



Integrating Recessive Education into New Youth's Life Sharing Program——Taking "Hello Life" as an Example

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Abstract. In the context of information dissemination tending to be increasingly fragmented, mass media is particularly important because of its function of transmitting information and guiding educational culture. Under the influence of the background of information technology, life-sharing programs have gradually shown their advantages and are deeply loved by young students. This type of program has achieved an organic combination of life philosophy attributes and entertainment attributes, forming such a watchable A new form of variety show that is unique, perceptible, and educational makes variety shows that combine entertainment and implicit education more attractive and appealing. "Hello, Life" launched by CCTV combines implicit education methods and entertainment programs, allowing young people to broaden their horizons through sharing, and play a positive role in educating people and social value.

Keywords: Implicit education life-sharing programs methods

1 Introduction

General Secretary Xi Jinping emphasized: we must adhere to the unity of explicit education and implicit education. Ideological and political courses should be the dominant courses of ideological and political education, and to run socialist education with Chinese characteristics, we must not only teach ideological and political courses with confidence, but also pay attention to tapping the ideological and political education resources contained in other courses and teaching methods, so as to realize the full-time education of all employees. Educate people in all directions; it should not only have the momentum of turbulent waves hitting the shore, but also have the effect of moistening things silently. [1] This shows that the recessive education law has an important position and role in the ideological and political education system. The implicit education method is that emerged and developed rapidly under the development and changes of the times. It is an important topic in the research of ideological and political education methods in the new era, and it is also an innovation point of ideological and political education methods. The content of ideological and political education naturally enters the minds of educated people and can achieve lasting effects,

becoming a resource for self-education of educated people. In the new era, the recessive education method has its unique and far-reaching significance.

2 Overview of Life Sharing Programs

2.1 Morphological characteristics of life-sharing programs

Authenticity.

Life-sharing programs are filmed in the form of a documentary, which is authentic. This shooting method allows the program guests not to perform according to the director's script, but to complete the program according to their own real lifestyle, way of doing things, and way of thinking, which has strong objective authenticity. And this kind of authenticity can be more trusted by the audience to a certain extent, and the values conveyed in the program will also subtly affect the audience.

Entertainment.

As a form of TV entertainment programs, life-sharing programs satisfy the youth's demands for sensory pleasure and entertainment spirit, enabling viewers to relax in their busy lives. Therefore, no matter what type of program it is, whether it has entertainment effect is the key to the success of a program. However, in the process of pursuing success, we must pay attention to preventing the phenomenon of "pan-entertainment", which will make the program lose its original ideological connotation and become empty.

Popularity.

The content and form of most life-sharing programs are relatively popular, which can be accepted and understood by the public. In terms of content setting, such programs will choose topics and events that the public is interested in, reject boring learning methods, and allow the public to easily watch related content. And this kind of popularity also makes this kind of program attract the attention of the public.

2.2 Reasons for the rise of life-sharing programs

To meet the cultural needs of the public.

The pace of life in modern society is constantly accelerating. People have been living in a fast-paced and high-stress life for a long time. They are eager to temporarily slow down the pace of life through life-sharing programs, understand the living conditions of others, and find life experiences that can be applied to themselves. Watching such programs can make it easier for the audience to have a sense of psychological identity, feel different living conditions and states of mind from the program, and help the audience reflect on their own words and deeds.

To meet the upgrade needs of TV entertainment programs.

TV entertainment program is a program that pursues constant updating and breakthroughs and innovations. Only when it reaches such a state can it have continuous vitality. Life-sharing programs, as a new form of specific programs, are constantly increasing in viewership share and ratings. They have strong commercial value and have attracted the attention of major program operators.

3 Connotation of implicit education law

Recessive education is a method of ideological and political education relative to explicit education. The so-called recessive education method refers to the method in which educators indirectly influence and educate the educational objects with hidden educational factors in accordance with certain social purposes and requirements when the educational objects are unconscious and unconscious. The hidden education method can also be called the infection education method. The so-called infection education method is a method of receiving education under the influence, edification, and probation of a certain infected body or environment. [2] The recessive education method mainly has the following characteristics:

3.1 The Implicitness of Educational Purpose and the Permeability of Educational Content

The implicit education method uses unconscious and indirect social activities as the carrier, allowing the educated to be affected by the educational process unconsciously. Realize the purpose of education in daily life, infiltrate the educational process in the leisure time, and influence the educated's thoughts, concepts, values, morals, attitudes, emotions, etc. in a "subtle" and "moisturizing" way. [3] Such an educational method makes people be influenced unconsciously, and consciously transforms it into personal behavior.

3.2 The indirectness of the education method and the autonomous learning of the educated objects

Compared with the compulsion of explicit education and the relativism of educational content, recessive education "uses a variety of popular means to integrate education into construction achievements, education through entertainment, education through literature, and education through travel, etc. Ideological and political education runs through it, so that people can receive education in a subtle way" [4] This learning mode not only respects the individual development needs of the educated, but also enables the educational objects to play a proactive role in ideological and political education. Enable educated people to take the initiative to receive education.

3.3 The experiential nature of the educational process and the persistence of educational outcomes

Explicit education often uses specific methods such as direct indoctrination and teaching methods to carry out ideological integration, while implicit education tends to use individual methods to understand, perceive, experience, perceive, and understand nature and human society, so that the educated Unconsciously enter the educational environment and consciously accept relevant educational content. This way allows educators to better resonate with their souls, cultivate their sentiments, and inspire their thoughts, so as to achieve good educational effects. It is not immediately effective in terms of results, it needs long-term accumulation to be manifested, so this kind of educational method also makes the educational results more durable and has a profound and lasting impact on the educated.

4 The specific application of implicit education method in the life sharing program "Hello, Life"

"Hello, Life" is a new youth life sharing program jointly produced by CCTV Variety Channel and CCTV, and launched in conjunction with the Central Committee of the Communist Youth League. It has three seasons and is hosted by Nigmaiti Rehemana . Through music, food and beautiful scenery, connect with family, friendship and youth, there is more spark of thought, perception of life, inspirational kinetic energy, in the complex entertainment environment, to listen to what young people are thinking, in the most acceptable way for young people Walk into the heart, give guidance, and provide life motivation. The average Douban score of the three seasons of "Hello, Life" is 8.16 points. The number of broadcasts, discussions and popularity are very impressive, and it is deeply loved by young people. In this program, it mainly includes the following specific ways of implicit education law.

4.1 Penetrating education method

The permeable education method is a method in which educators infiltrate educational content into all things and activities that the educated may come into contact with, and subtly influence the educated. The use of infiltration education method is mainly realized through activity carriers, cultural carriers, media carriers, management carriers and other carriers.

"Hello, Life" is actually a media carrier, which enables the information transmission of ideological and political education to transcend time and space constraints, and realizes the personalized development of ideological and political education. The most intuitive application of the permeable education method in this life-sharing program is the role model. What is a role model? Role model demonstration means that the role model appears in front of people with a vivid and vivid image, and generates a relatively strong appeal through behavioral hints, personality inspiration, image infection, group infection, etc., prompting observers to use the role model as a reference to con-

sciously change individual behavior. In this way, the positive role of role models in value orientation and incentive reinforcement can be brought into play.

"Hello, Life" conducts value guidance through the words and deeds of the program guests to play a role model. In the third season of the program, the guests of the program went to Hainan to visit Academician Cheng Xiangwen, an agronomist. The program told about his life state of "choosing one thing and saying nothing", and told how he left his hometown to take root in Hainan for 57 years just to introduce and cultivate new varieties of corn, The story of contributing to the country. Through simple and sincere conversations, the behaviors and values of the role models are clearly displayed in front of the audience, and the power of role models is delivered to the youth virtually. Dong Li's anguish and persistence in the face of difficulties in transition, Mengyao's forbearance in the face of opportunities and challenges in the workplace, Good Sister Band breaks the comfortable life for music dreams, young people choose the life they want and work hard for it. These demonstrations are not just about a specific issue, but about every young person's needs for love and belonging, respect and self-actualization.

In model education, implicit education should be integrated with the actual situation, so that this implicit education can infiltrate all aspects of youth life, guide young people to form correct aesthetic taste and cultural taste, establish correct outlook on life, World outlook and values, realize the transformation of ideological and political education from exam-oriented education to good daily behavior habits of young people.

4.2 Cultivating education methods

The edifying education method is to create a healthy, optimistic and upward cultural atmosphere and educational environment in the process of ideological and political education, so that

The method by which the educated subject can receive ideological and political education in a subtle way. The edifying education method is to teach in the environment, in the emotion, and in the fun. [5] This educational method emphasizes the setting of the educational situation, which is inseparable from the interaction between the educational subject and the educational situation under certain environmental conditions. Young people, on the other hand, are immature in thought and are more likely to accept the influence of concrete and sentimental situations.

"Hello, Life", as a new youth life sharing program, attaches great importance to creating various educational situations and conducting ideological and political education for young people. General Secretary Xi Jinping emphasized at the third Central Xinjiang Work Symposium: To do a good job in Xinjiang at present and in the future, we must fully and accurately implement the party's strategy for governing Xinjiang in the new era, firmly grasp the overall goal of Xinjiang work, and govern Xinjiang according to law, unite and stabilize Xinjiang, moisten Xinjiang with culture, enrich the people and rejuvenate Xinjiang, and build Xinjiang for a long time. With the guarantee of promoting the modernization of the governance system and governance capabilities, we will seek long-term strategies and take multiple actions to consolidate the foundation, and strive to build unity, harmony, prosperity, prosperity, and civiliza-

tion. A socialist Xinjiang with Chinese characteristics in the new era of progress, living and working in peace and contentment, and a sound ecology. [6] The program responds to General Secretary Xi Jinping's call, starting with the host Nigmaiti's trip back to his hometown, leading young people to understand Xinjiang from the perspective of ordinary people, and connecting the changes in Xinjiang with stories. It not only allows young people to see the picturesque natural environment of Xinjiang and the real and simple living conditions, but also makes young people feel the practical significance of national unity. Through such a nurturing approach to education, it is possible to have a profound and lasting impact on the beliefs, values and national identity of young people.

5 The value implication of hidden education in "Hello, Life"

5.1 It is conducive to the transmission of mainstream values and helps young people build self-awareness.

"To enhance youth's awareness and recognition of mainstream values, it is necessary to switch from 'basic principles' to 'principles of life', explain abstract and profound theories clearly in down-to-earth words, and use profound and difficult principles that young people are willing to accept. The method is clear. [7] "Hello, Life" is precisely positioned to be a new youth life program, and maintains a high degree of value guidance in program content and presentation, and sticks to the values and positive energy it pursues. The program production team Focusing on the panoramic presentation of the values of the current Chinese youth generation with true feelings, it not only actively enters the lives of young people, praises and promotes the excellent value system of the youth generation; it also uses the life wisdom and excellence of the guests or the protagonists of the current program. Quality, to provide positive guidance and instructions for the younger generation. This approach allows young people to find their own shadows from the words and performance of the guests, and build self-cognition through the words of the guests. The purpose of this form is not to let the young people To learn the living conditions of the guests, but to hope that young people can build a direction that is in line with their ideal living conditions through the sharing of the guests. "The guiding function is the embodiment of the purpose and ideology of ideological and political education, and it is the basic function of ideological and political education. A function that cannot be replaced by any other education". [8-9] "Hello, Life" is a representative of adhering to and delivering the mainstream values of society in today's environment of diversified values and overflowing entertainment culture. The program actively integrates The socialist core values play a leading role in the value of the socialist core values, helping young people to establish correct values, so that young people can make correct value judgments and value choices.

5.2 It is conducive to enhancing the cultural self-confidence of young people and promoting the return of traditional cultural and educational power.

Cultural products not only have the attributes of commodities, but also have the attributes of socialist ideology. Not only can they meet people's spiritual consumption needs, but they are also important carriers for the hidden penetration of ideology. The vitality of culture lies in its continuous dissemination through the continuous reproduction of cultural products. [10] Mass culture is not only a huge industry, but also an important battlefield for establishing cultural leadership and ideological and political education. As a cultural type with the largest output, the largest audience and great influence in today's society, mass culture is an aspect that cannot be ignored in improving the content of ideological and political education. Only by infiltrating the content of ideological and political education into mass culture can ideas be widely disseminated. As a life sharing program, "Hello, Life" not only pursues "interesting" but also "meaningful". The program is dedicated to disseminating China's excellent traditional culture, so that more people can understand and love Chinese traditional culture. In the eighth episode of the first season of the program, the guests of the program went to the bamboo forest to cut bamboo and made traditional Chinese food bamboo rice and traditional Chinese art rubbings, so that young people can indirectly learn about excellent traditional Chinese culture while watching the program. Improve the cultural taste and comprehensive quality of young people in a subtle way. The program not only introduces China's excellent traditional culture, but also introduces subculture and other content, reflecting my country's diverse and inclusive cultural concepts and a prosperous and developing cultural market. Such an approach not only helps young people enhance their cultural self-confidence, but also provides demonstration cases for various programs.

6 Conclusion

"Hello, Life", as a new youth life sharing program, adheres to the concept of "people" as the core. The program is full of positive and enterprising values, and tells Chinese stories plainly and plainly from the perspective of ordinary people. In the process of value construction and value transmission, it does not give youth standard answers, but focuses on guiding the audience to pay attention to relevant issues, think carefully and conduct self-reflection. The program created a good cultural environment, actively disseminated the core values of socialism, played a good role in the education function of life sharing programs, and realized the effect of the hidden education method of ideological and political education, allowing young people to improve their ideological realm in a subtle way. Build correct values.

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