

The reason of the success of the main melody works and its influence on the values of contemporary college students----take “The Age of Awakening” as an example

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Abstract. At present, under the background of emerging main melody mass media, The Age of Awakening stands out among many works and has been widely praised in terms of audience rating and public praise. What is the reason for so many positive comments? In addition, compared with other main melody TV plays and variety shows, the audience group of this TV play is not limited to the middle-aged and the elderly, and young people, especially contemporary college students, have become the main audience group. How does the Age of Awakening attract young people? Can its influence on the values of college students be applied to ideological and political classes? In order to explore these questions, the research team, based on the results of questionnaires and interviews in the Age of Awakening and from the four theoretical dimensions of "knowledge, emotion, intention and action" as the analytical framework, sorted out the reasons for the success of the Age of Awakening and its influence on the values of contemporary college students.

Keywords: main melody, knowledge, emotion, intention and action, values, ideological and political course.

1. Problem raising

In recent years, the state has encouraged the creation of film and television works that carry forward the values of the main melody theme, and various institutions and departments have responded positively, committed themselves to the integrity and innovation of the main melody theme works, and defended the mainstream ideological position. At present, the main melody film and television works frequently become widely known. With the help of the characteristics of the rapid and infectious transmission of film and television works, it has a positive guiding effect on the thoughts of college students[1]. However, at present, there are not many specific studies and discussions on why the main melody works are famous and what kind of influence the famous works have on college students. The author finds that in the current research of this kind, although the author has a brief study and analysis of the influence of the main melody works on the values of college students in the article, from the aspects of the way of influence, value and other aspects of brief description, but there is no scientific concrete analysis of the actual influence from the aspects of "knowledge, emotion, intention and action". Through research, interviews and literature collection, this essay analyzes the reasons for the success of The Age of Awakening, which will help the vigorous development of the main melody film and television works in the future, and discusses its influence on college students in detail, so that they can better undertake the mission responsibility of "educating new people, revitalizing culture and developing image".

2. Literature review

At present, the research and analysis on the main melody works leading contemporary young people's thoughts, assisting young students in the construction of three views, and guiding young people to externalize the theme thoughts are mainly focused on the introduction of the production

and development of the main melody films and television works, the publicity of the realistic significance of the main melody films and television works, and how to make the main melody works more fully and widely spread in colleges and universities[2]. In the study of university students' subjective initiative play and practice is relatively weak. Taking the article Research on the Influence of Theme Film and Television Works on the Ideological Guidance and Value Construction of Contemporary Youth as an example, this article introduces the origin of the main melody works from the perspective of the unique spiritual values carried by the main melody works, analyzes the development and change of the ideological concepts of Chinese youth in the past and the present, and briefly describes the role of the main melody works on the ideological guidance and value construction of contemporary youth. However, the article does not carry out detailed field survey and interview, the opinion content lacks data support, and the understanding of the mainstream thoughts and values of the current Chinese youth is not deep enough. It only points out some misunderstandings of ideas vaguely, does not trace the source of the argument that there are wrong ideas in contemporary college students, and does not conduct professional research on the methods to solve these problems. In addition, although the article points out the distinct roles created by the main melody film and television works and the positivity of the content of the works, it lacks the positive effect of these excellent works on shaping the values of contemporary college students, nor does it analyze from the perspective of students to explore the actual influence of the theme works on the "knowledge, emotion, intention and action" produced by them, so the authenticity is lacking.

3. Research method

By means of questionnaire survey, interview, data analysis and literature research, this essay takes the Age of Awakening as the entry point and combines the characteristics of film and television works and professional knowledge of communication studies to explore the reasons for the success of the main melody film and television works and its influence on the values of contemporary college students from four theoretical dimensions of knowledge, emotion, intention and action[3]. It will provide reference for the creation and development of the subsequent main themes of film and television works, and put forward concrete and effective ways to improve the ideological and political courses in colleges and universities, so as to meet the practical needs of enriching and innovating the ideological and political education urgently.

Make questionnaires scientifically. First of all, the questionnaire consists of 2 fixed questions, and then the research is carried out in four aspects, namely "knowledge, emotion, intention and action", with 3 questions in each aspect, totaling 15 questions. The respondents were 320 young college students in Hebei University. At the same time, stratified random sampling method is adopted to select relevant young college students in Hebei University for questionnaire interview. A total of 320 questionnaires were sent out and 317 were recovered, with effective recovery of 99.06%.

Timely field interviews. Values is a wide range of words. College is the key point of the formation of values, and the main melody of the mass media TV plays on young college students can not be underestimated. The author developed an interview questionnaire in the university campus, conducted interviews from the aspects of lines, plots, actors, famous scenes and creation, and analyzed the interview results. Through the method of "finding highlights and digging highlights", text data from four aspects of "knowledge, emotion, intention and action" are summarized, which provides support for the writing of this essay.

4. Result analysis

Based on the analysis of text and questionnaire data, the author believes that the reasons for the success of The Age of Awakening are as follows:

On the one hand, the external style is in line with the times. The TV play in the scene restoration and clothing of the way of excellence, the production team with a rigorous and serious attitude, restore every detail to the maximum extent, so that the audience identify with the background of the story and the time, smoothly into the story to feel the style of the times, and immersed in it, for the success of the Age of Awakening played a great role in helping.

On the other hand, it embodies the spirit of the times. The TV play is reasonably compact and fascinating, lines in line with the characteristics of the times at the same time highlight the character. It's an inspiring zeitgeist while helping to drive the story and develop the characters. This makes The Age of Awakening stand out among the main melody of film and television works, won more audience groups and more mainstream awards recognition.

The influences of The Age of Awakening on college students are as follows:

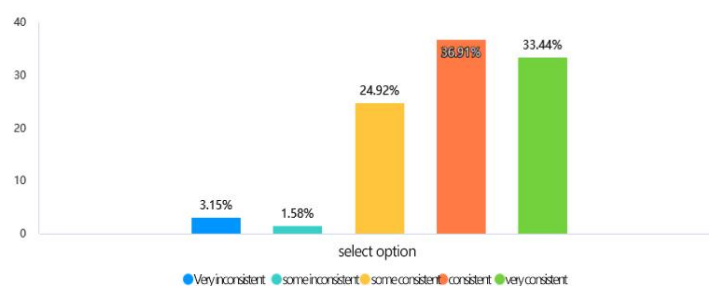
The first is to improve the understanding of party history and history. It mainly focuses on the origin and establishment of the Communist Party of China and the revolutionary history of the New Culture Movement and the May Fourth Movement. The second is to arouse strong emotional resonance. Arouse the passionate emotions of college students, arouse their patriotic feelings and reverence for the revolutionary predecessors, so as to enhance the emotional identity. Third, stimulate national consciousness and national consciousness. Enhance the sense of national identity and national pride of college students, so as to have a strong sense of responsibility and mission. Fourth, reinforce good behavior in daily life. College students will be more inclined to safeguard national interests and collective interests, and choose a career that can contribute to the country.

4.1 Knowledge: enhance students' understanding of history and Party history

The TV drama mainly introduces the struggle between China and the foreign powers since 1840 and the road of independent exploration by the Chinese people. The history of "May Fourth Movement" and "New Culture Movement" is more enlightening[4]. We may have limited our knowledge to the text and data in the textbook before, but the TV play gives us a visual knowledge base and strikes a good balance between the intake of knowledge and the development of the story. In terms of the questionnaire data based on knowledge, the scores of "By watching The Age of Awakening, you have a better understanding of the origin and founding process of the Communist Party of China." "By watching the Age of Awakening, you have a better understanding of the history from the New Culture Movement to the May 4th Movement and the founding of the Communist Party of China." are 3.96 and 4.04, respectively. Nearly 60% of the interviewees chose "consistent" and "very consistent", indicating that they have a profound understanding of history and Party history. In the interview, some interviewed students said that "I have remembered a lot of previous generations and related history, such as some development history of the new youth, and the history of the new culture Movement has left a deep impression on me." "I have a more specific understanding and awareness of that period of history. I learned about historical events mostly in history books. And so on.

The fourth question By watching The Age of Awakening, you have a better understanding of the origin and founding process of the Communist Party of China
The average score of the matrix questions: 3.96

Question/option	Very inconsistent	some inconsistent	some consistent	consistent	very consistent	average score
select option	10(3.15%)	5(1.58%)	79(24.92%)	117(36.91%)	106(33.44%)	3.96
summation	10(3.15%)	5(1.58%)	79(24.92%)	117(36.91%)	106(33.44%)	3.96



Picture 1: Data statistics of "By watching The Age of Awakening, you have a better understanding of the history from the New Culture Movement to the May 4th Movement and the founding of the Communist Party of China"

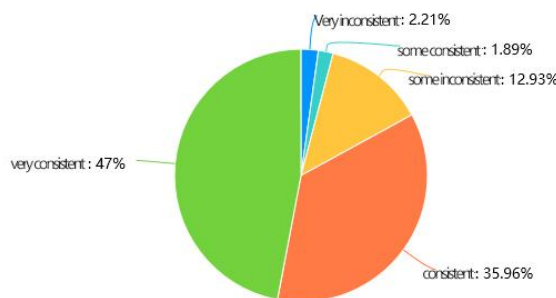
The fifth question By watching the Age of Awakening, you have a better understanding of the history from the New Culture Movement to the May 4th Movement and the founding of the Communist Party of China
 The average score of the matrix questions: 4.04

Question/option	Veryinconsistent	someinconsistent	someconsistent	consistent	veryconsistent	averagescore
select option	10(3.15%)	5(1.58%)	62(19.56%)	124(39.12%)	116(36.59%)	4.04
summation	10(3.15%)	5(1.58%)	62(19.56%)	124(39.12%)	116(36.59%)	4.04

Picture 2: Data statistics of "By watching The Age of Awakening, you have a better understanding of the origin and founding process of the Communist Party of China."

4.2 Emotion: mobilize students' passionate emotions

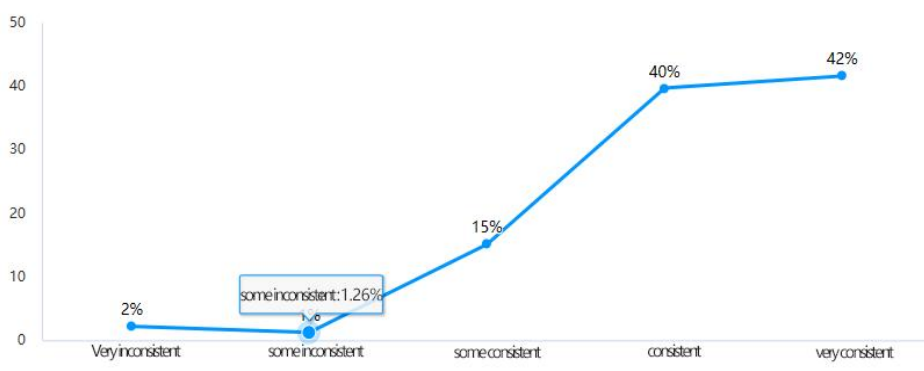
An excellent main melody film and television drama, its plot in the highly restore history at the same time can not be "windy propaganda blitz", depth at the same time need to be fascinating. On the basis of restoring the real history, The Age of Awakening truly presents the major historical events perfectly and shapes the vivid and vivid images of great men through the emotional plot setting and three-dimensional portrayal of characters, showing the magnificent historical picture from the New Culture Movement, the May Fourth Movement to the establishment of the Communist Party of China. Tells the story of that historical period of social customs and human behavior, and thus the birth of many exciting, touching the heartstrings of the "famous scene". The wonderful plot, combined with superb camera language and artistic expression techniques, gives the audience strong emotional touch and resonance, thus deepening the understanding of historical background and revolutionary predecessors, enhancing cultural identity and self-confidence, cultivating feelings of home and country, and stimulating the sense of responsibility and mission. Therefore, the text of questionnaire survey and interview results of the Age of Awakening found by author's team: The average score of the question "By watching The Age of Awakening, your patriotic feelings are aroused" was 4.24, The average score of the question "By watching The Age of Awakening, you have a sense of reverence for the noble spirit and quality of your revolutionary predecessors" was 4.25. Among them, 35.96% chose "agree" and 47% chose "very agree". Many students interviewed said: "I felt the revolutionary spirit of the Chinese people who did not give in and had the courage to fight", "the thoughts and views of intellectuals in the old and new cultural camps such as Lu Xun, Hu Shi, Cai Yuanpei, Gu Hongming, Qian Xuantong were constantly engaged in conflict. This group of images was not only the awakening of intellectuals, but also the awakening of the Chinese working class, the whole Chinese people, and the great awakening of the Chinese nation". At this level, the artistic expression of the story and the role of the living historical figures are very important.



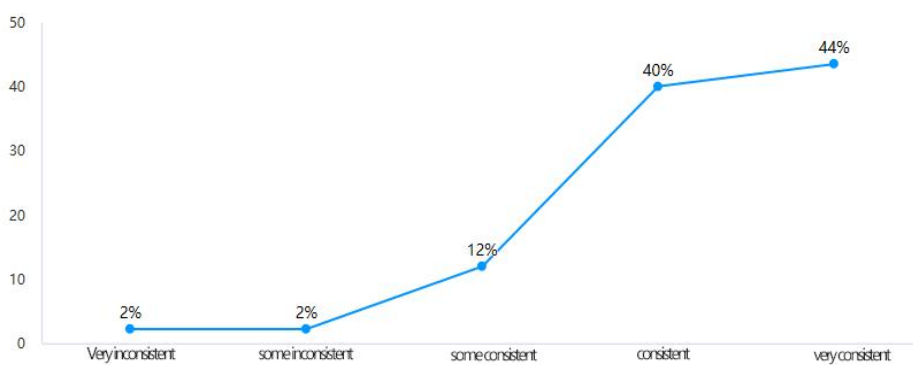
Picture 3: Data statistics of "By watching The Age of Awakening, you have a sense of reverence for the noble spirit and quality of your revolutionary predecessors"

4.3 Intention: inspire students' national consciousness

Lines are one of the media for the creators to convey the content and spirit of the works, and the audience can experience the personal feeling of direct dialogue with great men through lines. Therefore, excellent lines are an important link for The Age of Awakening to stand out among the other main melody works. In The Age of Awakening, the awakening of the subject consciousness and national consciousness of each young role in the New Culture Movement is cross-parallel and mutually dependent, Among them, Li Dazhao, Chen Duxiu and other main lines of the new youth and Mao Zedong, Zhou Enlai, Chen Yannian, Chen Qiaonian and other auxiliary members of the revolutionary youth group through the subject consciousness and national consciousness is a highlight of the TV play[5].The Age of Awakening converts information into lines and conveys it to the audience, thus activating the individual and collective memory of the members of the social group and uniting the ideological consciousness of national identity. The authors' team found, through questionnaires, the questions "Watching The Age of Awakening has greatly improved your patriotic consciousness" were scored 4.17 points, and the questions "Watching the Age of Awakening has greatly improved your national consciousness" were scored 4.21 points, and the proportion of those who chose "accord" and "very accord" was over 80%, occupying an absolute advantage. Many interviewees also said that "the TV show tells us that the founding of New China was not easy, and that many people paid the price and worked hard for it with their lives." "My personal patriotism has been further enhanced, and I feel that our country is our faithful backer and our true home."



Picture 4: Data statistics of "Watching The Age of Awakening has greatly improved your Patriotic consciousness"



Picture 5: Data statistics of "Watching the Age of Awakening has greatly improved your national consciousness"

4.4 Action: the idea of the main melody works is externalized in action

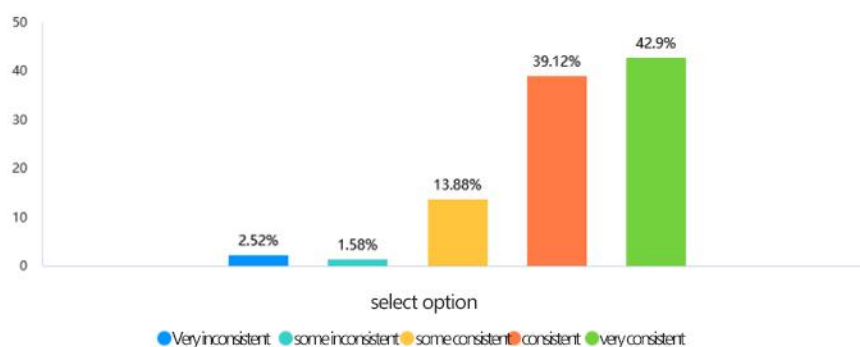
The results of the interview text show that most college students have greatly improved their national consciousness after watching The Age of Awakening, which is firstly reflected in the deep awareness of their own close connection with the country. For example, most interviewees mentioned the line "I am willing to struggle all my life for the prosperity of the Chinese people and

the strength of the country", which is related to the destiny of their country. Some interviewers also said: "China is the country of the Chinese people, our own home, we don't love, who loves?" . This further shows the confidence of contemporary college students in the great rejuvenation of the Chinese nation and the determination to participate in it when necessary. Even after the boom of the works has passed, the correct guidance of its values will benefit contemporary young people, especially contemporary college students for life. According to the results of questionnaires and interviews conducted by the author's team for The Age of Awakening: the average score of the question "After watching The Age of Awakening, when personal interests and national interests are in conflict, you are more inclined to safeguard national interests or collective interests" is 4.18 points, of which 82.02% of the total number of respondents choose very good or good. Many students said: "We young people should actively safeguard national interests, after watching The Age of Awakening , I especially want to make a positive contribution to our country, such as advice on national policies, to harm the national interests of things to stop and report without tolerance, every day to watch the news broadcast, always pay attention to national affairs." . In the question "How do you feel about choosing a career after watching The Age of Awakening?" In this question, Authors have learned that a large number of students are more willing to be admitted to the national civil service, to serve the country, the society and the people, and to make contributions to the development of our country. In addition, we interviewed the students who chose to take the postgraduate entrance exam. They said, "The most radical, dynamic and important force shown in the TV show The Age of Awakening is us young people. At that time, they worked hard to combine their own destiny with the destiny of the times. We should also continue to learn more knowledge, improve our own cultural level and contribute more youth power to our country."

The 14th question: After watching The Age of Awakening, when personal interests and national interests are in conflict, you are more inclined to safeguard national interests or collective interests

The average score of the matrix questions: 4.18

Question/option	Very inconsistent	some inconsistent	some consistent	consistent	very consistent	average score
select option	8(2.52%)	5(1.58%)	44(13.88%)	124(39.12%)	136(42.9%)	4.18
summation	8(2.52%)	5(1.58%)	44(13.88%)	124(39.12%)	136(42.9%)	4.18



Picture 6: Data statistics of "After watching The Age of Awakening, when personal interests and national interests are in conflict, you are more inclined to safeguard national interests or collective interests"

5. Conclusion

Through the analysis of the four aspects of "knowledge, emotion, intention and affection", the lines, plot and the way of The Age of Awakening play an important role in the success of audience rating. The questionnaire data shows that the most important influence of the TV play on the values of contemporary college students is consciousness and emotion. Our national emotion and feelings of home and country are constantly stimulated, thus becoming a powerful force to realize national rejuvenation. In ideological and political courses in colleges and universities, we should focus on the four aspects of "knowledge, emotion, intention and affection" and improve our ideological and

political courses pertinently. In ideological and political classes, teachers should explain Party history and revolutionary history to students by combining vivid and specific historical stories, rather than rigidly teaching textbook knowledge; actively mobilize students' emotions, make full use of the main melody works, through the form of observation or small theater interpretation, narrow the distance between students and historical events and great men, arouse patriotic feelings; through flipped classroom, hot spot sharing, historical story exchange and other forms, mobilize students' national identity and subject consciousness; encourage students to apply what they think and feel to their daily lives, identify their sense of responsibility and mission, and turn their thoughts into action. Authors hope that in the future, the main melody film and television works refer to the successful reasons of the Age of Awakening, to improve their own quality, to correctly guide the spirit of contemporary college students and the people of the country to contribute to the great rejuvenation of our new journey.

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