

Creation Skills and Innovative Exploration of the Micro-documentary of the Main Melody of Universities

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Abstract: As a new medium for recording real social life, micro-documentary film mainly focuses on refined, short video length and content, reflecting the subtle life and social reality, updating the complex and abstract characteristics of traditional documentaries, and getting closer to the reality of the masses' life. In recent years, the main melody trend has increasingly penetrated the education industry. With the continuous penetration of the mass media, the influence of film and television culture in the development of moral education activities in colleges and universities has become more and more important. It greatly enhances the audience's awareness of the theme, and is loved by most college teachers and students. Based on the creation of the main melody micro-documentary in colleges and universities, this article proposes its influence on college students, as well as the skills, transformation methods and innovation methods in the creation process. In order to improve the active guidance of the main theme micro-documentary on the socialist core values of college students, promote the patriotism of college students, improve the students' ideological and cultural level, and promote the image and cultural connotation of the school.

Keywords: main melody trend of thought; main melody micro-documentary; micro-documentary creation transformation

In 2021, which coincides with the 100th anniversary of the founding of the Communist Party of China, the whole party will carry out various forms of party history study and education. At this important historical node, a large number of excellent thematic micro-documentaries praising the 100th anniversary of the founding of the party promoted the main theme, spread positive energy in the form of documentary images, and continued to explore and innovate in the types of themes, narrative methods and aesthetic expressions. The intensity has attracted the attention and love of countless audiences, especially young people.

The historical changes in the new era and the continuous advancement of new media technology have provided richer materials for the creation of the main melody micro-documentary, and also brought new challenges and opportunities. With the continuous upgrading of new technologies, the gradual increase of theme elements, and the accelerating integration of new media platforms, how to create micro-documentaries that college teachers and students will love? How to be more diversified in creative skills? How to make the work more grounded and promote the guidance of the socialist core values of college students? These issues are worthy of further exploration and consideration.

1. The influence of the main melody micro-documentary on college students

Currently in the prevalence of short videos, a large number of short videos are for the purpose of attracting traffic and eyeballs for profit, and even exceed the moral bottom line, which is extremely misleading to the group of young college students. The development of the main melody topic micro-documentary can offset the negative impact of non-themed short videos to a certain extent, change and lead the mainstream direction of short video culture, and gradually allow college students to absorb more essence and classics from the main melody short films, and feel the harmony Condense positive energy.

Colleges and universities accurately grasp the needs of college students, understand what college students like, disseminate, and create videos, explore the "video + ideological and political" education model, and actively disseminate the main theme micro-documentary, an interactive and experiential

online cultural product , In order to better build a network ideological position and build a new position for educating people in colleges and universities.

Through the creation of the main melody micro-documentary, it can also stimulate the creativity and values of college students. The main melody micro-documentary has distinctive features, such as propagating Xi Jinping's new era of socialism with Chinese characteristics, deducing the lofty pursuit of the people's supremacy and life supremacy, and promoting the core values of socialism. In addition, the short shooting time, low production cost, and short duration of the micro-documentary make the students' creation more practical, thus inspiring students' motivation to create, dare to create, and know how to create. This process will profoundly affect the ideological and behavioral patterns of college students and become an important way for them to acquire scientific knowledge, thereby enhancing cultural and media literacy, and also conducive to the construction of spiritual civilization in colleges and universities, and the formation of a harmonious campus culture.

2. The creation of a micro-documentary on the main theme of universities

2.1 Opportunities of the times for educational innovation

The historical mission of the new era clarified the political direction for the use of the main theme documentary to carry out patriotic education innovation. At present, our country is in a new historical position, facing changes unseen in a century, and patriotic education continues to develop, gradually showing the evolutionary trend of content system, vivid expression, rich carrier, three-dimensional communication, and strong atmosphere. The main melody documentary is an important carrier of patriotism education in the new era. In the new era, new situation, and new challenges, the use of the main theme documentary to carry out patriotic education innovation has precious opportunities of the times. In this context, the creation of the main melody documentary from the theme to the content to the dissemination needs to keep pace with the times, innovate continuously, and give full play to its political advantages, artistic advantages and communication advantages, so as to realize the improvement of the effectiveness of patriotism education.

2.2 The ingenious integration of the theme of the times

Socialism with Chinese characteristics has entered a new era, which is the new historical positioning established by the 19th National Congress of the Communist Party of China. Examining the current creative transformation of the main theme of the micro-documentary, we can find that realistic themes that pay attention to the theme of the times play an important role in constructing mainstream values. In the creation process of the micro-documentary, we should focus on the theme of the times and convey the mainstream value and style of the times with innovative expressions. Through the ingenious integration of the theme of the times, it reflects that young college students in the new era are helping to fight poverty and show their responsibility and responsibility for the epidemic. For example, the Southwest Jiaotong University's poverty alleviation micro-documentary "Rainbow Covenant" and the poverty alleviation-themed micro-documentary "Young College Students Holding the Sunset Red" produced by the author's colleges and universities, all use the micro-theme of college students to help poverty alleviation, using "small cuts, positive energy, The creative method of "Great Feelings" takes the spirit of the times as the core, small cuts show big themes, incorporate positive energy into details, and deliver value through high-quality content and innovative expressions, so as to strive to seek emotional resonance and spiritual recognition from the audience. The main melody connects with the mainstream audience.

2.3 The emotional resonance of the story first

Some studies have pointed out that out of ideological and propaganda considerations, the main melody micro-documentary often uses the "theme first" model as the theoretical cornerstone of its creation. To a certain extent, this mode restricts the creation of documentary works in my country, especially the innovative expression of the main melody micro-documentary. Traditional thematic documentaries are mostly interpretive narratives. This kind of narrative tells the story from the standpoint of mainstream ideology. The story is often interpreted in a subjective rather than natural and objective state. As a result, the storytelling is often rigid, serious, and too "cold." Instead of being down-to-earth, at the same time, the characterization is symbolic and facial makeup. In the creation of the main melody micro-documentary, combined with the independent characteristics of the

micro-documentary, the creation process should not only focus on the innovation of audiovisual language techniques, but also the innovation of the narrative mode, focus on the content of the story, and let the micro-documentary The story is more vivid and lively, and the characterization is more three-dimensional, so as to achieve the emotional resonance of the audience.

2.4 Technical support for media convergence

The "Outline for the Implementation of Patriotism Education in the New Era" puts forward: "Incorporate the theme of patriotism into the integrated development of media, open up online, offline, and page pages, launch a series of special columns, news reports, comments and media products, and strengthen county-level media integration. Center construction, vividly telling patriotic stories, and vigorously disseminating mainstream values." Facing the trend of media integration, being good at using media integration technology can help micro-documentary content to be more objective, infinitely close to the psychology of young students, and provide a powerful force for the creative process. Technical support. One is to be good at adding audio-visual interest in creation, using film-based visual communication methods, expressing the main melody content in a way that young students are more comfortable with and preferring, and disseminating microblogs through multiple platforms such as Douyin, Kuaishou, video accounts or campus electronic screens, and mobile terminals. Documentary works. The second is to be good at using crowdfunding creative methods to increase the interactivity of works, so that more young college students can participate in the creation of the main melody micro-documentary through shooting behaviors, and feel the appeal and dissemination of positive energy works through experience creation.

2.5 Basic construction of ideological and political classroom

At the National Conference on Ideological and Political Work in Colleges and Universities, General Secretary Xi Jinping proposed that "new media and new skills should be used to make work alive, promote the integration of traditional advantages of ideological and political work with information technology, and enhance the sense of the times and appeal." Give full play to the main theme of film and television works. The value orientation and ideological education function are of great significance for promoting the construction of "curriculum ideological and political" in colleges and universities. In the process of further expanding the methods of ideological and political education in colleges and universities, the patriotism of the new era and the traditional virtues of the Chinese nation will be used as the core elements in the creation of micro-documentaries, and the core socialist values of college students will be taught through the main theme film and television. Carry out the main theme film and television creation courses in relevant majors in colleges and universities, and build an ideological and political classroom, so that every student can feel the connotation and charm of the main theme film and television works in creation, such as the original story of the Communists, exploring the revolutionary base and other topics, allowing students to create Review the history of the struggle of the Chinese nation, which inspires feelings of patriotism.

3. Conclusion

In the creation process of the main theme micro-documentary, it is necessary to keep up with the general trend and new trend of media development, fully integrate the current network technology development and mainstream public opinion orientation, and combine the main theme of the new era that is most concerned by young college students with the creation of the micro-documentary. At the same time, optimize the construction of the main theme film and television cultural network communication platform such as university TV stations, Douyin, and video accounts, identify the advantages of communication, and carry out scientific communication. The main melody micro-documentary has the dual power of recording and interpretation, which can not only improve the professional practice ability of students, accumulate more experience and methods for subsequent creation, but also enhance the young college students to promote the theme of patriotic youth and lead the core socialist values of college students It has a positive impact on promoting the ideological and political education of college students, and it has practical significance for publicizing the image of the school, promoting the construction of campus culture, and promoting the cultural self-confidence of students.

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