

Impact of Recreationalism on Ideological and Political Education of College Students and Its Countermeasures

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ABSTRACT. *With the rapid development of Internet technology, the pan-entertainment tendency and the cultural phenomenon of its performance are becoming increasingly prosperous. This article is based on the phenomenon of recreationalism that is more mainstream in colleges and universities, discusses the meaning and performance of pan-entertainment, and takes college students in this environment as research objects, and explains the negative impact of pan-entertainment of online media on college students. From the perspective of the campus, put forward corresponding countermeasures of ideological and political education, so as to guide college students to correctly treat the phenomenon of pan-entertainment of online media.*

KEYWORDS: *Recreationalism; Ideological and political education of college students; Influence; Countermeasures*

1. Introduction

As a recreationalism in the western social trend of thought, the entertainment phenomenon of its TV variety shows has become a flooding trend. In 2015, a series of happiness-based variety shows from Hunan Satellite TV created higher ratings than CCTV. Variety shows and movie content with similar themes began around 2018 in various David TV shows across the country. Online video platforms, iQiyi, Youku Video, and Tencent Video are popular. According to statistics from the Radio and Television Administration's Listening and Watching Center, 34 satellite TV channels across the country have an average of 126 programs that are broadcast on prime time every week during late prime time. In the second half of 2018, the ratings of the online drama "Yanxi Palace Strategy" surpassed the ratings of all TV programs in the same period. However, domestic variety shows generally lack creativity and cultural depth. When a variety show at home or abroad received a high rating and attention, domestic radio stations began to follow or even copy it. The seemingly rich variety is just a mass-produced reproduction. The TV program has a single form, lacks content, and lacks substantial connotation. The continuous penetration of pan-entertainment has led to a change in the subjective thinking of college students in universities.

2. The Meaning of Recreationalism and Its Research Importance

2.1 Definition and Connotation of Recreationalism

Xi Jinping emphasized the importance of cultural self-confidence in the report of the 19th National Congress of the Communist Party of China and the 2018 National Symposium on Literary and Artistic Work and the National Symposium on Ideological and Political Work. The General Secretary pointed out: "Cultural self-confidence is a more basic, deeper, and more lasting force in the development of a country and a nation." Since the reform and opening up, and especially with the continuous acceleration of China's reform and opening up process, some Western social thoughts such as "Utilitarianism, "universal value theory", "populism", "historical nihilism", and "neo-liberalism", etc., have also been introduced into our country, and have had a profound impact on our ideological and cultural fields. On the one hand, western social trends of thought have strongly impacted people's ideology, and to a certain extent promoted the continuous deconstruction of traditional Chinese value systems. On the other hand, western social trends of thought have also continuously changed people's original production methods and lifestyles. In an annual series of reports published by consulting firm PwC, "Global Entertainment and Media Industry Outlook," the absolute value of the market shows that China's two major entertainment media markets are second only to the United States.

“Recreationalism” is the concentrated expression of the principles of the commodity economy in the fields of consumption, media, education, faith, politics, etc. The penetration of finance and capital has deepened its degree, and millennials who have grown in the “pan-entertainment” market It is more difficult to maintain an alienated and reflexive position because of its aboriginal status. Since 2017 and 2018, all kinds of pan-entertainment film and television content, such as the online dramas “Sima Yi's Tigers and Howling Dragons”, “The Great River and the Sea”, “Yanxi Raiders”, and “Rugao Biography”; variety shows “China has hip hop” It is the pan-entertainment content such as “Actor” and “Ace to Ace”, which has caused the domestic mainstream ideology to violently collide with various social ideological trends, and people's ideology has been greatly affected. Among them, the young college students are the first.

2.2 The Importance of Undergraduate Education under The Influence of Recreationalism

The party and the state have long been concerned about the impact of pan-entertainment on college students and have always attached great importance to it. In 2004, the Central Committee of the Communist Party of China and the State Council stated in the “Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students” that college students are facing the impact of a large number of Western cultural trends and values, and the impact of certain decaying lifestyles on college students cannot be underestimated. . In the report of the 18th National Congress of the Communist Party of China in 2012, it was emphasized that the socialist core value system should be taken as the guide to consolidate the consensus of all sectors of society on the trend of integrated society. In the “Opinions on Cultivating and Practicing Socialist Core Values” issued by the General Office of the Central Committee of the Communist Party of China in 2013, it was mentioned that the socialist core values should be used to guide social thoughts, consolidate social consensus, strengthen the dynamic analysis of social thoughts, and strengthen social hotspots. Positive guidance. In December 2016, General Secretary Xi Jinping emphasized the importance of the university's response to social ideological trends at the National University Ideological and Political Work Conference, requiring vigilance and effective precautions to prevent land landing in universities in various forms. On March 12, 2019, the Standing Committee of Henan Provincial Party Committee and Deputy Governor Huang Qiang pointed out the situation of grassroots ideological and political work among college students in our province in the proposal of the National People's Congress. “A large proportion of Henan students come from poor families. To promote fair educational opportunities and block the intergenerational transmission of poverty, we must further improve the construction of grassroots ideological and political work and achieve two major breakthroughs in a hundred years.” March 13, 2019, the General Secretary emphasized at the National People's Congress: “Our party must ensure that the flag of the Republic in the new era is still red.” In fact, it also puts forward new requirements for the ideological and political education of college students in the new era. Strengthen the youth's ability to resist the erroneous ideological trend and the decay of rotten ideas such as money worship, hedonism, and extreme individualism. Xi Jinping pointed out that the ideological and political work of colleges and universities is fundamental to the question of what kind of people to train, how to train them, and for whom. This not only fully reflects the new requirements of the party and the state for higher education in the new era, but also further standardizes the basic functions of ideological and political education in colleges and universities in the new era.

3. Impact of Internet Media's Pan-Entertainment on College Students

3.1 Values

The further nihilism of political thinking, and the disappearance of the sense of public consciousness in the current mainstream media of various types of media have begun to move towards pan-entertainment. These contents actually occupy classic news and programs such as current affairs, sports economy, and economic industries, leading to the collective consciousness and national confidence of contemporary college students are gradually weakened, and eventually the sense of social responsibility is gradually lost. Especially in today's diverse ideology and cultural values, college students have a lot of opportunities to access a variety of domestic and foreign Recreationalism information, such as the Internet Information Center (CNNIC) issued by the Ministry of Industry and Information Technology of the People's Republic of China. In the research report, the chart on the category of “teenager online movies” shows that 72% of college students often watch European and American movies, while only 37% of college students often watch local movies, less than half of those who watch European and American movies. The audiences of pan-entertainment content with diversified values in Europe and the United States are wider. College students are the main body of teenagers, that is, European and American films have a greater impact on college students. The local culture and political concepts contained in

foreign entertainment information have impacted university students to a certain extent, weakened the influence of traditional Chinese culture on university students, and shaken the political beliefs of university students.

3.2 Way of Thinking

The continued operation of pan-entertainment content in the brains of college students has led to a huge change in the way college students think positively, and they no longer have a broad perspective. This is reflected in: On the one hand, there are various media such as online media, self-media, and media that disseminate a large amount of entertainment content and a lot of information, which can easily cause confusion among college students, lack of identification ability, and lack of pan-entertainment The depth of the content. When college students get pan-entertainment content, they don't need to think deeply to get sensory happiness. Therefore, the undergraduates' flat thinking, fragmented, and low-end superficiality can only reduce the thinking ability of college students, which is not conducive to the development of their logical thinking and abstract thinking. On the other hand, the types and forms of pan-entertainment online news content are limited, which severely restricts the field of vision of college students and pays insufficient attention to real life.

3.3 Behavioral Tendencies

The content of pan-entertainment makes college students obsessed with fantasy life thinking, which leads to their negative attitude towards real life. Behavior tendency is people's reflection intention to behavior objects, and it is the state of preparation before taking action. The influence of the pan-entertainment attention content transmitted by various media channels on the behavioral tendencies of college students is reflected in the following two aspects: First, some college students are deeply involved in online life, and their attitude towards real life is negative. College students spend a lot of time processing countless information on the Internet and may gradually become addicted to it. They are disconnected from the real world and have reduced contact with relatives and friends. This will, to a certain extent, lead to personal psychological closure and bring hidden dangers to the future entry into society. Second, recreationalism emphasizes post-modern consumerism, which directly leads to the hedonism, which leads to utilitarian behavior. Some online media people are keen to report on the consumption patterns of high-income people. Successful secular standards have stimulated the utilitarian enthusiasm of college students, making some college students pursue money worship, and all actions are directed at "money" and "wealth".

4. The Ideological and Political Education Countermeasures of the Recreationalism of Network Media

4.1 Strengthen the Education of Values for College Students

Elegant culture can make people forge ahead, and recreationalism culture can make people passive. In the context of recreationalism prevailing in colleges and universities, the "cultivation" requirement of college students is not just to improve their work quality, but to comprehensively improve their personal ideological quality, spiritual level, and work ability. The comprehensive development of moral, intellectual, physical, and art work can consolidate the most basic level of values. Improve the ability and quality of people at all levels of society. First, to enhance the political awareness of people at all levels, people at all levels must be able to realize the party's leadership will in daily work management. People at all levels must have a high degree of political acumen, speak politics, love the country, and in Xi Jinping One side of the socialist ideology of the new era is to establish the basic principles of new values.

Second, we must improve our daily work abilities and put forward insights at a critical moment in the development of our work without losing time. The third is to enhance self-motivation. In the current era, the development and growth of the "state view" of the country depends on the self-recognition and innovation of the people. As college students participating in the construction of the "state view", they need to continue to take the lead in enhancing the awareness of independent innovation, especially for contemporary universities For middle school students, they must put forward strict and strict standards for their own spirit and actions. Contemporary college students must be proficient in politics and good at learning. They must understand academic expertise and have outstanding future work potential., Build a healthy and upward "socialist values."

4.2 Improving Internet Media Literacy of College Students

“Media literacy” refers to “people's ability to interpret and criticize various media information and the ability to use media information for personal life and social development.” Strengthening college students' online media education can effectively enhance college students' immunity to the phenomenon of pan-entertainment in online media. Educators should pay attention to the following points: First, guide college students to correctly understand network media and use network media in an objective and rational manner. Second, guide college students to treat online media information scientifically, and cultivate their ability to discern right from wrong and critical vulgar thinking. Third, guide college students to establish a correct concept of entertainment, guide them to participate in online entertainment activities in a healthy and positive manner in a moderate, appropriate and timely manner. Schools should incorporate relevant knowledge of online media literacy into the ideological and political education of college students, and they can also provide special online media literacy courses in formal teaching. The teacher is a good gatekeeper for the students, and the student is a good gatekeeper for their selves.

5. Conclusion

At this stage, due to the more complex domestic and international situation and its diverse characteristics, pan-entertainment will be affected to some extent by various practical methods. The trend of entertainment in the form of online news is obvious. A variety of media cultures carrying a variety of values are more focused on the story, plot, and curiosity of news reports, interpreting and packaging news content to make it more entertaining. Facing the latest environment and the latest problems, under the premise of promoting these fine traditions, we need to carry out ideological and political education in terms of work content, work methods and overall system, so as to improve the initiative and effectiveness of the work. We also believe that the ideological and political lessons in the new era are of great significance to improve the advanced and highly advanced ideological and political level of universities, and to promote further in-depth study of “two studies and one doing” for university students.

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