

The Innovation of Campus Culture Communication Carrier Under New Media Environment

The Cultural Education Function of Micro Film in the New Era*

Qingqing Xu

Wenzhou Business College
Wenzhou, China 325000

Abstract—New media has increasingly become an important carrier of campus culture communication with the powerful development of Internet technology. The new path for campus culture education under the new era environment is explored from the perspective of micro film: the characteristics of micro film and the internal logical relationship between it and campus culture education are revealed based on the analysis of current situation of campus culture education. It is considered that applying micro film to campus culture construction is conducive to manifesting the education function of campus culture and energizing contemporary college students' cultural confidence.

Keywords—cultural confidence; college education; cultural education; new media; micro film

I. INTRODUCTION

It is put forward in the Eighteenth National Congress of the Communist Party of China that “the Chinese people must be confident in China’s system, theory and path”. In the thirteenth collective study meeting of the political bureau of the CPC central committee held on 24 February 2014, Xi Jinping, the General Secretary, required to “strengthen confidence in culture and value”. In his opinion, “enhancing cultural self-consciousness and cultural confidence is an important part to make Chinese people’s confidence in path, theory and system firm.” “The essence of China’s firm confidence in path, theory and system is cultural confidence established on the basis of more than 5000 years of civilization heritage.” [1] Cultural confidence is the fourth confidence proposed by the leaders of the Party and state following system confidence, theory confidence and path confidence. This is the full affirmation of cultural value of the Chinese nation itself, the firm belief in cultural vitality of the Chinese people, giving expression to the cultural concept of General Secretary Xi. Just as what General Secretary Xi says, “Cultural confidence stems from the long-lasting national memory and harmonious and inclusive Chinese wisdom, as well as the firm belief in the socialist road with Chinese characteristics, and it will enable the Chinese people to go further more firmly on this road.” [2] The Eighteenth

National Congress of the Communist Party of China announced China’s reaching of new era, and as a result, “cultural confidence” draws special attention in college education, and the education function of campus culture is also increasingly prominent. The position of new media in campus culture construction is affirmed and it plays a positive role in the aspects, such as communicating high-quality culture and excellent culture, as well as strengthening education function of national culture and establishing college students’ cultural confidence.

Xi Jinping made important instructions at the national conference on ideological and political work in colleges and universities on 7 December 2016, that “new media and technology should be used to make the work alive, to promote high integration of traditional advantages of ideological and political work with information technology, and to enhance the sense of the times and attraction.” [3] As everyone knows, new media is the media forms such as digital magazines, digital movies and digital newspapers under the new situation, and the “fifth media” beyond the newspaper, television, radio and outdoor media in the traditional sense [4]. Among them, “micro film” is an important means of new media. As one of the key points for education in colleges, campus culture construction is the crucial guarantee of cultural education. In the new era environment, paying attention to new media communication forms in campus culture construction appears to be extremely important. In the background of “Internet + campus culture”, micro film, as a new media channel, is increasingly become the new carrier for campus culture communication thanks to its outstanding “micro” era characteristics. How to promote and realize the education function of campus culture by utilizing the advantages of micro film has become a hot topic of college student workers.

II. CURRENT SITUATION OF CULTURAL EDUCATION IN COLLEGES

Culture is the soul of a nation, the spiritual home of people, and the fountain of human morality. General Secretary Xi Jinping has explained traditional Chinese culture on many occasions, giving expression to a leader’s identification and respect of China’s traditional culture and

*This paper is the research achievement of general research project of Education Department of Zhejiang Province 2018 “Research on Cultural Education Function of Micro Film in the New Era” (Project No.: Y201840002).

thought value contained in it, showing Chinese descendant's spirit and shoring up Chinese national cultural confidence.

Just as what General Secretary Xi pointed out "cultural confidence is the more fundamental, broader and deeper confidence. The excellent traditional Chinese culture formed in more than 5000 years of civilization development, the revolutionary culture and advanced socialist culture formed in the great struggle of the Party and people, is the accumulation of the deepest spiritual pursuit of the Chinese nation and the representation of unique spiritual identity of the Chinese nation." [5] The power of Chinese culture embodies a concentrated reflection of national spirit. The Chinese national spirit is deeply rooted in excellent traditional culture of thousands of years. It is manifested by the dignity of "death befalling all men alike"; patriotism of "wanting to express the deep love for China with blood"; the belief in life that "one should never be changed by poverty and bent by force"; the spirit of harden oneself "limestone can only be quarried from deep mountains through countless hammering and chipping"; intellectual enquiries of "erudition, interrogation, deliberation, discernment and earnest action"; the principle of "establishing righteousness without gaining profit, making clear the ways of living without considering the material gain"; being strict with oneself as "do not do to others what you do not want done to yourself; search one's heart for difficulties and failures"; self-cultivation of "taking disciplinary action against resentment, eliminating greed, and correcting mistakes for bright side"; the honesty of "speaking faithfully and behaving with integrity and respect" and so on. All of these have educated and stimulated generations of excellent Chinese people.

As the main positions of "strengthening moral education and cultivating talents", colleges should have a clear and profound recognition of the important education function of culture, and make full use of its significant value of education. As a result, "young students can be nourished by excellent traditional Chinese culture, so as to strengthen confidence, make cultural self-consciousness and cultural confidence firm, and to become qualified builders and reliable successors of socialist cause." [6] In general, the mainstream of campus cultural education of Chinese colleges is positive at present, and the phenomenon of carrying forwarding positive energy around the core socialist values is outstanding. With the concentrated entering into colleges of post-90s, the "cyber natives", the traditional propaganda carrier changed constantly by new media, resulting in challenges to the full play of campus cultural education function, with the main shortcomings in the following aspects:

A. There Are Differences in Value Orientation of College Students

In the campus of 21st century, the environment for students learning and growth has undergone an earth-shaking change. Especially, the development of network information renders great influence on students' outlook on world, life and value is by western values and vanity. As a result, quite a few students have certain utilitarianism, the sense of self-

interest spreads, the quality of hard work obviously weakened, and life values of some students also changed greatly. To rectify these harmful effects, new media is badly in need to offer correct guidance on its propaganda and infusing of socialist core values.

B. There Is a Lack of Innovative Design in Cultural Communication Carrier

At present, the innovative carrier design in campus culture construction in some colleges is insufficient, which is difficult to satisfy college students' demand for development. In general, campus culture is short of attraction. Some colleges provide one-sided services to students, yet few students pay attention to or participate in them. For example, the youth volunteer center carries out public welfare activities, such as helping poor children and visiting the elderly, which have failed to provide students with menu type selection and service by combining Internet technology effectively. The service object and channel is old-fashioned together with insufficient propaganda carrier and strength. Therefore, students are unable to be involved in effectively, which influences students' enthusiasm and weakens the education function of college culture.

C. The Subject Position of College Students Is Not Outstanding

Colleges have to spend most of the funds in introducing teachers and hardware infrastructure due to restrictions, such as fund and technology, which has weakened soft environment construction in colleges. The senior leaders neglect subject position of student cadre organizations and societies, which make giving full play to the role of these organization and societies affected directly, thus students' campus cultural life is tedious and dull. The effect of self-growth position construction of such students is unsatisfactory, and is not advantageous to the enhancement of their comprehensive accomplishment; in addition, colleges impose their own educational concepts on students, resulting in disconnection of mainstream campus culture construction from students' actual needs and self-growth needs, leading to insufficient recognition of students' subject position.

III. CHARACTERISTICS OF MICRO FILM AND CAMPUS CULTURAL EDUCATION

With the continuous reduction in the cost of film and television consumables, the popularization of film and television production software, the means and methods of expression of micro film in campus culture are increasingly popular. Micro film is popular in all sectors of society at an alarming speed, especially in colleges, thanks to its obvious advantages in "micro" era, such as low investment cost, small technical difficulty, short production cycle, distinct theme, concise content and convenient instant broadcasting. As the carrier of cultural education, micro film can reflect contemporary college students' ideological trends and primary focus more directly, understand their outlook on the world, life and values indirectly, and broaden the horizons and knowledge of students. Compared with the traditional

education, micro film, a method to meet education with entertainment, makes students feel friendlier, providing a carrier preferred by the students. Therefore, micro film, the new carrier, should be used to educate and lead young students with the education concept of college education and the mainstream ideology advocated by the Party and state. In addition, it should be taken as a booster to give full play to campus cultural education function, to promote campus culture construction to develop in a healthy and ordered way.

Currently, micro film has the following characteristics:

A. Micro Film Is “Easy to Spread” and Brings About Vitality to Strong Cultural Education Atmosphere in Colleges

Thanks to the characteristics of micro film, such as “low production cost, short shooting cycle and good communicating effect”, students can watch anytime and anywhere through mobile phones, iPad and other new communication equipment without limitation by time and space, and thus the positive influence of information communication is accepted. Nowadays, students spend a lot of time in playing games and watching soap opera besides classroom learning. The new education carrier of micro film has just fitted college students’ fast and fragmented consumption needs. In this way, they can enjoy the feeling of heart shock brought by micro film merely using fragmented time. For instance, the promotional video I am an Undergraduate Party Member, written, directed and acted by student Party Members from Wenzhou Business College, telling the mental course of students of Wenzhou Business College from ordinary people to full members of the Party, demonstrating the elegant demeanor of contemporary undergraduate Party member, with tens of thousands of hits.

B. Micro Film Is “Easy to Offer Education”, Thus Injecting New Blood to the Manifestation of Campus Cultural Education Function

The topics of socialist core values and positive energy are generally selected for the creation of campus micro film, so as to carry out educational guidance on ideology. The ideological and political education in colleges in the past was often carried out through traditional way of mechanical expounding. In the impression of college students, the pure theory inculcation adopted by traditional education has resulted in the lack of appeal and influence to certain extent. Micro film publicizes the touching civilized behavior, reflects verified humanistic spirit, exhibit harmonious interpersonal relationship and develops perfect personality around contemporary college students’ actual needs for development from content to form. Taking Wenzhou Business College as an example, the fifth micro film competition of this college is created around the theme of “chasing youth dreams in shuttling time”. The competition shows the youthful, active, positive state of life of contemporary college students, and calls on the students to care about the country and society, learn to be grateful and to dedicate, to discover different beauty in life.

C. Micro Film Is “Easy to Produce”, Enhancing College Students’ Ability in Communicating Campus Characteristic Culture

Students can do it themselves or invest in a micro film as micro film is characterized by low production cost and easy operation because only a SLR camera is needed, so they can participate in the manufacturing of micro film, not a spectator any longer. The guidance offered by Wenzhou Business College is quite effective. This college launches original micro film competition for five consecutive years. Students create around the given theme, and their film and television dreams can be realized by spending thousands of yuan in their works, which has cultivated students’ creativity and their interest in films and televisions. Among them, students’ original micro films, such as *Pick Up, This Makes Me Believe Friendship Great*, and *Hear*, were honored as best actor, best supporting actor and best supporting actress in the Fifth Youth Association Culture Festival in Wenzhou.

IV. PROBLEMS EXISTING IN INTERACTION BETWEEN MICRO FILM AND CAMPUS CULTURE

Micro film is channel of communication of campus culture, and teachers only play the role of checking and coaching in the course of creation and communication, and the key is to guide in a proper way. As the subject, students can participate in the creation of micro film from determining the theme, writing the play, finding actors, shooting and post production. Each of the links can enable them to accept “reeducation” positively, enhance their own comprehensive practical ability, cultivate positive exploration, good artistic accomplishment and the spirit of seeking truth, thereby to reveal the profound connotation and spiritual essence of campus cultural education function. Nevertheless, the following problems of micro film still exist in campus cultural creation and communication:

A. Lack of Capital

The manufacturing and shooting of micro film is not as time-consuming and expensive as professional film making. But, campus micro film production at current stage also need to rent movie shooting equipment, props and locations, which is a large expenditure for student team. Normally, the production of an ordinary micro film costs tens of thousands yuan. If the student team shoots the film just out of interest, they can make it by self-raised fund or they have to get sponsors. If it is sponsored by enterprises, advertisement will be placed in such micro films stiffly, making the films too commercial, and breaching original intention of this micro film. If there is no funding support from enterprises or colleges, the effect of students’ micro film will be weakened greatly.

B. Hard to Pass Down Excellent Creation Talents of Micro Film

The shooting team of micro film generally is the student team who is enthusiastic about micro film and love shooting and film editing. Behind an excellent micro film, there is a good professional production team, such as the micro film

studio of Wenzhou University, Siyuan Film and TV of Wenzhou Business College, micro film creative club of Communication University of Zhejiang, three calabash brothers of Communication University of China. This kind of micro film studios are established basically by classmates or students who are interest in shooting, and the life cycle of such studios are only 3-4 years. Taking Wenzhou Business College as an example, during nearly ten years from 2008 to 2017, there were 12 entrepreneur teams producing campus micro film in total in the mass innovation space of Wenzhou Business College, but only 2 were successful eventually. Many micro film entrepreneur teams are dissolved upon graduation of the creative staff, making it difficult to inherit excellent creation talents.

C. Topics for Micro Film Are Limited

At present, most of the micro films of many student teams set in a school story, paying attention to campus, and the topics are limited to campus love, entrepreneurial stories and student work with generally the shooting techniques and plots due to the influence and limitation of students' own specialty and experience. As a result, the communication of micro film is only among college students, and mostly inside their own college. This also limits the development of campus micro film in a sense as it is short of original content design. Some colleges open the course of film production, but it is also limited to optional course, and just requiring students to shoot a short video of micro film as course assignment, which seems to be immature in terms of play script design, shooting techniques and professional equipment.

D. The Contents of Micro Film Are Highly Variable

There is decline in the contents and quality of micro film due to low barriers to micro film, and some students are short of specialty accomplishment. In order to attract people and increase the hits, some teams will adopt the "vulgar" titles and contents. In addition, the network is also flooded with various funny and vulgar micro films, especially various live Internet broadcasting platforms, the convenience of opening up the video websites as well as the loose Network audit.

V. COUNTERMEASURES FOR POSITIVE INTERACTION BETWEEN MICRO FILM AND CAMPUS CULTURE

Innovation should be made boldly in the methods of campus cultural education, to change traditional changes of education and achieve targeted publicity and education in combination with college students' psychological characteristics and objective needs. Publicity and education should be carried out by combining micro film, which is preferred by college students, with the school-running concept and school-running characteristics of this college through Internet and We-Media, so as to maximum the function of micro film in cultural education in colleges.

A. Competent Authorities Should Improve Supervision System: Checking "The Threshold"

Internet develops rapidly at present. Network is characterized by openness, inclusiveness and rapid communication, enabling many micro films to be able to publish and spread on the network platform regardless of the contents. As a result, micro film becomes a mixed bag with uneven quality. The competent authorities should strengthen necessary supervision and management of various communication platforms, especially the issuance, review and supervision of micro film. Relevant systems should be established and perfected with the introduction of industrial standard, the implementation of corresponding legal norms. All the works involving in eroticism, violence, vulgarity and false information should be cracked down, thus to improve the supervision system, check the threshold and promote the development of micro film in a more orderly and healthy way.

B. Colleges Should Set up Special Support Fund for Micro Film: Checking "the Cultivation"

Colleges should pay attention to the construction of new media including micro film, and encourage students who are interested in it to be involved in, integrate the original micro film competition into campus cultural activities, and set up special support fund for micro film, to promote healthy development of campus culture and constantly enhance the college's influence and reputation. Colleges should support students' participation in it, especially the student team with professional expertise, set up special fund to support entrepreneurial team, and make good publicity of campus micro film and the micro films at special nodes including back-to-school season and graduation season one the one hand. On the other hand, take various campus micro film competitions as an opportunity to promote learning and innovation by way of the competition, and offer fund support and award to the excellent micro films.

C. Micro Film Should Carry Forward the Socialist Core Values: Checking "the Ideology"

Ideology should be checked for the creation of micro film. It is best to edit and shoot in combination with the real people and events around the students in addition to professional accomplishment of creative staff, correct outlook on life, values and the world. In this way, students will feel the micro film amiable. The guidance of student opinion leaders should be strengthened at the time of transmission besides vigorously promoting socialist core value and offering correct guidance and education to students in terms of creation, to make sure positive energy transfer of campus culture value in the communication.

Taking the micro film "My Love is A Garden" shot by Wenzhou Business College in December 2013 as an example, this play is an adaptation of counselor's real cases in this college. It tells a story about successful intervention of a student who is about to drop out of school by the counselor in student work. Micro film is positioned as the youth growth drama of youth inspiration and practicing the ideal. It reflects what the college should do when contemporary college

students encounter various puzzles of family affection, friendship and love through a touching love story. This play also conveys the positive energy that should be adhered to in college education under new situation through the image building of counselor and head teacher who is in charge of students' ideological work. The characters include young college students who are in their rebellious period, and the prototype of these characters comes from the students. Their growth leaves us distinct impression, which is thought provoking and has generated good educational effect. This film also won the second prize of innovation competition of cases of college counselor in Zhejiang Province that year.

D. College Cultural Education Should Adhere to "Student-Based" Concept: Checking "the Foundation"

The objects of campus cultural education are mainly students. Micro film should give full play to "student-based" concept, highlight students' subject position. Students should be used as actors or actresses, directors, scriptwriters, and for shooting and manufacturing for the creation of micro film, to bring students' subjectivity and activity into full play and take what the students think as the subject content for micro film script writing. Teachers from the propaganda department, Youth League Committee and other relevant functional departments should offer guidance, to communicate micro film by taking it as the important carrier of effective campus culture propaganda, make students to accept the educational influence by excellent campus culture subtly through the new form and carrier of micro film, and enhance the audiences' interest and attention.

VI. CONCLUSION

To sum up, micro film is the product of the development of new era. It is beneficial to the manifestation of education function of campus culture and inspiring contemporary college students' cultural confidence by virtue of micro film in campus culture construction. The colleges and universities should attach importance to and take advantages of the characteristics of micro film, to conduct targeted micro film creation in combination with the shortcomings in campus culture construction, so as to create a campus culture environment.

REFERENCES

- [1] Zhao Yinping. Cultural Confidence — Topic of the Era proposed by Xi Jinping. http://www.xinhuanet.com/politics/2016-08/05/c_1119330939.htm. (in Chinese)
- [2] Ai Wenli. Grasp and Adhere to Cultural Confidence Thoroughly [J]. *Hongqi Wengao*, 2015(05): 13. (in Chinese)
- [3] Xi Jinping. Important Speech by General Secretary Xi Jinping at National College Ideological and Political Work Conference [N]. *People's Daily*. 2016-12-09 (01). (in Chinese)
- [4] Yan Shixuan. Research of Influence on Ideological Propaganda in Colleges by New Media and the Countermeasures [J]. *Theory Research*, 2014 (13):190-192. (in Chinese)
- [5] Xi Jinping. Speech the Congress Celebrating the 95 Anniversary of the Founding of the Communist Party of China [N]. *People's Daily*, 2016-01-02 (01). (in Chinese)

- [6] Chen Qiuming. Unique Value of Cultural Education [N]. *Guangming Daily*, 2017-01-19 (14). (in Chinese)