

*Original Research Article*

# **Analysis on the Relationship Between the Media Literacy of Film & Television and the Innovation of Ideological and Political Education of Contemporary College Students**

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**Abstract:** Ideological and political education has always been playing an important role for the development of socialist ideological education in China, as well as the main means to grasp the social trends of thoughts and influence the construction of their social essential values. Based on the in-depth questionnaire and survey of 1000 college students, the author deeply believes that the college students' current reading habits, mainstream way of information acceptance and the external communication ways in China are characterized by networking, video personalization and some other new features. Nowadays, it is difficult to meet the college students' ideological and political education needs through the single way of traditional classroom education. In view of the changes of information acceptance and exchange of college students, this paper fully understands that the film & television media are strengthening and improving their ideological and political education, and puts forward the relationship between "film & television media literacy" and the innovation of ideological and political education of college students, which makes film and television media resources become new forms and highlights of ideological and political education of college students with positive energy and helps to improve the effect of ideological and political education on their moral education, ethics, art aesthetics and other aspects.

**Keywords:** Film & Television Media Literacy; College Students; Ideological and Political Education; Innovation

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## **1. Introduction**

"Film & television media literacy" refers to making full use of film and television media resources to carry out literacy education including ability, knowledge and understandings. The rapid development of modern network life style, together with the film & television media resources have created a possibility and a new way for film & television media literacy to become a new way of ideological and political education for college students. Under the network life style, the new characteristics of the reading habits, the mainstream way of information reception and the open way of communication through network and video determine the limitation of the single way of traditional classroom education to meet the ideological and political education needs of college students. In view of the changes in the way of information acceptance and expression of college students, making full use of the resources of film and television media, and innovating the new ways and positions of ideological and political education of college students through the promotion of the quality education of film and television media are of great value. Ideological and political education in schools is the main way for individuals to grasp the development of the times and obtain correct outlook on life, on world and on values. At present, China is in the critical stage of various reforms, with changeable social environment.

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Under the background of network and diversification, the ideological state of college students is easily affected by a variety of ideological trends. Colleges and universities should attach great importance to the ideological and political education, especially strengthen the research on the ways of education, improve the adaptability of ideological and political education and make active adjustment to adapt to the change of learning situation and the requirements of the development of the times. This paper focuses on the value of film and television media, and explores the innovative relationship between "film and television media literacy" and ideological and political education of college students.

## **2. The relationship between the quality of film & television media and the innovation of ideological and political education of college students**

### **2.1 Able to fully meet the development needs of college students, respect the era of education and meet the law of personalized development**

With the rapid progress and great enrichment of material civilization in China, the demand for spiritual culture has accelerated the rapid development of the film & television industry. The development and application of short video APP, such as Tik Tok, has provided new ways of expressions for the mass. It has increasingly highlighted the influence of the media on the mass culture and spirit and the important value in ideological and political education, which becomes the current trends of school development. Ideological and political education is an inevitable cultural phenomenon. In the context of high popularity of film and television media, film & television media literacy education with a production mechanism and communication way of "video media" has become an important content of ideological and political education for college students. Therefore, the author conducted in-depth research on the topic of "the influence of video media on college students' group ideological cognition" for 1000 college students from different provinces and school levels. The results show that the cognition of video media literacy will become a key factor in education in the future in order to influence the contemporary young college students to undertake social responsibilities. It has become an important way to understand the survival significance and social value of the subject and individual of social life. Due to the loose social political and cultural environment and the respect for the individual, the contemporary college students are more active in thinking and much open in ideas, advocating individuality and pursuing the realization of self-worth. Therefore, the cultivation and education of diversified media literacy of film television can meet the richness of ideological and political education and the diversity of value orientation, and make the individual of college students realize the meaning as people and the value of their own existence. In addition, film & television media literacy education provides more opportunities and changes for college students to improve their literacy in culture, art and aesthetics. In a word, it has a higher value of education and research in this era.

### **2.2 More active campus cultural atmosphere, innovative means and ways of ideological education for college students, and diversified influence**

Nowadays, the student group is one whose self-awareness and self-expression will continue to strengthen, and awareness of education participation continues to improve. Ideological and political education is a long-term process of ideological cognitive influence and education. Film and television media literacy education can better enrich the content and innovative education channels of ideological and political education in colleges and universities, which should be organically integrated with college students' values education. According to the questionnaire of "the influence of film and television media on ideological and political education", on environmental construction, innovative atmosphere, communication effect, cultivation of political literacy awareness and other major influence factors, the application of film and television media literacy education to ideological and political education of college students has higher popularity and stronger competitiveness.

### **3. To strengthen the quality education of film and television media and to realize the innovation of ideological and political education of college students**

#### **3.1 With the ability literacy education as the core to strengthen the research on the educational effect of film & television media**

The application of film and & television media literacy to the ideological and political education of college students is an innovative education. As a new way of education, it is necessary to strengthen the research on the effectiveness of film & media education in the dilemma of current ideological and political education and establish the ability literacy education as the core which so as to easily and effectively achieve the purpose of political education. As their ability level, it refers to the ability to acquire, analyze, evaluate and transmit various kinds of film & television information, which focuses on the cognitive process of information. Their knowledge level refers to the knowledge system of how the media produce function to the society and its emphasis on the transmission of information. Their understanding level refers to the cognition of the film & television media on the cultural, economic, political and social impacts, focusing on the judgment and understanding of information. In terms of educational content, media forms and resources can be used such as electronic newspapers, film and television resources, and video to strengthen the critical ideological construction and appreciation literacy of film & television media in terms of educational methods which would help students to correctly understand the social essential values contained in film & television media resources, and enjoy the film and television mass communication resources critically and constructively. It also helps to educate and train college students to have healthy social essential values and ideological quality. At the same time, they should have the ability of media criticism, so that they can make full use of media resources to improve themselves and develop with the society. Colleges should strive to explore a development path of media literacy education suitable for the actual needs of ideological and political education of college students in this new era.

#### **3.2 Taking cultural supervision as an important means to strengthen the government supervision of film & television media and the cultural guidance of public opinions, purify the media environment**

To explore the media resources of film and television as innovative means and ways of ideological and political education of college students in this new era, it is necessary to make a comprehensive analysis of the ideas and social consciousness conveyed by the media resources of film & television, and make clear the ideological trend of the media resources of film & television can be used as the important material for the cultural guidance of public opinion and ideological and political education. With opening of the current policy environment of cultural prosperity, popularization of the social conditions of network, intensive construction of cinemas and expanding growth of network platform, China's film & television media has a more diversified voice in the expression and display platform. The film & television media resources are enriching, coupled with the lack of public opinion supervision and content supervision, thus showing the mixed mass situation to realize the combination of film & television media literacy and ideological and political education of college students. Basis on this, it is necessary to purify media resources and strengthen the supervision of public opinion and culture orientation. In particular, the cultural functional departments and the industry and information technology social reforms should take cultural supervision as an important means to strengthen the government supervision of film & television media, public opinion and cultural guidance, and purify the media environment.

### **4. Conclusion**

The application of film & television media literacy to the ideological and political education of college students has higher educational value and innovative significance. As a new educational means, it is more suitable for students' learning needs. On the basis of full investigation by the author, this paper makes an in-depth exploration of the

innovative relationship and means of realization between film & television media literacy and ideological and political education of Chinese college students, which is a kind of educational innovation exploration with high educational research significance.

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