of educational content, so that more young people can get positive energy in time, with the help of the network's powerful aggregation ability, maximize the aggregation of the main theme of the film "positive energy combined force", tell a good Chinese story, pass on a good Chinese voice.

4.4 To construct the activity form of ideological and political education in colleges and universities in the era of "Internet plus" which meets the needs of young people

The contemporary youth in the era of "Internet Plus" pay more attention to personalized expression, and the form of innovative ideological and political education activities should not only adapt to and apply the Internet thinking, transcend the ideological attributes of the Internet, but also mobilize the enthusiasm of young people to participate in, and realize the leaping innovation and development from the deconstruction of the Internet to the construction of the mainstream value recognition. Take the network "flash" campaign launched by the founding anniversary tribute film "Me and My Country", for example, "flash" is a kind of behavior art, originated in the United States. In recent years, "flash" storms have swept across the globe, as a unique society-cultural phenomenon, from which young people gain multiple satisfactions of psychological, emotional and social participation. Therefore, access to a wide range of young audiences welcome, the "Homeland" flash series once launched quickly throughout the country, has been a number of colleges and universities across the country to promote, ignited the patriotic enthusiasm of teachers and students, young students spontaneously organized and participated in flash activities, through orderly, ritualized expression of patriotism, to promote the consolidation and strengthening of students' patriotism values. It will have novelty, equal participation, individual tendency attribute, in the youth group popular "flash" into the main theme film, it gives educational significance, successful integration of online and offline, virtual and realistic. To achieve the goal of patriotism education, and innovate a new form of ideological and political education in colleges and universities to strengthen educational activities. The series of flash activities of "Homeland" fully demonstrates that the design of ideological and political education activities in colleges and universities using Internet thinking should fully grasp the relationship between reality, grasp the use of specific time nodes and good opportunities for political emotion expression, innovate the discourse form of ideological and political education in colleges and universities, and adapt more to the lifestyle and emotional needs of young people in the present era. Give full play to the subjective role of moving teenagers as ideological and political education, while suppressing and transcending the negative influence of the ideological attributes of the Internet, and realizing the value guidance of mainstream ideology.

5. Conclusion

The main melody of the new era film constantly changes, actively integrate into the content and form of young people's favorite news, the use of commercial means, fan economic methods, into fashion, drama and other multiple elements, ride the Internet era ride the windmill, the vast number of young audiences. Let more young people in the era in the process of watching the main melody of the film to achieve implicit ideological and political education. It also provides a new media carrier for ideological and political education in colleges and universities. We should make good use of the main melody film to give full play to its ideological and political education function.

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