

# Discussing the Film and Television Education from the Perspective of Xi Jinping's Literary Thoughts

YAN Fen

Zaozhuang University, Zaozhuang City, Shandong Province, China

32836205@qq.com

**Keywords:** literature, people, ideology, interdisciplinary

**Abstract:** Xi Jinping's literary thought is the practical result of the sinicization of Marx's literary theory in the new era. It has a clear enlightenment and guiding significance for the current film and television education. On the basis of summarizing the main contents of Xi Jinping's literary thoughts, this paper sorts out the problems existing in current film and television education, and puts forward the application strategy of Xi Jinping's literary thoughts in film and television education.

## 1. Introduction

Xi Jinping's literary thought is a new task and requirement for literary and art workers under the background of the new era. It "inherited and developed Marxism-Leninist literary and artistic views, Mao Zedong's literary thoughts and socialist literary theory with Chinese characteristics, and is the latest achievement of the sinicization of Marxist literary theory". As one of the important contents of literature and art education, film and television education draws on the nutrition of Xi Jinping's literary and artistic thoughts, nourishes the current connotation of film and television education, and cultivates the film and television workers who are suitable for the new era has become an important task.

## 2. The main content of Xi Jinping's literary thought

### 2.1 The orientation of literature and art

The party's literary theory plays a vital role in enriching and expanding the development of Chinese literary theory. It has different orientations in all periods of the Chinese revolution. In the 1930s, the left-wing cultural movement led by the party opened the important propaganda role of the literary and art aggression to establish a united front and resist Japanese aggression; Mao Zedong's speech at the Yan'an Forum on Literature and Art established the concept of literary service to establish a new China; 1980s, the film and television policy of "adhering to the main theme and encouraging diversification" established the function of film and television services in socialist economic construction. In the context of the new era, Xi Jinping's literary thoughts put forward the people's creative orientation, demanding that literature and art "care for the people's life, destiny, emotions, and express the people's wishes, moods, and voices". Therefore, film and television works reflect the daily life of the family, personal joy and sadness, express the true feelings and sincerity of the human world, and become the main content of film and television creation.

### 2.2 The method of literature and art

Xi Jinping said: "There will be no enduring literary inspiration and creative passion in the ivory tower". He demanded that literary theory should be linked to reality, rooted in the people, rooted in life, reflected the society, and emphasized the practical character of literature and art through the way of "walking into life and being close to the people." Contemporary China is experiencing extensive and profound social changes, and is also undergoing a unique practice and innovation. Film and television works should keep up with the trend of the times, closely follow the pulse of the times, through the "grinding" method, repeatedly scrutinize, carefully polish, carry forward the

spirit of artisans, and create works that are worthy of the people of the times. That is to say, only with the people forever, the tree of film and television art can be evergreen.

### **2.3 The function of literature and art**

The function of Xi Jinping's literary thoughts mainly focuses on the great rejuvenation of the Chinese nation and the ideological function that literature and art should play. It is manifested in the adherence of the Chinese road, the promotion of the Chinese spirit and the cohesion of Chinese power. In recent years, the "national theory" and "new mainstream blockbuster" theories of film and television art have responded positively to mainstream values and mainstream markets, which is the best response of film and television art to ideological function. Xi Jinping's literary thoughts raised the ideological function of literature and art to the national strategic level.

## **3. The current problems in the film and television education model**

The current film and television art education is divided into three dimensions of art, humanities and technology, emphasizing the role and value of each dimension. However, the education and cultivation of the ideology dimension of film and television has long been neglected, and its long-term absence naturally leads to a series of film and television education problems.

### **3.1 The problem of curriculum settings**

In film and television education, ideological education is more accomplished through ideological and political courses. These courses are usually considered by the majority of students to be outside the curriculum of professional education, and they have not paid enough attention to their thoughts, and naturally they have not fully played an active and effective role. On the one hand, professional education in film and television is only engaged in professional education from the perspective of art and technology to enhance the professional skills of college students. Ideological education is considered the responsibility of ideological and political teachers. On the other hand, the ideological and political curriculum is only a single political point of view to teach Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, etc., and there is no more involved in film and television professional knowledge. In ideology education, there is also a lack of comprehensive teachers who can be interdisciplinary and comprehensive in comprehensive literacy, which can effectively integrate ideological education into professional education. The cultivation of the ideological function of college students is more dependent on the self-study of students, and it cannot guarantee the final educational effect.

### **3.2 The position of talent training is blurred**

Film and television related majors have been widely distributed in universities such as teachers, science and engineering, general classes, and ethnic groups. Some prefecture-level colleges and universities have also gone straight to catch up with the film and television professional boom. Schools of different categories and levels have different requirements for film and television talents, so the goals of "film and television practitioners", "media researchers" and film and television teachers are uncertain. Moreover, different training objectives have different requirements for ideological and political curriculum education, and will also lead to the uneven political and political quality of the cultivated talents.

### **3.3 Deviation of educational concept**

Film and television professional education generally focuses on two dimensions of art and technology. As an important part of the cultural industry, the market efficiency of film and television works has become an important indicator to measure its success. The success of the market mainly depends on two dimensions of artistic creation and technical creation. With regard to the dimension of humanistic creation, it is more to expand the extension of the film and television profession and activate the potential of film and television innovation. What it provides more is a kind of knowledge. Professor Li Xingguo proposed "three-dimensional integration of

'art-technology-humanity'" The theoretical framework of film and television education provides a new way of thinking about film and television education. However, under the new situation, how the relationship between ideological education and three-dimensionality is effectively integrated into the system of film and television education has become a practical problem that urgently needs to be solved.

#### **4. The application of Xi Jinping's literary thoughts in film and television education**

Xi Jinping's literary thought has a more positive guiding significance for film and television education. In the new era, he put forward new tasks and requirements for film and television education. Compared with the socialist revolution, construction, and reform period, in the process of realizing the great rejuvenation of the Chinese nation, film and television education should deeply grasp the essence of Xi Jinping's literary and artistic thoughts, and formulate educational strategies in a targeted manner to build on the original film and television education. A more reasonable education system, training film and television professionals to adapt to the development of the new era of society, and promote the development of the film industry.

##### **4.1 Extensively popularize the party's literary theory**

"The cause of literature and art is an important cause of the party and the people, and the literary and art front is an important front for the party and the people." In the theory of film and television, the party The film and television theory has always played an irreplaceable role in the development of film and television art. The left-wing film movement, which was born in the left-wing film theory of the 1930s, played an important role in uniting the war of resistance and carrying forward the national spirit. The film theory of workers, peasants and soldiers in the 1950s triggered a creative craze of major revolutionary historical themes and formed a special feature. The distinctive "17-year film"; the main theme of film and television in the 1980s, established the ideological orientation of film and television creation, and standardized the people's thoughts during the period of reform and opening up; and the current mainstream blockbuster theory began to focus on the mainstream market. The value of thought, the pursuit of the unity of the market and ideology. This series of film and television theories all show the important role played by the party's literary theory in different periods. At the moment, Xi Jinping's propositions of "cultural self-confidence", "people-oriented creative orientation" and "literary ideals" are further enriching and innovating the party's literary theory, which requires the majority of film and television educators to learn to digest and better integrate. Guide the teaching practice in the current film and television education.

##### **4.2 Strengthen the cultivation of party spirit awareness among teachers and students**

The key to college education is the guidance and guidance of teachers. At present, most of the film and television education teachers are from the class, more teaching content is trained in professional technology, art and humanities, while the party's literary theory is in a relatively long-term position in film and television education. On the one hand, this is the demand and necessity of training professional and technical talents in film and television education; on the other hand, it is to better promote the better employment of film and television professional college students. Party spirit education is generally considered to have little effect on promoting the employment of college students, so it has not received much attention for a long time. Therefore, in the relevant training activities of teachers, some party literary and theoretical knowledge lectures can be added, so that more teachers and students can understand and master the party's literary theory, and understand the great role played by the party's literary theory in socialist construction. For the majority of teachers and students have a good educational enlightenment. In some provinces and cities, the Federation of Literary and Art Circles, art associations and other organizations have organized activities to learn Xi Jinping's literary thoughts, which have a good promotion effect on understanding the party's literary and artistic thoughts. Colleges and universities, especially art colleges, should follow closely and learn and master Xi Jinping's literary thoughts in an all-round way, and apply them specifically to the teaching practice of film and television education to cultivate the party spirit of

teachers and students.

### **4.3 Establish a direction to serve the people's good life education**

The report of the 19th National Congress pointed out: "Socialism with Chinese characteristics has entered a new era, and the main contradictions in our society have been transformed into contradictions between the people's growing needs for a better life and the development of inadequate and unbalanced development." As far as film and television education is concerned, it guides college students to create excellent works of "groundedness" that people like to see, joy, anger and sorrow, and cultivate students to experience the true feelings and sincerity of the world from the bitterness and suffering of the people, and to feel the way of the world's great love and avenues. Especially necessary, film and television education should not be too intoxicated by the ivory tower of art or the virtual world created by digital technology. It is not rootless, disease-free, soulless, but constantly following the people's footsteps and letting their hearts forever. Beating with the hearts of the people.

## **5. Summary**

The introduction of Xi Jinping's literary thought has a milestone effect and significance for the current film and television education. Film and television education should draw on the literary thoughts around Xi Jinping, explore and summarize the current situation of film and television education, and reform film and television education.

## **References**

- [1] Dong Xuewen: Fully understanding the significance of Xi Jinping's literary thoughts, People'sDaily, <http://theory.people.com.cn/n1/2017/1027/c40531-29611623.html>
- [2] Xi Jinping: At the China Federation of Literary and Art Circles, China Writers Association Speech at the opening ceremony of the Nine, Xinhuanet, [http://www.xinhuanet.com/politics/2016-11/30/c\\_1120025319\\_2.htm](http://www.xinhuanet.com/politics/2016-11/30/c_1120025319_2.htm)
- [3] Xi Jinping: Speech at the Opening Ceremony of the China National Literary Association Top Ten and the Chinese Writers Association, Xinhuanet, [http://www.xinhuanet.com/politics/2016-11/30/c\\_1120025319\\_2.htm](http://www.xinhuanet.com/politics/2016-11/30/c_1120025319_2.htm)
- [4] [French] Regis Dibois: "Hollywood: <Movies and Ideology>", translated by Li Dandan and Li Yuhui, The Commercial Press, July 2014 edition, P5
- [5] Li Xingguo, Xu Zhipeng: "Arts, Humanities and Technology: Three-Dimensional Coordinates of Chinese Film and Television Education", "Modern Communication", No. 5, 2018, P138]
- [6] Xi Jinping: Speech at the opening ceremony of the China Federation of Literary and Art Circles and the 9th National Congress of the Chinese Writers Association, Xinhuanet, [http://www.xinhuanet.com/politics/2016-11/30/c\\_1120025319\\_2.htm](http://www.xinhuanet.com/politics/2016-11/30/c_1120025319_2.htm)