

The Impact of Excellent Film and Television Works on Improving the Quality of Daqing Citizens

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ABSTRACT. *In recent years, the film and television culture industry in Daqing has developed rapidly, and Daqing Baihu Film and Television Media Co., Ltd. has gradually formed with Baihu Film and Television Base as the center. Through carrying out various art and cultural activities and viewing various kinds of art films and TV films, the quality of citizens has been improved imperceptibly.*

KEYWORDS: *film and television culture, citizen quality, Baihu film and television*

1. Introduction

From September 25 to 28, 2018, President Xi visited three provinces in Northeast China, and then presided over a symposium on further promoting the revitalization of Northeast China on the afternoon of September 28 in Shenyang. He put forward six requirements for further promoting the revitalization of Northeast China. The second point is to actively support the development of emerging industries and form multi-point support as soon as possible on the basis of relying on innovation to make the real economy real, strong and excellent, and try to form the industrial development pattern of supporting, multi industry and multi development.

Daqing's film and television culture industry started late, but due to the support of the state for resource-based cities, Daqing, as the leader in the transformation of resource-based cities, is developing at a rapid pace. As an old-fashioned "oil city" it has its unique development history and ideological connotation. The spirit of Daqing and Iron Man has influenced the people of oil city for generations. The new Baihu City is attracting guests from all over the world with its unique charm. Under the background of building a strong cultural country, we should constantly promote the development of the film and television cultural industry in Daqing, thus contribute to Heilongjiang to and become a strong cultural province.

2. Aesthetic characteristics of film and television art

Based on the picture and sound, the aesthetic of film and television art can truly reproduce the actions and changes of people and objects in real life by means of photography. In the process of creation, it includes the aesthetic appreciation of artists and the recreation of art. Film and television directors with their own subjective color, using montage's skills, time and space, rhythm, etc., constantly reproduce the people and events in real life. For example, some documentary films such as the Founding Ceremony, The founding of the People's Republic of China, The assembly, etc. These films are not only loyal to historical facts, but also process and deal with them properly. In the process of watching movies or TV, by appreciating the vivid artistic images, the audience can be brought into a state of aesthetic feeling and get aesthetic feeling. In the process of seeing the film, the audience's spiritual activities such as experience, perception and evaluation of the film are called aesthetic process.

3. The influence of film on improving the quality of Daqing citizens

3.1 The consumption of Daqing film industry has exceeded 100 million yuan for three consecutive years

People's demand is growing, and cultural consumption spending is increasing; comedies, action movies and science fiction movies are more popular in Daqing, and about 80% of viewers choose to buy tickets online. In 2017 the author understands from Daqing Municipal Bureau of Press, 33 cinemas in the city achieved box office revenue of 112 million yuan, an increase of 7.56% over the same period last year. After 115 million yuan in 2015 and 104 million yuan in 2016, the box office of films in our city has exceeded the billion yuan mark for three consecutive years.

According to cat's eye data, till 2:00 p.m. on March 9, the box office of the documentary film "Awesome, China" had reached 196 million in less than nine days since its release, not only surpassing "22" (170 million) to the top of the mainland film history documentary box office, but also continuously rising this new historical record. "Awesome, China" was released nationwide on March 2, and five films such as "Best Friend 2" and "Three Billboards" were released on the same day. The competition is not fierce. On the first day of its release, "Awesome, China" won 38.13 million by virtue of its higher average number of people in the field with no advantage in film arrangement (8.8%) and was ranked in the top three of the one-day list, becoming the best one of the six new films on one day.

3.2 The most popular domestic film in 2017 - Mermaid

"Mermaid" is a representative work of Stephen Chow's films in recent years. It's unforgettable that he integrates the "nonsense" of the star movie and Zhou's humor. The words Ruolan (Zhang Yuqi) said to Liu Xuan (Deng Chao) was very

personalized. "I have money and figure. I'll take out 30 billion yuan to play with you. The people who pursue me can row to France from here. You think I'm air, actually go to chase a fish." It can be seen that the distinctive character is the attraction of the film, without any disguise, and frankly speaking out the inner thoughts. It is the embodiment of "nonsense" star movie. Anti logic, anti loftiness, no scruples, independence and unusual way are all the characteristics of star movie. Deng Chao, the actor of Liu Xuan, is transparent with a stream of ruffian, the lyrics inside also see its inner loneliness, "Invincible is how lonely, invincible is how empty, standing alone in the summit, the cold wind blowing constantly, my loneliness, who can understand me.". Although he is now the boss of a consortium, his heart will never forget his poor past. "If there is not even a drop of clean water or a mouthful of clean air on the earth, you will die no matter how much money you earn." This line echoes the description in the front of the movie that the river is polluted by sewage, trees are cut down, factory exhausted gas is discharged into the air every day, water birds become black, a large number of fish are slaughtered, and protecting the ecological environment is the most important thing at present. Zhang Yuqi and Deng Chao use character performance in the movie, which means that the actor pays attention to the performance through the deep understanding and cognition of the role, which has a high demand for the actor's acting skills. When Deng Chao and Sun Li perform "Happiness is like flowers", they show their high acting skills. He vividly performs the rebellious and persistent energy of Baiyang, a high-tech kid.

Zhang Yuqi created the image of a loving female teacher in "Yangtze River Seven". As a generation of "star girls", she is deeply loved by the audience. But in "Mermaid", she has completely become a villain, money first, full of personality. When learning that Shanshan is a mermaid, she resolutely asks to go fishing and says, "money, money, money or not?" Deng Chao said, "of course, it is necessary to earn money, but there must be a bottom line!" In a word, the return of Deng Chao's inner feelings is that in Shanshan's contact, Liu Xuan, who is eager for true feelings, has come back. At the same time, it also reflects that although Ruolan is persistent in pursuing money, she is not hypocritical and never covers up her real thoughts. Although I don't like the role very much, she really can't be hated by acting such a role. As a new generation of star girl, Lin Yun is not very beautiful, but she does have the most simple and pure emotion, which is the most attractive reason for her in the film. She poisoned Liu Xuan directly, stabbed Liu Xuan directly with a knife, reflecting the simplicity of her mind. It is the simplicity and directness of the characters that causes a lot of dramatic conflicts.

In addition to the emotional elements, there are also many comedic elements in the play. For example, Liu Xuan came back from the broken boat in Qingluowan to the police station to report that he saw the mermaid. The people in the police station couldn't help laughing. They drew many cartoons for him to identify. It was clear that they were happy with him. When they were asked why they laughed, the two policemen said in unison that their wives had a child. At last, Liu Xuan had no choice but to leave. And Shanshan poisoned Liu Xuan, but he was drunk by his entourage. He went into his office directly with sea urchin and prepared to kill him.

It was so funny that he couldn't hit him. One of the reasons for the great success of this film is that although many of the plots are not so logical, they do look so reasonable and natural, so that people are educated in the joy of teaching and entertainment.

3.3 The Devil Wears Prada: the most popular fashion film of female friends

“The Devil Wears Prada” is one of the most focused films of 2007. Miranda is the editor in chief of the fashion magazine in the play. She has short white curly hair, big sunglasses and Prada bag (famous Italian brand) when she appears. Everyone moves nervously when they hear the voice of the boss. They put on high heels, draw lipstick and tidy up the sundries on the table. In short, everyone moves. When the model in the elevator sees her, she retreated from inside, as if meeting the devil. The image of a maverick female editor was immediately established. Later, many domestic TV plays imitated the clips of the play. As soon as the boss appeared, everyone was nervous. The most representative is the 2010 TV series “Du Lala’s promotion”. Since then, a number of inspirational films and TV series have been born, including “How to play flute and silence”, “Invincible Ugly Woman”, “Crazy office”, “Match for chess”, etc.

Andy, a fresh graduate from Northwest University, came to the “ platform” for an interview in order to get a job. He only wanted to lay the foundation for the future by the reputation of the magazine. He didn't expect that the assistant’s work was so difficult. He was criticized several times or because of his image or the boss’s obstinacy. Later, he was almost fired because she overheard the boss’s privacy, Finally, She was lucky enough to get the manuscript of Harry Potter without being fired. One of the most impressive parts of the show is the beautiful costumes. The other is that the whole show is fast-paced, but the actors can well match the pace of the film, keep up with Hollywood’s fast-paced shooting mode, and make people enjoy watching the film. When Andy said she didn't want to live like this, Miranda said, “Everyone wants to live like us, like us.” She got out of the car and walked into the meeting under the flash. In contrast, Andy walked to the square, she left, she knew her choice and the days she wanted. This is also the inspiration of this film. It tells us that money is not the most important thing, the beautiful clothes cars and houses are not the most important thing, the most important thing is a person’s heart, the nature of a person’s kindness and helpfulness, and the sense of responsibility for his family is the most important thing.

4. The Influence of TV documentary on improving people's quality

4.1 Documentary about Professor Zhong Yang

After watching the video of Professor Zhong Yang, a doctoral director of Fudan University, I was deeply moved and encouraged. As a scientific research talent of China’s top universities, his difference with others may be that he doesn't have the

momentum of standing on the commanding heights of knowledge, and some just focus on education at all times, talent team construction in Tibetan areas, the next generation of the motherland and the popularization of biological knowledge. What he collected was seeds, and sowing was indeed hope. He left a seed in people's hearts. It is a seed full of love. It spreads light and heat to illuminate everyone's heart.

I hope Professor Zhong's smile will always be printed in our mind. He is so humorous and charming. He is so amiable. When he understands the students' financial difficulties, he does not hesitate to help. He spent hundreds of thousands of yuan on education and students in the Tibetan area. He was wearing more than 20 Yuan pants and worn shoes. This kind of spirit of helpfulness is worth learning for every college teacher. He is worthy of the title of "model of the times". As a college teacher, I know that there is a big gap between myself and others, but I am sure to take Mr. Zhong as my example, march towards the peak of scientific research knowledge, learn from his selfless dedication, and hope to leave some memories for students. When they look back on their college life, they still remember that an ordinary teacher once taught them.

In addition to educational documentaries, there is also a documentary about food programs.

Now the food program is very popular. Congcong Food Program of Daqing TV station is the trump card program of Daqing TV station. The host of the program Congcong is funny and humorous. When facing the food, the praise is always unforgettable and people can't help but want to taste it. But when it comes to food column, we have to say that the host should be Liu Yiwei who once presided over "Everyday Food". Because of his unique hosting style, he is welcomed by everyone and gives you a warm and cordial feeling.

4.2 Food Program: China on the tip of the tongue

"China on the tip of the tongue" series of food programs is a very popular documentary in recent years. It introduces famous food in China from a new perspective. It looks more like an art appreciation documentary. The wide range of food is amazing. People use an objective and rational attitude to appreciate this visual feast. Art comes from life and is higher than life. It conveys new feelings of vision and taste to people through art. China on the tip of the tongue can be said to have created a precedent. It not only shows the "beauty of form" of food, but also shows its "fresh taste". The documentary material comes from real life, whether it's food, characters or environment, it's real. After the careful selection and post editing of directors, artists, and staff, it has three wonderful "China on the tip of the tongue", which also marks that the Chinese documentary has embarked on the path of specialization, internationalization and branding. It not only teaches people how to cook and appreciate delicious food, but also improves people's aesthetic taste.

5. The establishment of Daqing Baihu film and television center marks the new stage of Daqing film and television media industry

In 2007, Daqing Baihu film and television media Co., Ltd. was established, which marks the industrialization of Daqing film and television media, which is a new stage of Daqing film and television media. In May 2011, Daqing Baihu film and Television Center, namely, Baihu film and television base, broke ground and was put into operation in October. Up to now, Baihu film and television base has held more than 100 activities such as various parties, sports events and exhibitions.

On April 21, 2018, a large-scale Huimin auto show was held, which greatly facilitated the life of Daqing citizens. In May 2018, a food festival was held, attracting the attention of the surrounding citizens and students. Various activities at all levels greatly enriched the amateur cultural life of Daqing citizens, and opened up a vision for the city's citizens to taste the delicious food all over the country. The base has also held large-scale stone carving and jade ware exhibitions and representative works of local calligraphers and painters for many times, so that the citizens of Daqing enjoy the spiritual cultural feast.

Daqing Baihu TV channel consists of news integrated channel, Daqing film and television channel, Daqing public channel, Daqing education channel and other channels. Each channel has its own brand column. "Absolute live" program broadcast in the surrounding small things, the host to help solve the problems in people's lives, well received by people. Recently, the program of severe investigation and punishment of illegal parking by the battle brigade was also broadcasted, showing the new generation of police style of strict law enforcement by the traffic police detachment of our city. Daqing education channel broadcast that the recent Baihu film and television base will hold Guangdong Nanmeiwang mahogany furniture exhibition. There is no middle price increase for the goods. There are many environmentally-friendly and durable styles of solid wood furniture. The products are sold at factory price and free maintenance for three years, which also reflects the commercialization of TV programs. The public channel's "Baihu Grand Theatre" shows all kinds of dramas, including many Errenzhuan, pull rod dramas, etc., which are popular with farmers' friends. It also reflects the variety of program types of Baihu channel, which can meet the needs of all kinds of audiences at all levels. In addition, there are excellent programs such as "Baihu real estate market" and "Congcong Food". Although the program has a slightly strong commercial taste, it still meets people's daily life needs such as house purchase, decoration and food.

In recent years, the development of TV media in our city is very fast. From the main news board in the past to the comprehensive channel, Baihu channel, live channel, film and television channel, there are many channels competing with each other. How to make good use of TV media as an effective weapon, let it serve the public, entertain the public and improve the quality of the residents of our city should be considered by the media people in our city. It is an urgent problem for TV stations to produce and broadcast more educational and entertaining programs, and it is also essential for the introduction of foreign excellent programs.

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