

The Influence of Excellent Micro Films on the Construction of Chinese Youths' View of Values

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Abstract—With the Internet becoming increasingly developed and the coming of the times of information fragmentation, micro film as the derivative of film and online video caters to the needs of the times with its unique features of short duration and suitable for watching on go. As an emerging artistic form, micro film has also been favored by extensive youths. Youths are the subsequent driving force for social development, and their view of values will affect the development orientation of the future society. Micro film is narrative, people-friendly and interactive; and its content is almost closely connected with the life, study and work of the audiences and enables the audiences to forget themselves while enjoying the film. Excellent micro films can grasp the subtle changes in the physical, psychological and emotional aspects of youths. The values embodied and transmitted will gradually be recognized and internalized by youths, and ultimately affect the mainstream view of value of the youth group.

Keywords—*micro film; youth; construction of view of values*

I. INTRODUCTION

In the current era of mobile Internet, with the continuous development of media technology, the multi-screen environment constructed by film screens, TV screens and mobile phone screens constantly hangs over people's daily life. Video has become a common and inevitable information symbol. In 1999, the British Film Institute (BFI) issued a film education document "The Role of Films" and pointed out in it that "Education, information and entertainment industries are becoming more and more dependent on the communication power of mobile videos, including communicating information through cinemas, radio, video and online media, and other carriers. Film has played a continuously important role in improving the democratic process of citizens. Therefore, this unique and important 'language' will certainly become a part of the basic qualities of citizens in the new century".

For the youths, even if the current media are increasingly diversified, films are still one way of their important cultural consumptions. With the increasingly developed Internet and the coming of the times of information fragmentation, micro film as the derivative of film and online video caters to the needs of the times with its unique features of short duration and suitable for watching on go. In terms of micro film, the "micro" refers to: micro-time, micro-period, and micro-cost. Micro film is a film art representation form of micro culture,

and micro culture is a sign of change in information acquisition manner in the history of human beings. In the era of micro culture, the creation and spreading of micro films focus on the digitalized, virtualized, networked and mobilized living situation of contemporary people. Based on new media communication platforms such as the Internet and mobile phones, it adopts "from one small clue one can see what is coming" artistic expression method so that the audiences can watch the film at any place and any time and make mutual communication via the internet. Hence, micro film has a composite nature combined artistic creation and the mass participation. In addition, the "tri-networks integration" combined with the "micro duration" feature makes micro film reached the most ideal balance state in new media communication both in time continuity and spatial the micro-film has made it the most ideal balance of new media communication in terms of time continuity and spatial expansibility.

As an emerging artistic form, micro film has been favored by extensive youths. The micro-movie is expert in narrating micro and mall stories. It is good at exploring the responsibilities, emotions and destinies of ordinary people in real life, revealing the view of values in their inner world, and can satisfy people's spiritual needs and better carry forward correct view of values. It is of great help for youths to establish correct views of the world, life and value. At the same time, micro films can be watched at any place and any time. This feature is perfectly in line with the "to infiltrate in method just like spring breeze and rain" as required for cultural spreading both in concept and rhythm.

Therefore, it is necessary to explore the influence and guiding role of excellent micro films having rich artistic characteristics and social and cultural values on the construction of youths' view of values, to enhance a comprehensive understanding of micro films, and guide youths to establish correct view of values, grow up in an active and healthy way and further promote the progress of the whole society.

II. MICRO FILM AND THE CONSTRUCTION OF MAINSTREAM VIEW OF VALUE

The integration of new media technology and capital has promoted the development of micro films. The input, production, revenue and audience's participation of micro films have gradually increased. As a part of films, micro film

is gradually becoming one of the narrative media to be concerned, and gradually entering the important zone from the marginal field. The consumption and entertainment features of micro films can provide entertainment resources. But in the process of development, it needs to break the shackles of over popularization and conceptualization, and integrate the mainstream view of values with the narrative of works well to constantly meet modern people's expectation to guard their soul and enrich their spiritual world. Micro film should actively participate in the construction and spreading of mainstream view of values while giving play to its artistic and aesthetic values.

A. Carrying Forward Correct View of Value

The establishment and consolidation of mainstream view of values play an important role in maintaining the national stability and social development. According to a survey result shown on the People's Forum (2010), China's mainstream view of values is facing a marginalization crisis. Carrying forward mainstream view values has become a strategic task to guarantee healthy development of China's future economy and society.

Currently, various new media are emerging continuously. In this circumstance, the youths are vulnerable to bad networks and wrong value orientations. They often have "complaint", weak sense of responsibility, vague ideals and beliefs, and unclear values; some youths also advocate individualism, hedonism and money worship. The existence of those negative energies affects the transmission of positive energies in campus. Micro film affects audiences in an empathetic way, awakens the potential self-worth sense of audiences. And micro films with inspirational, affectionate, public welfare, and big love themes can convey positive energies. Compared with traditional films, micro film is more narrative, people-friendly and interactive. The content of micro film is almost closely connected with the life, study and work of the audiences and enables the audiences to forget themselves, think themselves the character in the film and have resonance with the character's view of values, while enjoying the film. Because it grasps the subtle changes in the physical, psychological and emotional aspects of youths, this view of values will gradually be internalized and recognized by youths and eventually form the mainstream view of values of microfilm groups of people.

B. Improving the Attractiveness of Education

For a long time, China's education on ideological and political, legal, security, moral, traditional culture and other aspects has mainly been carried out through theoretical courses, lectures, reports, themed class-wide meeting, and so on. There is almost dull theoretical teaching, and educational work just stays in form, which makes the education boring and superficial, makes students easy to have resistance psychology, and obviously makes bad educational effect. In recent years, relevant education authorities have begun to realize that extensive students may concern about the education content and actively take part in education activities to eventually reach a good education effect just like "Nourishing all things in silence" if they can get the

education content incorporated into micro films by virtue of network platform to give students a brand new audio-visual impact and get the profound thought and connotation reflected in the attractive story and vivid characters in the micro film.

C. Giving Full Play to the Function of Aesthetic Education

Micro film can possess the characteristics of aesthetic education. Apart from its external factors such as its performance form and transmission route, this characteristic is fundamentally derived from the inherent aesthetic quality of micro film. An Italian philosopher Vico once systematically discussed the characteristics of aesthetic education. Vico emphasized that the humanistic education oriented aesthetic education advocates an artistic, concrete, imaginary, vivid, and touching way of education, so that youths can joyfully embrace the accumulated social concepts and cultures. The beauty of film and television is inherently easier to touch and raise resonance in people's heart than any other arts because of its direct and vivid image and pleasant vocal music. Therefore, to realize the aesthetic value of micro films, it is not only needed to diligently create the artistic beauty of the works to reach the purpose of educating people by aesthetic way, but also needed to strengthen the intensity of artistic criticism and guidance so that students can experience the dual enjoyments of aesthetic education and moral education.

III. THE INFLUENCE OF EXCELLENT MICRO FILMS ON THE CONSTRUCTION OF YOUTH'S VIEW OF VALUES

The youths are the subsequent driving force for social development, and their view of values will affect the development orientation of the future society. Therefore, school should take the cultivation of students' correct core values as an important mission, constantly innovate and reform the teaching mode, and make full use of multiple media to build a comprehensive publicity and education platform. At present, new media has become an important source of information, and the influence and penetration of its mainstream view of values are stronger than that of television and newspapers. As a novel and lively new media, micro film has diverse themes and varied categories, and has entertaining, innovative, and educational features. It caters to youths' dependence to visual culture and their pursuits for spiritual freedom and emotional interaction based its unique aesthetic characteristics. Hence, its role played in construction of mainstream view of values becomes more and more obvious.

A. Excellent Micro Films Contribute to the Socialization of Youths

Socialization usually refers to a process in which an individual forms certain psychological and behavioral mode as recognized by the society and becomes a member of the society through learning social knowledge and acquiring social experience under the influence of the society. So the essence of socialization is to transmit social experiences. One of the important purposes of modern education is to help students possessing certain sense and behavioral basis

of socialization. Micro film is a kind of "mutual projection between art and life based on the society". Compared with other communication media, micro film is closer to the original appearance of social reality, and is known as "the asymptote of material reality" as it realistically reflects people's perception of life. Thereby, the content of micro film may involve all levels of modern society and is the epitome of social development. Through micro films, students can understand the micro or macro social structure and further sense the operational patterns and even details of the society. This way can also enhance students' recognition of the society and further promote their socialization progress.

B. Excellent Micro Films Can Enhance the Aesthetic Quality of Youths

Those who have the ability to know, feel, appreciate and pursue beauty can not only enjoy the happiness brought by beauty, but also can create a better world. Therefore, it is very necessary to cultivate the aesthetic ability of youths from their juvenile years. Compared with other educational methods, micro film has a unique function for cultivating individual's aesthetic ability. Micro film contains many aspects of art such as literature, drama, photography, and music, so that micro film not only has various other artistic features in artistic expression, but also can express unique artistic features by using montage and other film techniques. In a good micro film, the beautiful pictures, fascinating plots, and prominent personality of characters may all enhance students' ability to recognize beauty, distinguish the true, the good and the beautiful things, and create beauty and eventually possess more and more comprehensive and refined aesthetic ability.

C. Micro Film Creation Can Influence the Professional Interests of Youths

The current film education pays special attention to film practice. The youths may be asked to personally take part in the shooting and creation of micro films. This way can not only practice their hands-on ability, interpersonal communication ability, but can also improve their media quality, help them thinking, understanding and building up correct view of values. This way can greatly promote all-round development of youths. At present, China is marching in the journey of becoming a country with powerful culture from a country with great culture. Whether the film industry can rise and further affect the world becomes very crucial. However, the development of film industry is based on the premise of having a group of high-quality film production talents. If primary and secondary school students have the opportunity to participate in film production that was originally out of reach, perhaps a small successful film work will determine his trajectory of his life development, and he may aim at film industry in his lifelong time. Only in this way can China's talent reserve be available to support realizing the dream of becoming a country with powerful culture.

D. Excellent Micro Films Can Give Youths a Deep Emotional Experience

The flourishing of micro films fits into the fragmented aesthetic taste in the context of new media. It expresses with sincere and simple emotions, and strives to get the increasingly indifferent modern society converted and saved in soul. For thousands of years, under the infiltration of Chinese culture, and in the sublimation of ideology, "home" in the thinking concept of Chinese people has early broken through the simple blood relationship, and evolved into the grand concept of "all under heaven are one family". Excellent micro film precisely gets heavy emotions and profound connotations in the film incorporated in the "integration of family and nation" narrative mechanism, attaches the audience's attachment to the warm homeland to the loyalty to the nation, awakens people's ethics on filial piety and loyalty to the motherland, and further play a social function of maintaining social stability and enhancing national cohesion. Excellent micro film is a new thing in the context of new media, and both its text construction and communication method show unique styles. The civilian narrative perspective sets up a bridge of communication between the text and the audiences, and realizes the narrative empathy of the film. The narrative technique of leaving a blank reserves a space for the audiences to explore the thousands of charms hidden in the form and reach a silent spreading effect. Meanwhile, the different artistic expression enhances both the "sensible" entertainment and "rational" public welfare. Excellent micro film gives the youths a warm and shocking emotional experience, satisfies youths' pursuit of rich emotions, and realizes the youths' establishment and recognition of self-worth.

E. Excellent Micro Films Contribute to Rooting Core Socialist Values into the Deep Soul of Youths

Only if a person has faith may his life be meaningful; and only if a nation has faith may it become stronger. The powerful and prosperous status of a country is inseparable from the support of core values, while film properly carries an important mission in this respect. In this regard, there have already been many successful cases in film production in the United States. In the same way, China's film production has always been familiar with this path; especially in recent years, many films have already made many successful explorations on how to convey the mainstream ideology more effectively by virtue of the market. Micro film as a media form deeply loved by youths can serve as a main channel for spreading the mainstream view of values of the society. It is an effective way to nurture and guide youths to put into practice the core socialist values. Micro film education and creation, as an important means to enhance the media literacy of youths, contribute to rooting core socialist values into the deep soul of youths.

IV. CONCLUSION

Practice proves that excellent micro films can always convey positive energy to the masses, reflect social and human care, and distribute fragrant spirit infusing the soul of the masses by virtue of the warmth accumulated at subtle

place, the pursuit for truth, honesty and beauty, as well as the expressed positive and progressive views of the world, life and values. In micro films, the personality of character is shaped by virtue to moral norms, ideology is packaged by ethical emotion, benchmarking model is led by a fashion appearance, and the glorious civilization is conveyed by poetic and pictorial splendor. Excellent micro films play an increasingly more important role in the construction of youths' view of values.

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