Research into the Relationship between Red Film and Ideological and Political Education

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Keywords: Red Film, Ideological and Political Education, Relationship

Abstract. Both red film and ideological and political education belong to the category of social ideology. Both of them have strong political inclination, the spirit of the time, the distinct class character and render service for a certain class interests. This paper studied their close relationship from the perspective of their definitions.

The Definition of Red Film

If asked what color can best represent China, it is believed that most people would choose “red”. Since ancient times, people have a special preference for red. In the eyes of the nobles, red represents majesty. The color is most frequently used in the royal courtyard, such as the red walls, the red doors, red columns and so on. Red gives a strong visual impact, setting a good foil for the emperor's power and majesty. In the eyes of ordinary people, red represents good fortune, happiness, wealth and prosperity. The red paper-cut, red couplets, red Chinese knot, and so on have almost become the unique symbols of our Chinese nation in the foreigner eyes. When the wheel of history drives into the 20th century, red is endowed with another special meaning for Chinese people. Almost everyone has a strong affection for red because red becomes the color of the revolution, the justice, the truth, and the color which embodied national significance and national emotion. Red flag, red national emblem, red army flag and etc. indicate that the history of Chinese revolution is that of China’s red spirit.

When talking about red film, everyone perhaps are not unfamiliar, and meanwhile flash some familiar pictures in mind, some very familiar lyrics and some old songs which spread so far widely. But correspondingly, academia hasn’t made any clear specific definition of red film. Some scholars think red film is the classics which reflect the period of China's Anti-Japanese War and Liberation War. Some scholars refer film to what reflects the political theme. And some scholars think that any film can be called the red film that can inspire one’s volition of pursuing the ideal and urge to go ahead and promote the spiritual civilization construction.

In short, red film is still an unclear noun concept in theory though it has been popular in public to some extent. Furthermore, trying to define the concept of red film has become a very meaningful thing currently.

In the author's opinion, when it comes to the red film, the Soviet Union and other former socialist countries have to be mentioned, or the history may be neglected, for especially the former Soviet Union’s film theory played a very important role in the germination and development of China's red film. During a very long historical period, the former Soviet film
became the main object and a model for Chinese filmmakers to learn from, ranging from the methods of creation to shooting skills, from the concept of film to the criticism of the theory, from the production system to the management pattern. Several generations of Chinese people were also moved by many excellent films from the former Soviet Union and other socialist countries, such artistic images as the brave Pavelkorchangin, the beautiful Village Woman Teacher and so on, have become the super idol of one-generation Chinese audience. [1]

Therefore, broadly speaking, all the excellent domestic and overseas films which reflect the communist ideology can be called the red film under the influence of Marxism. But based on our country's special national situations and the status of the development of China's film industry, the red film’s narrow definition in this paper is as follows: red film refers to the films that are promoted and supported vigorously by the country, can represent the national mainstream ideology, and reflect people of all ethnic groups struggle hardly for the Chinese revolution and socialist modernization under the leadership of the communist party of China.

The Definition of the Concept of Ideological and Political Education

The ideological and political education activities have existed since the class society, but the appearance and the formation of its concept has a long historical process. In the history of our party, "political work", "ideological and political work", "ideological and political education" and other various definitions of the situation appeared one after another. Under such a historical background when the third plenary session of the 11th central committee of the Chinese communist party decided to change the work of the party and the state to the socialist modernization, all the work is asked to obey and serve the central task of economic development, so ideological and political work has made some major changes. The concept of "ideological and political work" gradually takes the place of others, becoming the standard in the field of ideological and political work in the new period.

About the definition of the concept of ideological and political education, we might use the that of professor Zhang Yaocan—one of the founders of China's ideological and political education major as the standard that the ideological and political education refers to the society or social groups use certain ideas, political ideas, moral scope to have an aimed, planned and organized influence on its members, so as to make their behavior meet the social practice activity of the ideology and morality needed in certain society and a certain class[2].

The Relationship of Red Film and the Ideological and Political Education

The ideological and political education belongs to the category of social ideology. Red film, like the ideological and political education, is a kind of culture and art form and belongs to the category of social ideology. Both have strong political inclination, the spirit of the age, and the distinct class character, serving for certain class interests. In other words, they insist on the policies of serving people and socialism. It can be said that they are closely related in the content and form which intertwine, influence and promote each other.

The Theme of Red Film and the Purpose and Task of Ideological and Political Education Are the Same

The purpose and task of ideological and political education reflects its essence and direction, which is the most fundamental problem. In our country, the fundamental purpose and the task of
ideological and political education is to use Marxism-leninism, Mao Zedong thought and the theory of socialism with Chinese characteristics to educate people, to enhance people's ideological and moral qualities, to motivate people to strive for the building of the socialism with Chinese characteristics and realizing communism in the end.

Red film itself is a product of film art and politics. Since the very day of its birth, it has undertaken the mission of guiding and educating people, and needs to present different topic according to the ideological and political work in different periods. We can take the preliminary stage of the foundation of our country for an example.

From the foundation year of the People's Republic of China to the end of 1956, the first seven years was a stage linking the past and the future and destroying the old and establishing the new. During the period, our party and nation were faced with severe conditions that domestic and international class struggle and every industry filed have to flourish. Therefore, the work of ideological and political education mainly centered on consolidating the new regime, restoring the national economy, organizing the War to Resist US Aggression and Aid Korea and transforming the socialism and etc are the center of our party’s work at that time. [3] So films with the theme of the important component of enterprise were also closely related to it, such as The Bridge was a movie for the first time to shape a noble image of the Chinese working class positively. The classical movie named White-Haired Girl narrated the opposition and contradiction between the feudal landlord class who oppressed poor Chinese for several thousand years and the poor by contrasting the daughter’s misfortune and her happy life later, causing people to recall the life of suffering and cherish the present good life, and inspiring the new better life. The classical movie—Battle of Triangle Hill which was adapted from the literature script 24 Days took the materials of the War to Resist US Aggression and aid Korea to show great patriotism and revolutionary heroism. [4] These movies that praised and appreciated the new society and reflected the fight, work and life of peasants and soldiers had a great influence on most families who have been broken up for decades and had a deep impression of war. They were warmly welcomed by the people and played a very good role of ideological and political education.

**Red Film is the Important Carrier of Ideological and Political Education**

Ideological and political education must be carried out with a carrier. The implementation of the educational content, the usage of the educational method, the realization of the educational goal, the completion of the educational task, the interaction of the subject and object of education are inseparable from the carrier. Film is an aimed and organized information dissemination activity which conveys social culture and spread social information to the public. Red film does not only have the basic conditions of the carrier of ideological and political education, but also contains such rich content of the ideological and political education as the patriotism, collectivism and revolutionary heroism, and thus it becomes the best carrier of the ideological and political education.

First, as a kind of information dissemination activity, red film bears the weight of a large number of information of the ideological and political education, and can be controlled by the spreading main body. Red film, as an important content of red culture, is an important part of advanced socialism culture and has a distinct class attribute. It undertakes a task of advertising to the public about Marxism theory and the party's line, policies and the time spirit and the national spirit education and so on, which are the main content of ideological and political
education. Therefore, red film from the date of its birth carries a large number of ideological and political education information and produces profound influence on the public, so it has become the important carrier of ideological and political education to educate people for our party and country.

Second, the spread of red film is a form of mutual connection and interaction between the educational subject and educational object. Movie dissemination is the same as other mass media, including four elements: the communicators, audience, communication content and media, all of which are closely related and interacted with each other. In the process of movie dissemination, the relationship between communicators and audience is a process of interaction rather than a relationship of the simple "communicator" and "receiver", for example the movie channel host often uses the form of interaction—the feedback of the audiences’ information—mobile phone text messages, network message and letter to better improve the effect of the spread of the film. Therefore, the characteristics of film spreading offered some conditions for being the carrier of ideological and political educators.

Summary

At present, our country has entered a stage when it is a critical period for our national development, the reformation is faced with the greatest barrier and the contradictions appear greatly. On the one hand, economic and social development presents a series of new gradual characteristic, the main being: the economic strength has gotten further strengthened, but the overall level of productivity is not high; the socialist market economy system has initially been established, but the obstacles against the development still exist; socialist democratic politics is constantly developing, but the requirements of democracy and the legal system and economic and social development is still not fully adaptive and so on. On the other hand, within the scope of the world, all kinds of ideology and culture communicated frequently and increasingly, the diversity characteristics in the domestic society become more obvious. The independence, selectivity, variability and diversity of people’s thought enhance apparently, and social ideology presents a pluralistic pattern. In this case, how to carry out the education of socialist core values and enhance the cohesion of people has become a major task faced by the party and the government.

Since the birth, red film carries the important function of ideological and political education because of its special ideology load, playing an important role in promoting the social mainstream values and moral norms, spreading and transferring the dominant political culture. [5] Therefore, it is no doubt that there would be of very important practical significance to make full use of the red film—an effective carrier of ideological and political education to guide people to set up the national and time spirit of hardship, indomitable effort, self-reliance and innovation, and inspire them to struggle for the realization of the great Chinese dream. At the same time, it has important theoretical and practical significance for enriching the content, innovating the means and optimizing the environment, enhancing the effect as well as the research of the red culture and the current ideological and political education.

Acknowledgement

This research was financially supported by the Jingdezhen ceramic University Social Science Research Foundation.
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