

A Study on the Influence of Hollywood Films on the Values of College Students in Ethnic Areas in the Context of Chinese Culture Confidence

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Abstract: Confidence in Chinese civilization, as a core viewpoint of present-day Chinese society, profoundly shapes the teaching of colleges and universities as well as the development of college students. This study takes Hollywood, the giant of the American film industry, as a starting point to analyse in depth its effect on the cultural self-confidence of Chinese university students of all nationalities. Through a thorough exploration of the wide circulation of Hollywood films, the absorption level of the university community, and the possible elements of the effect, and by integrating the viewpoints of media and civilization inheritance, this study reveals the ways and mechanisms through which Hollywood films have an impact on the moral concepts of students in higher education. The study reveals that the cultural dissemination of Hollywood films has, to a certain extent, impacted on traditional cultural identity, but at the same time, it has opened up the possibility of fostering a global perspective among university students.

Keywords: Chinese cultural confidence, Hollywood films, college students' values, cultural communication theory

Introduction

With China's growing influence on the world stage, the self-confidence of Chinese civilization has gradually transformed into a key driving force for social progress. In the current environment, university English teaching should not only mould students with global perspective and intercultural communication skills, but also inherit and promote the cultural heritage of the country, cultivate Chinese cultural self-confidence, and tell Chinese stories well^[1]. Hollywood films, as one of the world's largest film industries, have profoundly shaped the aesthetic preferences and cultural understanding of global audiences. Focusing on a group of university students from ethnic areas in China, this inquiry aims to analyse the implicit role that Hollywood films may have on their cultural beliefs and value systems.

1. The necessity of studying Hollywood films in English teaching

1.1 The spread and influence of Hollywood films in China

Hollywood films, as one of the important carriers of spreading capitalist values in the United States, have existed on the Chinese screen for more than twenty years. During this period of time, Hollywood films have received widespread attention from Chinese young college student groups and have occupied an important position in their after-school life. These films have had a far-reaching impact on their values, behavioral orientations, lifestyles, consumption concepts and other aspects.

Some young students overly admire Western culture and regard "wearing Western clothes, celebrating Western

festivals, watching Western films and eating Western food" as fashion mainstream; some even worship the extreme individualism of the West, and are blinded by the universal values, personal heroism, the American dream, and freedom, democracy and liberty clothed in the gorgeous veneer of Hollywood films; some are even subjected to the "money first, material first" concept. Therefore, "overnight wealth" and blind pursuit of money have led some people to try their best to obtain material wealth. This provides illegal elements with opportunities to use this mentality to carry out telecommunications fraud and other fraud, or to deceive young students with "high salaries", which has led to "Myanmar North Fraud" and other incidents.

1.2 English teaching and Hollywood films

There is a close relationship between English language teaching and Hollywood films. As one of the most popular cultural products in the world, Hollywood films provide students with rich English learning resources. By integrating films into English teaching, it can not only increase students' interest in learning, but also effectively improve their language skills and cross-cultural communicative competence.

First of all, Hollywood movies provide a real and vivid context for English teaching. The characters' dialogues, scene settings and cultural backgrounds in the movies provide students with an immersive learning experience. This kind of immersive learning makes it easier for students to understand and remember the English knowledge they have learned. At the same time, language elements such as voice, intonation and speed of speech in films can also help students improve their listening comprehension and oral expression.

Secondly, the storyline and characters in Hollywood films can stimulate students' interest in learning. The exciting plots and distinctive characters in the films often attract students' attention, making them actively learn and imitate English while enjoying the films. This kind of learning through fun not only improves students' learning effect, but also makes them master English knowledge in a relaxed and pleasant atmosphere.

In addition, Hollywood films can help students understand the values, customs and social norms of different cultures. By watching films, students can have a more intuitive understanding of the cultural characteristics of English-speaking countries, thus enhancing their cross-cultural communication skills. This cross-cultural experience is of great significance in improving students' comprehensive quality and international vision.

To sum up, the combination of English teaching and Hollywood films has many advantages. By integrating films into English teaching, it can not only improve students' learning interest and effect, but also cultivate their cross-cultural communicative competence. Therefore, teachers should make full use of Hollywood films as a valuable resource in the process of English teaching to create a more vivid, interesting and productive learning environment for students.

However, in today's full, all-round and comprehensive implementation of curriculum ideology and politics, it is necessary to guide young college students, especially those from border ethnic minorities, to rationally view the western cultural values in Hollywood films, guide students to recognize the dregs of western culture, establish Chinese cultural confidence, national self-confidence, and set up the core values of Chinese Socialism.

2. Hollywood films and Chinese university students

2.1 Popularity of Hollywood films in China

As one of the largest film industries in the world, Hollywood films have a large number of fans and audiences in China. Since the implementation of the reform and opening-up policy, China's film industry has gradually opened up to the outside world, in which Hollywood films have played an indispensable role. The production techniques, visual presentation and plot structure have won the favour of a wide range of audiences. In particular, the American Hollywood blockbuster films that have been screened in cinemas in Chinese Mainland in recent years have garnered notable revenues, demonstrating the strong popularity and trend of Hollywood productions in the Chinese market. In 2022, for example, Hollywood films occupied four of the top 10 films in the annual box office in mainland China, with total box office revenue reaching a staggering RMB 15 billion. Among them, Avatar 2 even set a record of over RMB 1.5 billion for a

single film, making it one of the highest-grossing foreign films in Chinese mainland film history. This commonly dispersed phenomenon lays the foundation for further exploration of the effects exerted by Hollywood films on college students.

2.2 College students' acceptance of Hollywood films

The group of Chinese university students, as a symbol of intellectuals, possesses a force that cannot be ignored in absorbing and screening civilization. The popularity of Hollywood films among Chinese college students depends not only on the quality of their production but also on the audience's own cultural literacy and aesthetic preferences^[2]. According to a survey report shows that about 85% of college students like to watch Hollywood films, compared with other types of films there is a clear difference, in the classification of Hollywood films, 60% of college students like action films, sci-fi accounted for 52%. The survey reveals that college students' enjoyment of Hollywood films is far more than just a purely recreational pick; it also represents a reflection of cultural identity.

2.3 Potential influences of Hollywood films on college students' values

The values contained in Hollywood films, such as independence, striving forward, autonomy and equality, have had a profound impact on the worldview of college students in ethnic regions. These beliefs present a refreshing cultural perspective to college students in ethnic areas through the brilliant plots and character settings in the films. In the process of watching the film, they also accept these concepts subconsciously, evoking the affirmation of personal values and the desire for future aspirations. Nevertheless, the concepts of cultural uniqueness and historical traditions in ethnic areas are significantly different from those of Western cultures presented in Hollywood films, so while college students are influenced by Hollywood, they should also adhere to and respect their own cultural heritage in order to promote the integration of cultural diversity and its harmonious progress.

3. Mechanisms of influence and path analysis

3.1 Media and cultural diffusion theory

The concept of media and cultural diffusion gives profound theoretical insights in exploring the mechanism of Hollywood films on college students' moral concepts. This theoretical perspective highlights the central position of the media as a medium of cultural transmission and emphasizes the dynamism of information flow and the interaction of the audience in the process of absorbing information. In exploring the cultural effects of Hollywood films on college students, the media and cultural transmission theory lays out a comprehensive analytical structure. This theory states that film as a cultural symbol implicitly shapes the audience's perceptions and its value system through the wide dissemination of media. This has led to deeper insights into how audiences interact with Hollywood productions as they watch them, and thus to a more thoughtful grasp of the changing nature of cultural identity. In exploring the theoretical framework of media and cultural diffusion, the field has also highlighted the role of authority systems and ideologies in the process of cultural exchange, which has helped to reveal how Hollywood films, as a transnational cultural phenomenon, participate in the transmission of cultural messages and shape the cultural understandings of viewers. Therefore, through the in-depth application of the concepts of media and cultural transmission, teachers can gain a more thorough understanding of how Hollywood films shape the values of university students, which brings new theoretical perspectives to the inquiry of the discipline of cultural communication.

3.2 An analysis of the correlation between cultural confidence and Hollywood films

There is a profound and complex correlation between cultural confidence and Hollywood films, reflecting the mutual penetration and interaction between culture and culture^[3]. As a transnational cultural artefact, Hollywood films, with their distinctive production methods, thematic elaboration and worldwide promotion, have conveyed elements of contemporary Western culture on a considerable scale. The fusion of this cultural component, which is related to livelihoods, beliefs, and other dimensions, may challenge established cultural identities and provoke viewers to reflect on their own cultures. However, this kind of cultural collision is not unidirectional, but rather transformative in the process of understanding and

acceptance by the audience. The self-esteem of Chinese civilization in the face of widespread uncertainty emphasizes the maintenance of independence and conviction when interacting with outside cultures. In this context, Hollywood films became a stage for the development of a sense of cultural self-confidence.

3.3 Countermeasures to guide youth values under the influence of Hollywood films

In response to the far-reaching impact of Hollywood films, teachers must guide college students to properly understand the messages in the films and cultivate their sound values. First of all, schools can launch film review teaching programme to help students understand the hidden moral concepts of Hollywood films and stimulate them to develop critical thinking by exploring the creative environment, core ideas and characterization of Hollywood films. In addition, the home and community should play an active role, with parents enjoying films with their children and helping them to examine them logically, and the social media increasing its scrutiny of the screen industry to reduce the spread of negative ideas.

Teachers should also motivate college students to maintain a passion and respect for their traditional culture. Despite the appeal of Hollywood studio films, it is also important for teachers to understand that each country embraces its own cultural heritage and moral beliefs. In the face of the influence of Hollywood films, young people in colleges and universities should also actively explore and inherit their own cultural heritage in order to promote a balanced progression of cultural diversity. The films of Hollywood studios have a profound impact on the worldview of college students. Teachers should help college students to interpret the messages of films and movies appropriately, establish appropriate moral values, and promote the harmonious progress of the individual and the community through counselling and enlightenment from various perspectives.

4. Conclusion

In the era of China's cultural self-confidence, Hollywood films, as a carrier of cultural transmission, have triggered a profound influence in the hearts of Chinese college students. After deeply exploring the viewpoints of media and cultural exchange, the interaction between cultural self-confidence and Hollywood films, and the connection between the content of film works and the values of college students, a more comprehensive understanding of how Hollywood films shape the values of college students can be gained. University teaching should cater to the trend of cultural self-confidence by leading students to make reasonable aesthetic evaluations of Hollywood films through targeted teaching programme, so as to promote the growth of cultural self-confidence in all aspects. This study not only broadens the theoretical horizons in the field of cultural communication, but also provides practical guidance for university education, and promotes the organic combination of cultural self-confidence and international vision.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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Project: Scientific Research Fund Project of Yunnan Education Department

A Research on the Influence of Hollywood Movies on the Values of College Students in Ethnic Areas under the Background of Chinese Cultural Confidence (2024J0987)