

Research On The Development And Dissemination Of Incorruptible Culture Anime In The New Media Era

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Abstract. Comprehensively advancing the honest cultural construction is to strengthen the construction of the party's advanced nature and the inherent requirement of ruling ability construction, carry out the work of party to build a clean government and fighting corruption is real needs, is the thought of the construction of socialist political civilization, spiritual civilization, is an important way of building a harmonious socialist society . Facing propaganda and education in our country at present for the honest cultural urgent demand, animation to its vast layers of audience, visual and vivid, the characteristics of the new media age a variety of carrier, give full play to the cultural and artistic features, widen the channel of the anti-corruption propaganda education, and actively build honest cultural education carrier, and the system comprehensive, honest culture exerts a subtle propaganda, allowing it to thorough popular feeling.

The research status of probity culture

One is the related departments. Using television, newspapers and print advertising medium for honest cultural transmission, etc. Some party members in colleges and universities to establish honest cultural research team, honest culture research activities and field trips. Or in the course construction, in the school open and honest education elective courses, and actively promote honest cultural course teaching material compilation and publication, strive to build a clean culture. Three is incorruptible culture research center and base. Or honest cultural propaganda activities, develop a culture of integrity in society; Or actively writing and publication of incorruptible culture books, etc.; Or from academic research, image packaging, probity culture in building the social service, etc. However, in terms of the overall situation, the honest cultural propaganda education work is still not enough efforts, and there are a lot of problems. Divided into the following several aspects:

Although some people can realize the connotation and significance of the probity culture, but there are still many people lack of deep understanding of honest cultural spirit, think incorruptible culture associated with the government, is the category of political workers need to be honest, with its own actual life, make its importance is not enough, the honest cultural construction positive participation is not high, resulting in many ordinary people suffer.

In today's new media age, honest cultural propaganda education mode also needs to keep pace with The Times. Honest culture and at present there are a lot of publicity still stays on the traditional text books, or top-down preaching, form a single, boring content. Some way to attract people slightly, but only to film and television public service ads, or print ads, less diverse forms. And in the era of new media is developing rapidly today, more than it's hard to make the multi-storey public propaganda way, especially teenagers are interested in and understand, nature is difficult to achieve the desired effect.

Incorruptible cultural construction is the need to act together to the national people's long-term

culture construction work, is not only some temporary activities and research can be done, is not a department or a part of people will be able to complete, need to take into account the comprehensive nature of the audience, the scientific nature of the work, the propaganda education of systemic. Now many of the honest cultural construction way lack the analysis of the people of every age, result in appropriate way of propaganda and education and performance content can move people. The Times are changing, the people of all ages to accept changes. Want honest culture in the invisible, will in content and form of every age class thought behavior characteristic, propaganda way to go on the leading edge.

The necessity of Anime development incorruptible culture

Probity culture as a kind of invisible, potential spiritual strength, guarantee for anti-corruption thought, to the party to build a clean government and anti-corruption work the important role of guidance, condensation, practice and constraints[1]. Honest cultural education is to carry out the party's 18, 18 class 3, 4, fifth plenary session of the spirit, and Jinping Xi, general secretary of the relevant party to build a clean government a series of important speech spirit, actively cultivating and practicing the important content of socialist core values, to encourage honest cultural works, honest cultural transmission and development as one of the important contents of honest cultural construction, to further research is necessary. It can make the probity culture has more inheritance carrier, transmission channel, and older people.

Today, at home and abroad the honest cultural forms of practice and popularization is diverse, but mainly by theory books, make videos, outdoor posters, and other ways. Which use comic form to express the honest cultural works also many, but high quality work less, and more to the single or multiple works, with animation and peripheral products honest cultural work less, combine incorruptible culture and anime related research are much rarer. Honest culture combined with animation, expressed in recreation and people were easy to accept, create a propaganda, education, guidance, motivation and the presentation of entertainment such as a variety of functions. Give full play to the cultural and artistic characteristics, actively build honest cultural propaganda carrier, using the anime related works of art, give play to the role of education guide, promote the deepening of the honest cultural construction.

Incorruptible culture anime development train of thought.

In today's new media era, rigid words telling already moss-grown, audience to film and television advertising is not what it used to be, this way can't satisfy the propaganda of outdoor posters. Therefore, cultural construction and propaganda way must keep pace with The Times. In today's probity culture propaganda education, traditional mode of propaganda has can't achieve the goal of the re-description and therefore need to explore and develop more effective, more can cause the public attention to the cultural construction of way, to seek new breakthrough on the form and content. To this end, we need to break the honest cultural propaganda way, using everybody happy cartoon form, and easy to accept, honest cultural animation product development, make honest culture spread more power, influence and permeation, actively advancing the honest cultural construction.

Cartoon is a favorite of the masses are an art form, its form is interesting, easy to understand. Two ways can be used to clean culture cartoon development: one is single or multiple frames. This form can be designed for the cartoon form or forms of ink painting, this comic is given priority to with sarcastic humor, more to the picture content reveal the honest cultural connotation, highlight

its theme, this type of cartoon audience mostly middle-aged and old. 2 it is short or long story cartoons. This type of manga can be drawn from the honest cultural story in real life, such as the doyen of the revolutionary story, or the honesty of contemporary advanced deeds, resist the temptation to expose corruption or teens learn life stories, etc. This kind of comic by many for teenagers. Spread honest culture in the form of comics, this way has the certain innovation and interesting, can make to convey comic story of the integrity of substance culture is deeply rooted in the hearts of the people.

The art form of animation is a very popular with teenagers. Through the probity culture in detail in this paper, the audio-visual language, vivid expression, has the affinity. Animation is also clean there are two ways to culture the hair open: one is the honest cultural animation public service ads. In the animation picture of short image performance, make serious topics to easily convey to the public. Second, the honest cultural animation series. At the current popular show apparent auditory art form, by telling the story of film and television audio-visual language vivid, deduce the important content of incorruptible culture, promote the honest cultural osmosis in the mass entertainment.

With honest culture related classical humanism, advanced deeds as the point, in line with The Times to design features, and creative inspiration and the cartoon image of individual character, the development of animation products, such as toys, Garage kit, furnishing articles, clothing, calendars, bookmarks, mouse pad, such as daily necessities, the incorruptible culture into the public life, true zero distance contact with you, honest cultural feeling in their daily lives to understand honesty culture.

In recent years, the rapid social development, people's life style has changed, especially in today's new media era, no matter from teenagers to the elderly, in leisure, most people love to play games, so we can develop clean culture related animation game, let people walk into and understand honesty in the entertainment culture, so as to guide the public practice of incorruptible culture. Can adopt three kinds of popular manner honest cultural animation game development: one is the honest cultural online games. 2 it is honest cultural tour. Three is the honest cultural mobile games. Especially in mobile game, obvious advantages, its easy to carry, portable, and can completely meet the game amateur entertainment, widely popular.

Honest culture in general and in the animation development process, continue to carry forward the socialist core values, values, embodied the spirit of the Chinese culture in contemporary China, reflects the Chinese aesthetic pursuit, ideological content, artistic, ornamental organic unity of excellent animation works. Highlight them cut in, carry forward the melody and enhance the positive energy of the guiding ideology, closely around the Chinese dream, the basic content of socialist core values, the Chinese excellent traditional culture, folk culture and revolution of digging, interpreting and carry forward the traditional culture, manifests the anime the unique artistic charm and propagation advantage, cartoon novel technique of expression and can meet the demand of audience, especially the teenagers accept, closeness, objectification, grounding, with strong marketing and industrialization operation feasibility. Using the animation industry more forms and easy to cross, communication technology, based on the anime platform research interaction, entertainment and other forms of more honest cultural animation culture products and development train of thought, promote the development of clean cultural diversity.

Effective way for the spread of the probity culture anime

With the development of the era, digital network with its advantage of flexible watch TV loved by the masses. We can always choose TV programs to watch, and looping, back, etc., these convenient

way of communication, which can lengthen the propaganda of the honest cultural animation time, we can grasp the true sense of mass communication platform, make the probity culture more intuitive, more vivid and flexible. Secondly, mobile phone and computer users continues to increase, this has become a mobile information terminal. Among them, the WeChat and microblogging as a popular and commonly used in the network mode of transmission, large user base, wide scope of information dissemination, convenient communication. Based on this advantage, we can build WeChat and microblogging platform, to build honest cultural animation base WeChat and official microblogging, release honest cultural animation, comics, and anime activities information, and links to each unit party members and the masses on a regular basis push information and links. Establish a clean culture propaganda web site and development honest culture anime online platform, facing the whole country resource sharing, zero distance of communication with the public. So we can make full use of its advantages, with the domestic several mobile telecom operators and tencent, sina, netease, and other well-known website establishment cooperation, new media link good honest cultural animation product transmission channels. Make the position of the online platform become honest cultural propaganda and education, with advanced structure and technologies to promote the user perception of the honest cultural propaganda, with the comprehensive popularization system to reach more users, so as to arouse the enthusiasm of the masses widely participate in. New media through the network platform, expand honest cultural dissemination and education influence and radiation.

Public space is the place where a crowd gathers, using mass daily life often go to area, such as subway, bus, and outdoor LED, cinema, building and other kinds of public welfare advertisement carrier on the honest cultural animation, the honest culture to enter the space of People's Daily life, communication and interaction among the public. Make full use of public space, therefore, can enlarge the coverage of incorruptible culture propaganda and education, and can obtain obvious social effect.

Each region of the colleges and universities and primary and secondary schools in the provinces were extensively developed, and the honest cultural animation into the campus, according to the students of different age class conforms to its can understand anime, let them learn probity culture in the favorite anime. School is one of the most important platform for education, education need to grab from a child. Honest culture also want to carry on the education from the child. Can take full advantage of the platform, the honest cultural education into the curriculum. Both primary and secondary school and university students, the monotonous words and oral education difficult to their attention. The anime is one of the most favorite way for teenagers. Honest culture appears in the form of animation, animation video, comic books, cooperate the thought political lesson, for honest cultural propaganda, can reach the result that expect is less than. This way can make honest cultural consciousness into a broader and expand the honest cultural influence in the society, creating a favorable social environment.

Conclusions

Anyhow, honest cultural propaganda and education is particularly important, we need a comprehensive, multi-channel, the spread of multi-dimensional, in order to achieve better construction effect.

Honest culture is needed for the popularity of the national people's propaganda and education, and its popularity as deep as possible, wide popularization, the more the better. Under the new media era today, honest culture combined with animation, whether it's development way, way of thinking, mode of transmission, ways and so on or the audience to consider in place. To keep pace

with The Times, adhere to the organic unity of nationality and modernity, artistic quality and marketability, and give full play to the cartoon art, aesthetics and education function. [2] adheres to the creation of positive energy starting point, The cartoon art into a powerful propaganda path of incorruptible culture. Make the probity culture anime, more can make the probity culture into people's heart.

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