Design of Contemporary Expression of Heroic Image in Animation in the New Era

Qi Zhang[(✉)]

School of Film and Television Animation, Sichuan Fine Arts Institute, Chongqing 401331, China
3290634838@edu.cn

Abstract. This project conducts an study of the people-oriented spirit of patriotism, innovation, truth-seeking, dedication, synergy, and nurturing scientific spirit of the era, unearths the most representative visual narrative symbols in the era of technology, and helps construct the mainstream Chinese cultural values. Transforming the Chinese revolutionary culture with truthfulness and leadership into vividly perceivable and knowable images of Chinese heroes and promoting popularization through visualization can effectively promote the widespread recognition and cultivation of heroic animation in the era.

Keywords: Contemporary audiovisual · Hero animation · Value leadership

1 Introduction

In the era of art and literature creation, the visual culture of contemporary values should be innovated and explored. Under the technical support, animation, as a symbolic and intuitive communication carrier, is the best carrier to innovate the heroic view of the times and to carry forward the excellent traditional culture. This project takes the creation of local talent as the entry point for research, and uses theories related to the characteristics of animation, rooted in the visual symbols of the local "heroic image", to dig deeper into the ideological value connotation of artistic creation. The project will explore the mechanism of creating and producing Chinese revolutionary products that reflect contemporary socialist values with Chinese characteristics, reflect traditional Chinese culture, and are full of modern vitality, integrating ideology, artistry, and spectacle [1].

2 Objective and Meaning

2.1 Research Objectives

Through the use of artistic images, life images, natural images and other forms of animation, this project promotes the image expression, image shaping and dissemination of hero culture, and solves the problem of socialist core values. It will deepen the national core spirit of heroic characters who are not enough to serve the motherland, increase the attractiveness, influence and impact of animation, and bring ideological enlightenment, value leadership and practical guidance to the public on the era of Chinese revolutionary heroic values.

2.2   Theoretical Significance

This project takes film and animation as a symbolic communication carrier, and explores the theoretical mechanism of this communication carrier to transform the realistic heroic culture into a contemporary concrete image from the new media communication and animation audiovisual language, through the theoretical framework of "contemporary national spirit - contemporary audiovisual expression - practicing heroic culture". Through the theoretical framework of "contemporary national spirit-contemporary audiovisual expression-practicing heroic culture", the theoretical and empirical basis is provided for the virtuous cycle of artistic creation by searching for the inner connection between the media and the transmission of heroic culture.

3   Analysis of the Current Situation of Domestic and Foreign Research and Development Trend

3.1   Studies Related to the Cultural Carrier of Socialist Values Education

The cultivation and practice of core socialist values with Chinese characteristics in the era cannot be separated from the Rebuild of contemporary heroic roles oriented by Chinese revolutionary culture. In recent years, how to promote the core socialist values in depth and in which form to express the core socialist values with Chinese characteristics have become key issues of discussion. Experts in the disciplines have used various disciplines to express, interpret, present and disseminate the hero culture of the era in a vivid way using various contents, carriers and methods.

The research on the cultural carrier of socialist values is mainly focused on the connotation, type, function and other basic theoretical research, and the main field is ideological and political education. Chen Wan said: "The so-called cultural carrier, that is, culture as the carrier of ideological and political education, means that ideological and political educators make full use of various cultural products and put the content of ideological and political education in the cultural construction, so as to educate people and achieve the purpose of improving people's ideological and moral quality."

Scholar He Ban extends the extension of the cultural carrier of socialist values education to "things that carry social culture", and classifies them from different perspectives: from the perspective of history, they can be divided into two types: traditional and modern; from the perspective of cultural nature, they can be divided into two types: material and spiritual, from the perspective of audience groups, they can be divided into social from the perspective of audience groups, it can be divided into social, group and individual levels; from the perspective of cultural existence, it can be divided into potential and real cultural carriers. From the perspective of university dimension, scholar Chen Li believes that cultural carriers have four functions: education guidance, infection and inculcation, motivation and cohesion, and restraint and regulation [2].

3.2   Research Related to Animation Characteristics and Pictorial Techniques

Domestic researchers believe that animation media nature, for the essence of "animation", scholar Lu Ya believes that animation culture refers to the mass consumption

culture based on animated images in the era of visual consumption and supported by modern media as the driving force. The scholar Ye Xiang, in a broad sense, believes that animation, as an expression of ideology, has aesthetic, cognitive and educational functions that are incomparable to other cultural communication channels, and its historical mission and social responsibility are particularly important in the current period.

The reading behavior of human beings has changed. In terms of its media form, it takes static images or moving images as the main carrier, and brings all available symbolic forms and media such as sound, language and text in all aspects of our lives [3]. The interchangeability and connectivity between different forms of media have been strengthened, and all kinds of information have been integrated on the same platform, relying on increasingly convergent technologies, and the trend of media integration has become more and more obvious, forming a unified multimedia world, specifically film and television works, TV series, short videos, animation, cartoons.

- The audiovisual artistry and media of animation. Heroic culture is the essence of Chinese culture. The identification and acceptance of heroic culture cannot be separated from the bearing and interpretation of culture, and the power of heroic view in the era must be released through the power of culture. Compared to the language culture centered on language symbols, visual culture is a cultural form formed by visual media communication, and the era also proposes the construction of visual culture in the innovation era.
- Animation audience change and technical support. During the revolutionary war years, people used Chinese revolutionary hero cartoons to promote the spirit of revolutionary sacrifice, and domestic animations were mainly based on educational themes, creating Chinese revolutionary hero animations such as "National People Quickly Awake" to promote the indomitable spirit of revolutionary struggle, nowadays, heroic sentiments are also needed in peaceful times. In the era, China has produced a number of Chinese revolutionary hero animation works, such as "Little Soldier Ga", "Shining Chinese Revolutionary Star" and "Xibaipo", which provide the basis for the study of Chinese revolutionary hero animation. However, The disadvantage of Chinese revolutionary hero animation is that there is not much breakthrough in the creation of the subject matter, along with the continuous development and progress of new media technology, human beings have entered from discourse culture, animators have more ways to shape the image and content they want to show, and enrich the expression of visual narrative symbols.

3.3 Studies Related to Contemporary Audiovisual Expressions and the Practice of Chinese Revolutionary Hero Cultural Values

In the context of visual culture, human reading behavior has shifted from traditional texts to visual texts. The modern concept of "visual text" and related theories are important tools for the study of visual symbolic communication and cultural phenomena. This style of video animation not only meets the formal requirements of the era, but also matches the aesthetic interests of young people. It not only makes the perfect combination of period and the spirit of Chinese revolutionary hero culture, but also makes the acceptance of information more intuitive and efficient, and makes more classic Chinese revolutionary

hero culture stories effectively spread the values of Chinese revolutionary heroic culture in the era under the premise of innovation.

Hero culture inherits and develops Marxist-Leninist thought, and has been continuously enriched and developed from the birth of the Communist Party of China to the present, forming a relatively complete system and content. Han and Ye proposed that our animation products should neither blindly follow the style of the United States and Japan and lose the national spirit, nor, secondly, hold on to those things of the old ancestors without regard to modern national conditions and the interests of the youth [4]. Therefore, on the basis of our firm belief in the confidence of heroic culture in the era, the useful practice and experience of the West is to enhance the theoretical influence and discursive persuasiveness of heroic culture, social integration and public opinion guidance, and explore the innovative path of mainstream cultural communication in China.

In summary, the dissemination path of heroic culture in the era has become a key research issue, and the current relevant research has formed a rich theoretical foundation. However, most of them stay at the level of value thinking and spiritual awareness, with mixed and single forms of expression and less practice. This research team is experienced in the image of contemporary heroes, and will summarize the successful cases of local heroes' image building and the widespread effects, and propose practical references on the basis of the theoretical basis of this issue.

4 Application Prospects and Academic Value

4.1 Application Prospects

The research and promotion of this project helps the animation culture industry to burst into new vitality in seizing new opportunities under the background. It helps the animation audiovisual to successfully realize the inheritance and innovation in content, and thicken the cultural confidence of more basic, deeper and more lasting power. Enhance the level of animation creation, form a pilot construction and demonstration of China's animation industry transformation, and enrich China's animation market.

4.2 Academic Value

The research results of this project will be based on the research results of the creation of the image of local talents, forming educational products of film and television, games, etc. represented by the "Chinese revolutionary" of heroes, Chinese backbone, Chinese talents, etc., constructing a new era of Chongqing local and even national animation industry transformation creation and production path, and providing the society with high-quality cultural products and services that embody the core values of socialism.

Through the cultivation mode of new media, it makes the socialist core values more perceptible, comprehensible, relatable and feasible, which can enhance the attractiveness, influence of the values of the times, improve the effectiveness of cultivating and practicing the hero culture, and effectively convey the value thinking and spiritual consciousness of the era, stimulate the public's participation enthusiasm, cognitive desire, emotional resonance and motivation to practice, and promote the cultivation and practice of the socialist core values.

Animation promotes the shaping of the spirit of science and the casting of the soul in China, and uses literary works and typical images to shape, disseminate and advocate the spirit of the times of the backbone of the nation, which "holds fast to the concept of academic morality, blends scholarship and personality, wins high academic prestige and manifests noble character". The platform of "traditional media + new media" forms advanced moral and rule of law concepts, distinct patriotism, national spirit and the spirit of the times, highlighting the advantages of artistic creation as the main position for transmitting China's core socialist values and becoming an important source of "positive energy". Digital content and audiovisual creation in the language of film and animation with the aesthetic characteristics of the times, through the full media carrier, integrated media communication matrix, combined with online and offline interactive activities, to cover the mainstream population.

5   Research Content and Innovation Points

5.1   Research Content

The researchers analyze the changing times that "drive the visualization of the heroic culture of the Chinese revolution". Through historical tracing, this paper compares the expression of heroic images in different eras to convey that the subject of heroic culture in the new era is the people, and that the new era transforms the heroic spirit of the revolutionary period into the spiritual motivation for the great rejuvenation of the backbone of the Chinese nation.

An empirical study of the creation of Chinese revolutionary heroic culture by the media of the times is explored. The media and audiovisual nature of animation is analyzed, and animation is included in the research paradigm of "promoting the visualization of socialist core values", which clarifies the properties of animation carriers containing heroic culture education and the feasibility and necessity of animation media communication for socialist values education.

The article constructs a theoretical framework of "Innovative Spirit in the Media Age - Contemporary Audiovisual Expression - Practicing the Heroic Culture of the Chinese Revolution". By applying the theories of animation content production and visual expression to build cultural mechanism and stimulate the innovative spirit of practicing core values of animation. Based on the compilation of successful cases of local outstanding animation product creation, the idea of creation and production of animation visual art with artistic value and contemporary value is formed.

The article summarizes the creation methods and ideas of the animation of heroic figures of the Chinese revolution. It analyzes the art forms and creation modes of the media and points out the application of animated visual art with artistic and social values in the path of heroic culture communication.

5.2   Research Methodology

Literature research method: This study will investigate and sort out the relevant literature, so as to further trace the theories and find the theoretical basis for the research vision of

"promoting the visualization of socialist core values" through systematic analysis of the basis.

Empirical research method: The empirical research on the creation and production of successful cases of local talent in this study uses quantitative empirical analysis to propose a sufficient theoretical basis for the theoretical framework of this project.

Multidisciplinary research method: As the expansion of animation and culture has rich social attributes, only a single disciplinary perspective to examine its functional value is bound to be defective, so start from a multidisciplinary perspective and cross-cultural vision to study the effectiveness of animation cultural carrier applied to socialist core values education, so as to sink the theory to the reality level and seek truth from facts.

5.3   Research Methodology

5.3.1   To Inspire the Youth to Join the Cause of Serving the Motherland Through Animation Culture Infection

The project will adopt the approach of "animation + culture" and combine the aesthetic and visual characteristics of contemporary youth to create a project that transforms the core values of truth and dominance into vivid, perceptible and understandable images of film and animation, promotes the popularization of the spirit of science through a friendly and warm message, and inspires contemporary youth to join the national scientific cause [5].

Animation and audio-visual effectively promote the widespread recognition and cultivation and practice of the heroic spirit of the new era.

Through the use of contemporary audiovisual expression elements such as artistic images, living images and natural images, animation taps the most representative narrative symbols to promote the visual image expression, image shaping and image dissemination of "heroism", a core socialist value, and to realize the widespread recognition and cultivation of the heroic spirit of the new era.

5.3.2   To Highlight the Contemporary Value of "Chinese Revolutionary Hero Culture" with the Needs of the Times

This project will combine the characteristics of "transitory" and "co-occurrence", and will be rooted in the deep soil of local talent, and will present a "feast" of ethnic culture with distinctive characteristics of the times when it collides with the media technology and national mission of the era. The event will be a "feast" of ethnic culture with distinctive characteristics of the times, under the collision with new era media technology and national mission.

6   Conclusion

Animation has development in the elements of Chinese culture. Using its artistry and media, the new era animation can not only promaote the inheritance and promotion of Chinese culture, but also make more people understand the history and the spiritual

connotation of the new era hero culture, which is of great significance to the innovation and development of the era hero concept, it is necessary to stand in the high starting point and make full use of all cultural forms and modern technological means to spread Chinese revolutionary hero culture [4]. As an art carrier, animation innovates the visual culture construction of heroes of the times and provides extensive communication power support for China's values of the times.

Thanks for reading my article, the project has entered the implementation phase with the collaboration of the team and has achieved good response, I hope that students who are interested in this area can discuss it in depth together.

Authors' Contributions.   This paper is independently completed by Qi Zhang.

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