

Research on the Impacts of Microfilms on College Students' Ideological Values

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Abstract. As the seventh biggest classification of arts in the world, visual arts has not only stronger cultural appeal which embodies in the impacts on people's values, but also stronger audio-visual appeal comparing with art and music. Under the background of rigid cultural changes and ideological values' changes, it is necessary to do research on the following theses including: the ideological impacts of the multiple values in microfilms on present-day college students and the possibility of conducting the education of ideological politics and disseminating outstanding traditional culture to guide college students to accept the excellent mainstream culture through microfilms.

Introduction

With the coming of the information age and the popularization of the Internet, microfilm, an emerging audio-visual arts, spreads fast in people's lives with the characteristics of being micro, being suitable for the moving one or the one who has a short-time break to watch. Such a kind of audio-visual arts has widely impacts on college students and their values. At the same time, the challenges to traditional Medias embody not only in the transformation of Medias, but also in the traditional ideological education.

Expert in Communication Schramm put forward an idea that "All medias are educational medias and the only difference between them is what they teach." in his book Introduction to Communications.

As the seventh biggest classification of arts in the world, visual arts has stronger cultural appeal which embodies in the impact on people's values comparing with art and music. As the seventh biggest classification of arts in the world, visual arts has stronger audio-visual appeal compared with art and music. Microfilm is attractive to college students for the reason that college students have few experiences. The behaviors and ideologies of the characters in microfilms are imitated intentionally by college students, which becomes subculture trend.

The Current Development Status

According to the data of People.cn in 2014, the total value of out-put and the annual output of Chinese microfilms have reached to 70 billion and 20 thousand respectively. Secretary general of China Film Association Rao Shuguang suggested that the problems including insufficient protection of intellectual property, limitation of content and theme, industry chain without expand, single pattern of profit and edge ball of eroticism and so on limit the development of microfilms furiously. However, because of the interactivity and communicability of new media and the control of cyber, the intensity of the protection of intellectual property and the improvement of microfilms' quality have been strengthened. Microfilm industry has more potential to be developed with the renewal of new media technologies. What's more, microfilms will get rigid development under the protection of new media. Under the booming commercial market, college students will certainly account for the watching amount and the group of business beginners of microfilms greatly and play an important part in capital contribution.

It's difficult for a part of college students to sort out the good from the bad and learn the optimistic values selectively, because present-day college students' values change fast. Some of them may be addicted to the exotic cultures. There is no doubt that the current situation of the multiplication of values in microfilms will result in huge impacts on college students' values, especially when college students are facing with numerous choices of values. Under the background of multi-cultures, the authenticity and subjectivity of educators have been questioned. Students have processed sense of subjectivity and excellent judgement ability, they will not follow teachers blindly any more.

From the Perspective of Communication, Microfilm Communication

Under this circumstance, it is necessary for college students to improve the ability of discrimination to different cultures and values, to cultivate their cultural identities and to form positive values. With the increasing use of Internet, more and more colleges participate in the interaction of microfilms and the dissemination of microfilms, which means that they will be more active to accept the influence of seeing and hearing. It can be seen as the reference to shape the ideological values of college students in new era. The possibility of breaking through the traditional ideological values which puts teachers as the main form, of expanding the team formed by ideological and political educators invisibly, of using microfilms to carry out the ideological and political education, of spreading traditional excellent culture and of adding the mainstream culture values into microfilms which guides students actively to accept excellent mainstream culture will also turned into reality.

In terms of communication, the shoot, the broadcast, the subject, the content and the mode of transmission of microfilms not only revolutionize the dissemination and the operation mode of traditional movies, but also change people's inherent cognition about films. Such a kind of brand-new propagation mode qualifies the subject of transmission with more nationwide characters, enriches the transmission content, makes the audiences more interactive and shows the diversity of propagation modes, which is more a attracted comparing with the traditional propagation mode. Because of its characters showing above, microfilms can not only be shown at the cinemas but also appear on the telephones of ordinary people especially college students who use telephones all the days.

The Influence of Microfilm from the Subject Matter

From the perspective of its carrier, microfilms are various. The needs of business and entertainment are the reasons why microfilms can be so popular. In terms of business, some suggested that microfilms are not only the entertaining products with advertising nature, but also the works of art centralizing the cream of films. Production and distribution of microfilm lead to the integration of commercial elements. The involvement of commercial capital must be a good thing for film-makers because it means that the elements including clothing, makeup, props, lighting and so on in the film production will get large improvement so as to make the production more excellent. And for the audiences, microfilms are made for commercial brand cultures. As the effective integration of commercial communication and audio-visual culture, the purpose of microfilms lie in building the resonance between the brand and the masses, increasing brand awareness, reputation and loyalty. The commerce involvement means that microfilms also convey the movie plots as an advertisement. Acting like fast food, microfilms satisfy the spiritual needs of audiences who lead their lives with intense paces. At the same time, with less strict requirements of the production, the entertainment microfilms can be made by either professional film and television companies or ordinary people using mobile phone, dv, and other products to record their lives. With simple purposes, entertainment microfilms can entertain people's lives, provide diversion and relax bodies and minds. However, microfilms with this kind of carrier do not have the value to transmit ideology. They are only the fast food under the fast food culture. People do not need to think or to mobilize their personal emotion, which renders themselves willing to accept this kind of microfilms in their fast and stressful lives.

The main themes of present-day microfilms covering all aspects of our daily life basically are youth

and dreams, social reality and family affection, among which we have been through or are going through. They are easily accepted because they generate us a sense of emotional resonance maximally. Youth and dreams is the theme which is often involved in microfilm. Take trilogy of Old Boy as an example. It attracts not only the young's attention, but also the middle-age'. The theme which reflects reality tends to keep pace with times and pay close attention to hot topics in public. However, there are some vulgar microfilms whose themes propagate that money or desire rank the first. With the plots and scenes that are full of money temptation and erotic desire, this kind of microfilms can immerse the college students who are lack of distinguish ability in the illusory luxury and dissipation, which exerts negative influence.

Both the influences of microfilm dissemination and the freedom of new media go beyond and subvert the post-modern concepts of traditional media and dissemination of ideas and challenge the ideological education in colleges and universities. On the one hand, having influences on young students' study and daily lives, the microfilms which are disseminated on the Internet intensively reflect the internal result of the curiosity of ordinary people especially college students toward the life of different classes and the different material life. With the characteristics of transmitting fast and conveniently, microfilms start to flourish and involve more business forces. Therefore, microfilms, as the brand-new films which are transmitted in new media, provide a new way and space for brand communication of enterprises with its characteristic of having distinctive way of transmitting. What's more, microfilms gain popularity from enterprises with its characteristic of interactivity, timeliness and pertinence. On the other hand, present-day commercial microfilms are still in an early stage. Therefore, there are many problems including the apology of commercial advertisement, the intervention of "Three-no-cultures" and plagiarism need to be solved.

However, as the requirement for market access is lowering, microfilm provides a new way for the current ideological education in colleges and universities. The reason why microfilm can be used as a new carrier of ideological and political education is that it has the same values oriented function as the mainstream film or other film. Some scholars believe that "Mass communication's media is an extraordinary means of political socialization, which will play a more and more important role in ideological and political education." The development of science and technology attracts people's increasing attention on TV and films." Giving priority to images, this kind of communication media plays a significant part in people's political lives and cultural lives. They can affect not only people's especially college students' way of thinking, but also the way people behave. Some scholars suggest that "It can affect people, cultivate men, educate human-beings, guide a large number of young students to pursue the specific value of goals and set up life ideals by creating many vivid artistic images. Having performance function and education function, films offer a quick, convenient and new carrier for the political education and culture education in colleges and universities.

Conclusion

The influence of microfilm communication and the freedom of new media creates a postmodern transcendence and subversion of thought spreading and traditional media. It lets more commercial power get involved in the cultural artifact. The reduction of the threshold also provides a new way for ideological education in colleges and universities. The microfilm has already become a significant part of the mass communication. With microfilms, we can influence the audience's way of thinking and behavior. And then, people will be infected, refined, and educated.

Lastly, there are many things that need people's attention when using microfilms dissemination. Xi Jinping suggested that "A good works should put social effect into the first place. It should be the unity of social effect and economic effect." Literature and art should not be the slave of market and should not be covered with odor of money." Works of microfilms are not only embodiment of times' content, but also the embodiment of time's spirit. To some extent, works of microfilms can be commercial productions which show the commercial performance under this era background. It can also be competitive culture of art that display the social phenomena social civilization at that time.

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