

On the Path and Method of Campus Culture Construction in Colleges and Universities—Taking the College Student Film Festival as an Example

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College student film festival is one of the carriers and forms of campus culture construction. At present, the campus film festival activities of colleges and universities have such prominent problems as small scope of influence, lack of innovation and slow development process. Based on these, this paper proposes to base on the campus, conform to the times, integrate all forces, give play to the practical role of college student film festival, and provide intellectual support for the construction of college campus culture.

Keywords: campus culture, college student film festival, activity construction

Introduction

China is the world's second-largest and one of the fastest-growing film markets. From 2013 to 2018, China's box office revenue rose 88% from \$3.13 billion to \$5.9 billion, according to the Price Waterhouse Coopers Report, indicating a promising future for Chinese film industry. According to the latest data from the big data platform of "digital fantasy" movies, young audiences aged 19 to 35 have become the main segment of Chinese cinema audiences, accounting for 85.9% of all cinema audiences. Young students have gradually become the main force of film consumption, and Chinese film market has entered an unprecedented period of prosperity and development.

Film is a combination of literature, drama, fine arts, music, and other arts. Compared with other cultures, film culture is more inclusive and disseminating. The college student film festival, which centers on it, is the dominant direction of campus culture construction. Using aesthetic thoughts, professional knowledge, and visual interest to create a campus cultural atmosphere, the form of festivals is also conducive to the establishment of "dating" with students; facilitate the dissemination of campus culture.

University student film festival compensates for the loss of the film art practice of colleges and universities by integrating the excellent movie resources to meet the demand of students' film art appreciation, through film contest opening channels for students to publish opinions, through video games providing students film production opportunities, review by the works to broaden students' academic scope. College student film festival is the new platform conducive to the development of students' practice of campus culture.

The Development of College Film Festivals in Recent Years

Represented by “Beijing College Student Film Festival”, colleges and universities around the China have followed this new form of campus culture construction. While further developing, there are also many difficulties, such as group solidification, difficulties in promotion, and lack of motivation.

The Radiation Range is Narrow and the Group Solidification is Serious

At present, college student film festivals are mostly promoted through campus media, while comprehensive universities only promote some majors related to films due to the limitation of their majors. The university-level media limits the scope of activities, makes campus activities an internal competition for film majors. The propaganda content creates the illusion of high threshold for non-film majors, which is not conducive to attract potential participants. The inadequate promotion of high-quality works in the later period of the event resulted in information closure. The film festival did not know where to deliver high-quality original films, and the exhibition platform of original works failed to obtain excellent films. The lack of mutual communication between the two sides cut off the connection between the film festival and the society. The universal dissemination power of films is limited by the publicity and cannot be spread from the professional to the whole school.

Lack of Innovative Thinking and Poor Continuity of Activities

Throughout the existing college film festival, the form and content of the event present a similar situation. The specific form did not break through the film production competition, exchange meeting, film criticism competition, and so on, the award setting or imitates Beijing university student film festival or with the first, second, and third prize roughly summarized. The influence of local college student film festivals is generally small, and some colleges and universities are short-lived due to the lack of sustainable benefits, poor participation, and other reasons. Due to the limitation of vision, colleges and universities fail to creatively set up new forms and unique awards of film festivals in combination with the characteristics of their campus culture, and fail to develop their potential commercial value. As a result, film festivals are difficult to expand in terms of funds and scale, and the continuity of activities is poor.

The School Pays Insufficient Attention and Develops Slowly

Colleges and universities are the foundation for the development of college student film festivals, and the start-up funds and personnel shall be arranged by colleges and universities as a whole. Film major is not the main research major in most colleges and universities. In comprehensive universities with strong academic atmosphere, art discipline is not the key development object. The university student film festival receives little support, the number of professional equipment is limited, the performance is backward, the talent resource is insufficient, whether the expert scholars or the young film talents, have not formed the scale to support the festival to flourish and develop. The dual limitations of subjectivity and objectivity lead to the slow development of college student film festivals.

Exploration on the Development Path of College Film Festival

Difficulties are potential opportunities, how to find the right breakthrough path is the key to turn difficulties into opportunities. In view of the existing problems in the development of film festivals in colleges and universities, this paper puts forward four approaches: integrating strength, changing form, keeping up with the trend, and utilizing resources.

Integrating Social Forces and Creating Development Opportunities

The construction of government cultural departments is an important beacon of campus cultural construction, which has a profound impact on the hosting environment of college student film festivals. On the one hand, the government provides policy support to shape the positive space of campus culture and promote the attention of colleges and universities to film festivals. On the other hand, the government introduces social forces to universities, expands the scope of influence of the film festival by using the appeal power, broadens the financing and cooperation channels of film festivals, and eases the material tension of the film festival. The influence of Beijing University Student Film Festival is inseparable from the People's Daily and other authoritative media reports, the government should establish the contact area of media to help the university student film festival out of campus by using the government's propaganda channel bridge and help good results out of the campus. Campus culture enlarges its social effect, makes society see the good of campus films.

Adding Forms of Activities to Expand Coverage

At present, there are no significant differences in the forms of film festival activities among schools, but each region has its own characteristics and university resources. As a highly inclusive activity form, the college student film festival can be developed into a collection of characteristic art resources of colleges and universities to expand its coverage by good inter-school cultural exchanges. In Hubei, for example, can integrate "seven schools" (Wuhan University, Huazhong University of Science and Technology, Central South University of Finance and Economics, Central China Normal University, Wuhan University of Science and Technology, and Huazhong Agricultural University) resources, unique characteristics of the regional joint film festival activities, build regional university student film festival, make the essence of the region culture into the development of campus culture. The mode of joint film festival of colleges and universities broadens the scope of art and culture from influence, creates new forms by utilizing multi-school resources in form, expands the film festival from intramural communication to intercollegiate communication in scale, and realizes the deep exchange of campus culture among colleges and universities.

Keeping up with the Trend of the Times and Meeting the Needs of Students

University student film festival is young students' film festival, the perpetrators, the audience, the participants, and reviews are young students, the particularity determines the university student film festival must be from the perspective of young students, meet the expectations of young students on topic, comply with the young students in the form of interest, hold this activity's main body, let young students really meet their cultural needs. At the same time, the college student film festival cannot stand still and deviate from the times. Beijing University Student Film Festival in 25 years, and always adhering to the "youth passion, academic taste, and cultural awareness" purpose, adhering to the "adhere to the 'college students do, college students see, college students shoot, and college students comment' as a feature college students' evaluation of" features. During the 26th session of the Beijing University Student Film Festival Activities, opening "road, experience, and model—70 under the global view of the new China movie" academic Bulletin Board System (BBS), in line with the direction of today's era of globalization, effective with college students brand activities, guide young students to stand in the era of higher view of film culture development. The success of Beijing University Student Film Festival provides reference for college film festivals to focus on students, conform to the trend of the times, realize the synchronous appeal of spreading the film festival and campus culture, and combine the two sides with the film festival.

Making Full Use of Existing Resources and Establishing Cultivation Models

Resource guarantee is the foundation of college student film festival. Relevant institutions should integrate equipment resources, determine equipment rental system, and fill the vacancy of participating students' equipment; integrate the resources of the association, use the opportunities of the film festival to create excellent scripts for the association, solve the problems of actors, props, venues, and so on, and realize the audio-visual feeling of "a set of scripts, online and offline"; integrate teaching resources, integrate film festival activities with daily course practice, combine classes and activities with the same theme, reduce equipment rental conflicts, promote students' homework optimization by competition standards, and ensure the quality of entries by professional courses; integrate teacher resources, build a one-to-one cultivation model, make use of activities, such as lunch meeting to understand students' ideas and give appropriate guidance, and grasp the quality of works; integrate alumni resources, by using the feelings and experience of alumni for the film festival, encourage alumni to give material support and direction guidance to the campus film festival, introduce social funds and high-quality film resources, enhance the material foundation in an all-round way.

Conclusion

With the rapid development of the film industry, the influence of the film cannot be underestimated, and has an important impact on the formation of college students' values and aesthetic ability. However, the college student film festival, a new way with great potential for the construction of campus culture, still needs to be improved. Therefore, it is necessary to promote the college student film festival to play a greater and better role in the construction of campus culture by combining the characteristics of society, universities, teachers, and students at every level.

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