Analysis on the Status Quo of School Motto Culture and Japanese Animation Culture in Chinese Universities—Taking Northwest A & F University as an Example

Yi-Wei HUANG¹, Tsugihara SHIGEO² and Yi LIU¹.*

¹College of Humanities and Social Development, Northwest A&F University, Yangling, Shanxi, China
²Free Writer, Utsunomiya, Tochigi, Japan
*Corresponding author

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Abstract. This paper takes Chinese school motto culture and Japanese animation culture as the objects, adopts SPSS data analysis method, and conducts a questionnaire survey to analyze the current situation of the two cultures. We believe that in terms of connotation, the school motto culture and Japanese anime culture are neither superior nor inferior. The reason for the different living conditions lies in the difference of communication mode.

1. Introduction

Northwest A&F University is located in the western town of China - Yangling, Shaanxi. At present, there are more than 30,000 students in school. Its motto is “Honest, Simplicity, Brave and Perseverance”, which embodies Chinese traditional virtue. Since it is establishment, it has influenced generations of students from the university.

Japanese Anime is the combination of Japanese Anime and Manga. With the innovation and interest of the plot, it is the leader of the world animation culture. The cartoon culture contained in the animation is also accompanied by the spread of the animation industry to the world. As a neighbor of Japan, China is greatly influenced by the animation culture, especially among young university students. Faced with the traditional culture—school motto culture, cartoon culture not only has been survived on campus, but also achieved great development and wide spread.

On the same platform of university campus, the school motto culture and cartoon culture are inextricably linked together. So, we should abandon the traditional concept of mainstream, put the two cultures together on the same level, use rational and objective attitude, compare and think about them.

In our opinion, there are obvious differences between the school motto culture and cartoon culture, such as innovation or conservatism. However, in China's mainstream education environment, cartoon culture can still become more common than the school motto culture in school, which fully shows that China's social environment and people's thoughts have changed dramatically. There are a lot of available areas for the spread of popular anime culture. Therefore, the condition of today’s motto culture, the influences of the two cultures on students, the different roles they play in real life of the students as well as the ways to guide and renovate the connotation of the two culture are worth to study.

As a graduate student of the humanities college of the university, I have received the Chinese traditional education for more than a decade; and have been loving Japanese animation since I was a child. Therefore, I have developed a strong interest in Japanese culture, which continues to this day. With the development of China's economy and the popularization of technology, animation culture is spread in large scale. Among many anime website, Bilibili is a typical example, which gradually becomes one of the central websites of animation culture in China; and provides an important channel for students to watch animation.

As of 2016, the number of college students aged 18 to 23 in China has reached 16.13 million,
which means that there are a large number of college students in this website. The areas such as cartoon, game, music, dance, video production, fashion, food and film are not covered or seldom involved by education in university. However, it is a website that attracts a large number of college students, and forms a unique network interactive culture. But in traditional Chinese education class, this kind of interaction can't be achieved. It is the inspiration for this article.

With the rapid development of mass media, the two cultures have not been combined and affect students in school. The two cultures use their unique cultural connotations, fixed media, independent cultural groups, and output their values and value orientation to students. What is the fate of the two cultures on the same platform, and among the same group, how should we treat two different cultures, and whether the school training culture can really influence students are worth to study.

2. Methodology

2.1 Key Variable

The main variables of this questionnaire are the connotation understanding of the school motto and the dissemination of cartoon culture. The connotation of the school motto includes the understanding of the school motto, the understanding of the way and the personal influence. And the dissemination of cartoon culture includes cultural understanding, cultural recognition, understanding of ways and effects.

2.2 Method of Investigation

The survey adopts the method of self-filling questionnaire survey. Extensive questionnaire survey was conducted on the students in school. The investigation began in December 2017 and the process was divided into three stages. The first stage mainly involves the study of theoretical knowledge of social investigation methods, questionnaire design, pre-investigation and material preparation. In the second stage, the author began to enter various colleges and conducted a questionnaire survey of students from different majors and places. The third stage mainly involves questionnaire sorting, questionnaire screening and report writing. The author designed a questionnaire, which included two open questions and 43 closed questions. The closed problem includes 39 single topics and 6 multiple-choice questions. A total of 200 questionnaires were distributed. And 195 questionnaires were collected and 183 valid questionnaires were collected. The effective recovery rate was 91.5%.

2.3 Data Analysis Method

The questionnaire was input into SPSS. Quantitative analysis and qualitative analysis of the survey results were conducted. The author describes the current situation of the dissemination of the culture of school motto and animation culture. The propagation dilemma of school motto culture and the wide spread of cartoon culture are analyzed in causal analysis and correlation. At the same time, we will use the physical evidence of the campus to reflect on the communication mode of the school training culture. From the current social environment, the student psychology to analyze the advantages of the cartoon culture in the dissemination process.

3. Results

3.1 Cartoon culture and school motto culture are two different types of culture, which exist in parallel on campus.

3.2 Comparing the school motto culture, the current cartoon culture spreads more widely and has a greater influence in the college student group. It has the stronger transmission potential.

3.3 According to the questionnaire survey, college students are willing to accept and learn two cultures at the same time, and they do not consider the two cultures to be superior or inferior. The gap between the living situation of the two cultures is caused by the gap of communication mode.
4. Discussion

They all have a certain communication foundation. And students have a certain understanding and interest to the both culture (Figure1,2).

Figure 1. Have You Seen Japanese Anime?  Figure 2. Would You Like to Know More About Motto?

Just because of the popularity of the Internet, the combination of animation and network, the animation is more popular than the school motto culture (Figure3).

Figure 3. How Do You Watch Japanese Anime?

As one of the center of animation, Bilibili’s way of communication, propagation force, propaganda way, propaganda points, Propagation effect and cultural atmosphere has reference value to the dissemination of the school motto culture. The reason why bilibili is so influential on campus is not just its rich video resources. Author believes that, on the basis of cultural connotation and potential audience, the school motto culture is not inferior to cartoon culture.

However, it has to be acknowledged that there is a certain gap between the school motto culture and Japanese anime culture in terms of communication effect and survival status. In the survey on students' viewing of bilibili, it showed that bilibili has higher hearing rate and utilization rate among students. But, the way students learning the motto is by the teacher, but most teachers only occasionally impart knowledge and spirit in the classroom (Figure4).

Figure 4. Do Teachers Introduce the Knowledge of Motto in Class?

More students can only adopt a self-understanding way to comprehend the spirit of the school motto (Figure5).
It leads to a small range of communication and not deep effect. Students have a personal interest, but there is no way.

Thus it can be seen that both the school motto culture and Japanese anime culture are attractive to students in terms of connotation. However, there is a gap in contact channels and understanding channels, which leads to the different living conditions of the two cultures. Therefore, under the premise of equal communication foundation, active, vigorous and appropriate communication methods are equally important.

5. Conclusion

There are many reasons for the different living conditions of the two cultures. When it comes to the fact that Japanese anime culture is popular on university campuses, and the school motto culture rooted in traditional Chinese culture is rarely visited by people, the saying that the school motto culture is not suitable for the current social atmosphere and not suitable for the thinking of contemporary college students emerges. There is no doubt that such claims are wrong after a questionnaire survey. The school motto culture and Japanese anime culture are both excellent cultures in different fields. They are neither superior nor inferior, nor competitive. Both of them are the positive culture that contemporary college students are eager to contact, understand and learn, and can have a good influence on college students. But the gap between the two is also worth thinking about. The successful communication experience of Japanese animation culture has important reference significance for the school motto culture.

With the increasing international status of China and the increasing influence of the state, Chinese culture is bound to go deeper into the world. However, in the current situation, China's national image always seems to be a symbol. Chinese try to introduce China to the world only with a symbol card. For example, Confucian culture, Chinese kungfu, Chinese food and so on. When foreigners talk about China, they naturally think of these. But they can't think of a figure that represents Chinese culture. It is likely to lead to a lack of understanding and even misunderstanding of the Chinese culture. Therefore, China is in urgent need of high quality groups, such as college students to become living national CARDS. They use their own connotation and quality to create a more intuitive, real and comprehensive image of China.

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References