

The Development of Chinese Cinema Culture and Its Influence on Movie Education at the Present Stage

Wang Zhuo

Media and Communication College, Xi'an Peihua University, 710125

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Abstract. The Chinese movie industry starts late. However, it has achieved brilliant achievements both in terms of hardware and software after years of development. With the prosperity of Chinese movie industry, cinema has become a place for people to enjoy leisure in the new historical period. Cinema culture is not only a kind of leisure culture, but also the most cutting-edge film art communication at home and abroad. The study of Chinese cinema culture at this stage not only has very important social value, but also has very important educational value.

Introduction

Chinese cinema culture has experienced development for decades. Starting from the era of the hope and glory that took place in the 1980s, it was later dominated by commercial interests to a certain extent and gradually developed to the status of real life and individual ideals. The film industry of each era indirectly reflects the social values behind this era. The concept of film culture of the Chinese movie audience has gradually returned to the attention to reality, to life and to self after the impact of Hollywood movies. This process actually leads to a deeper penetration of the film culture to the entire society. Accompanied by such a development and coupled with the country's increasing support for the film industry, the rapid development of Chinese film industry has led to not only the flourishing of all kinds of film works, but also the flourishing of cinema culture. Both the hardware facilities and the software storage have improved, making the Chinese film market no longer solely rely on the introduction of foreign film culture, but gradually adapted to its own economic system and cultural system, and went deep into the people's way of life.

Cinema's Leisure and Cultural Attributes

As a public place, cinemas provide video screening services for viewers. From the initial attachment to other leisure venues to independent development, cinemas have occurred big changes in all aspects of technology whether it is the screening process requirements or good audio-visual effects, or even some of the current theater design of tactile effects or olfactory effects and so on.

It is hard to imagine for film and television lovers decades ago that the popularity of the film industry will be so broad and convenient. The viewing environment and technical support provided by the cinema give viewers better audiovisual and screen effects. In addition, its audience has long been confined not only to moviegoers, but also to catering, clothing and other industries. It has become the best choice for the masses after dinner, such as, the young people's date, the life adjustment between relatives and friends and the relaxation of working groups. The cinema has obviously become a very important part of people's lives. Finding its fundamental attributes, the cinema still has the basic nature of recreation as a certain kind of building facility.

The Humanistic Orientation Reflected in Cinema Culture

Chinese Group Consciousness. Chinese culture has a very strong "group consciousness". This group consciousness is not a huge whole, but presents a number of "group" status. Most of the viewers who are strangers to each other go to cinema. It is this strangeness that gives most people a sense of loneliness or loss, which is the reason that most of the viewers will choose relatives and friends to accompany. It is precisely the sense of insecurity that arises from the effects of group

consciousness after the individual has left the group.

The Renaissance Consciousness Inferred from the Development of Chinese Cinema Culture (Expectations of Domestic Cinema Culture). Since Hollywood blockbusters entered the Chinese film market, they have formed a considerable impact on Chinese films. The pursuit of visual effects and grand themes once became the mainstream of film culture. It is true that the United States has the world's strongest film production company and distribution theater, and Hollywood has brought together the world's most powerful film companies and filmmakers. All this made up for the psychological gap that the viewers had with the development of the times under the special era of rapid economic development in China. However, in recent years, with the prosperity of market economy of China, a large number of outstanding film companies have emerged. The new generation of directors gradually got rid of the impact of "big films" and constantly introduced works that are more relevant to real life and humanistic psychology. China has a strong traditional cultural heritage. Therefore, films have not only become one of the mediums for spreading and influencing traditional culture, but also have become important carriers for the display of regional humanities and the dissemination of regional historical culture. As an important part of the cultural industry, the scale and speed of development of the film culture industry have been continuously improved. With the ever-changing construction of cinemas, the movie profit has made rapid progress and domestic films have been recognized by the world. The Chinese movie culture industry is escalating unconsciously, which is precisely a irresistible Chinese Renaissance movement.

Unconscious Rise of Public Literacy. The cinema is a public place. The basic requirement for people in public places is to not give unnecessary interference to other people. The quiet viewing environment shows the needs and hopes of people for the basic respect of others. Therefore, in order to obtain such respect, most of the moviegoers will start from their own, quiet watching, not smoking and noisy in the movie, which is easy to unconsciously greatly enhance the individual's public literacy.

Layout of Chinese Cinema

The common problems in the construction of movie theaters are often concentrated in the third and fourth-tier cities. There are two main reasons. The first reason is the lack of information and the lack of mainstay of the movie market (economically independent young people). Second, young people in third and fourth-tier cities often choose to leave home and go to first-tier cities and second-tier cities to find better job opportunities. This makes the mainstay of this movie market mostly concentrated in first-tier cities.

However, with the improvement of the economic level of third- and fourth-tier cities in recent years, the construction of movie theaters has gradually eased in these two aspects. In accordance with the local city's planning and construction and the government's policies, the cinema gradually spread from the first and second tier cities to the third and fourth tier cities, synchronizing with theater facilities and publicity. According to statistics, a total of 413 new theaters have been opened nationwide as of 2011, and the trend of extending to second- and third-tier cities continues to be seen in known investment projects. According to other data, the increase in the gross margin of Hengdian Cinema in 2015 was due to the fact that the company's cinema investment focuses on second- and third-tier cities and some key county-level cities.

Cultural Communication Function of Chinese Cinema

With the penetration of film culture into human life in recent years, Chinese films have begun to pay more attention to the humanistic pursuit of realism and diverse creative styles. Under the conditions of advanced information dissemination, ordinary people will use various media to find valuable information to improve their cognition. The image media is one of them and its intuitive audio-visual language is more easily accepted by the audience. This makes the responsibility of the cinema beyond the simple entertainment value. Therefore, film, as a means of art, has an important

influence on helping society to establish mainstream value judgments and ethics.

For example, the movie "War Wolf 2" once won a high box office and high reputation at the time of the movie. As a military film, his success is not only the production of the film itself, but also the strong appeal of the patriotism to the audience. In recent years, domestically produced films have gradually found their place in the Chinese film market. "War wolf 2" as a phenomenon-level successful domestic film reflects the country's growing cultural confidence. Although the film conveys to viewers a certain "individualism", it also shows that the culture is more inclusive and pluralistic. The bravery of Leng Feng in the film is precisely the concept of good and evil and sense of responsibility of Confucianism in our cultural consensus. He has got rid of the small pattern of personal grievances and has been focused his vision on a broader pursuit of life, that is, be responsible for the people and world.

Current Situation of College Movie Teaching

Humanistic values. Film teaching is an art teaching based on modern science and technology. With the development of science and technology and the circulation of information, in the concept of values, film teaching is paying more and more attention to the humanity that it conveys. The universal level of film culture development today has a tremendous impact on human society and daily life. With a certain responsibility to spread culture and values, it enriches people's spiritual and cultural life. The movie industry has experienced a "good visual experience" era with entertainment and effects first. Now it gradually returns to real life and begins to reflect more on sociality and self. It carries the feedback and reactions of people of an era to the information given in this era. This is one of the reasons why film teaching pays great attention to its philosophy of humanistic values.

Comprehensive Method of Creation. To a certain extent, film art can be called the "overall art" born under the birth of modernism. It is highly integrated with various forms of art, such as painting, music, literature, stage drama, photography and other forms, which makes its creative method integrate various real audiovisual feelings about people and can explain the value of film art itself from multiple angles. Therefore, film teaching pays great attention to comprehensive teaching methods at this level, which greatly expands the ideas and concepts of film and television creation, freeing them from the limitations of form.

Open Teaching Thinking. Film education has always been updated with the development of film and television arts to achieve its own perfect and advancing with the times. Therefore, the teaching methods used will also be modified. With the development of science and technology and the popularization of information, teaching methods are not limited to the classroom. Other media sites can provide the latest video information. In addition, in the teaching, students should constantly pay attention to watching, seeing, listening and feeling, and cooperate with the discussion and practice of the creative mode.

Focus on Practice. The teaching of any art form emphasizes the application of practice. This is almost an undoubted method. The consequences of "only have theory" are often inadequate due to the lack of experience, so the emphasis on practical application of film teaching is particularly important. Therefore, it is far from enough to observe and hear only a large number of video films in teaching. It is only through personal experience and practice that students can truly observe with their hearts and seek solutions from the real lives. Therefore, the teaching results we achieve are more real and profound.

Problems and Solutions in Film Education

Chinese films have now developed to a more open stage. However, film education in China is still relatively backward. There are still considerable gaps in talent training and curriculum setting. Compared with teaching of other disciplines, film teaching has obvious teaching characteristics. Therefore, film teaching needs to be reformed with new concepts and it must have a new view of film and television teaching. In the teaching process, interactive situational teaching can greatly

enhance the students' creativity and interest. In the communication, it helps to diversify the information transformation and reception so as to maximize the teaching achievement. In addition, making full use of modern technologies and facilities is also the most important point in current teaching. Through appreciation, discussion and evaluation, students' experience can be enhanced and students' subjective initiative can be stimulated.

In modern film teaching, more information technology tools should be used. Multimedia teaching should be used to guide students to actively think through appreciation and evaluation of film and television clips. This not only indirectly provides students with cognitive materials, but also can inspire students to actively analyze various phenomena. The understanding and mastery of teaching content is much more profound than traditional teaching through appreciation and evaluation of film.

Conclusion

With the development of Chinese movie culture, the construction of movie theaters has gradually been improved. The humanistic atmosphere reflected in cinemas and the cultural communication functions they possess have all indirectly proved the necessity of this facility. Looking at the status of college movie teaching, it has greatly improved compared with the traditional teaching methods. Whether it is its concept of humanistic values, integrated teaching methods or open teaching thinking and the emphasis on the application of practice, it has been improved and advanced with the development of film art. However, according to the development of a diverse film culture, there are still many problems in China's film teaching, such as personnel training, curriculum setting and so on. This requires to use information technology and multi-media teaching methods in teaching to improve the quality of teaching results in many aspects.

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