

Research on the Construction Path of Socialist Core Values of Contemporary Tibetan-themed Movies and Televisions in the Context of Globalization

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Abstract: In the context of globalization, Tibetan-themed film and television works with Chinese national characteristics have gradually attracted attention from other countries, showing countries around the world the long-standing and all-encompassing Tibetan culture. Since the founding of the People's Republic of China, the spiritual connotations embodied in the creation of Tibetan-themed films and televisions have mirrored the basic context of socialist core values in all periods of China's development. This article divides the construction of the socialist core values of contemporary Tibetan-themed film and television creation in the context of globalization into four parts according to the timeline, and briefly analyzes the value concepts and the artistic expression of film and television creation that are compatible with contemporary society at each stage.

1. The Initial Construction of the Socialist Core Values of Tibetan-themed Film and Television Creation (1949-1992)

1.1 The Creative Background of Tibetan-themed Films and Televisions During the Initial Construction of the Socialist Core Values

After the founding of the People's Republic of China, the domestic and international situation was still very unstable, and other countries' exploration of Tibetan areas has never stopped. On the surface, it is curiosity and longing for the nature and traditional cultural characteristics of Tibetan areas, but there are also some political purposes hidden in the depths, hoping to infiltrate the Tibetans. The advantages of easy-to-understand and humorous film and television works have made Tibetan-themed film and television creations invisibly an impetus for maintaining ideological unity, promoting national unity, and accelerating the formation of a sense of community, so as to achieve the establishment of national political authority, promote national policies, and consolidate national awareness. This is one of the important ways to maintain national security and unity. While film and television creation is influenced by contemporary politics, economy, culture, and ideology, it also leads the establishment of correct values. This period is the initial stage of the establishment of the core values of socialism, from the old value concept to the new socialist values.

1.2 In Tibetan-themed Film and Television Works, Promote the Main Line of the Country

In 1953, China's first true Tibetan film, "Golden and Silver Beach" was officially released. In the film, The county government of New China in the film does practical things for the Tibetans, which promoted the peaceful reunification of the two places within the Tibetans. In 1978, the Third Plenary Session of the Eleventh Central Committee made socialist modernization the top priority of the work of the whole party. At this time, film and television productions with Tibetan themes began to lean towards the mainstream values of socialism with Chinese characteristics in order to be able to better publicize political propositions. "Serf" released in 1963 has a strong imprint of the times and a strong national ideology. Tibet was under serfdom for a long time. The serf population accounted for a huge proportion of the total population. The living conditions of the serfs were poor, and their bodies and minds were devastated. All the actors in the film are Tibetans, and Qiangpa's

actor Wangdui is from a serf family. He has a good understanding and control of the role. It is matched with songs sung by Tibetan singer Zhuo Ma. The emotional experience and emotional empathy, crying and laughing along with the character's emotional line. The ending of this Tibetan-themed film and television work was very successful. With the help of the People's Liberation Army, the serfs regained their freedom.

In addition, the film and television works of the same period include "Eagle in the Storm", "Relentless Lover", "Jinsha Riverside" and "Red River Valley", etc. By portraying positive images of the heroes of the Red Army, the Tibetan people and the new Chinese government on the screen. It showed the audience a Tibetan who aspires to freedom and equality, a Tibetan belonging to the Chinese nation, and a hospitable Tibetan. Carry forward the main line of the reunification of the motherland.

2. The Formation Stage of the Socialist Core Values of Tibetan-themed Film and Television Creation (1992-2002)

2.1 The Formation Stage of the Socialist Core, the Background of Domestic Tibetan Film and Television Creation

In 1992, Deng Xiaoping's southern speech expounded the essence of socialism and deepened our party's understanding of socialism. At the same time, he proposed that "plans and markets are both economic means" and established the theory of socialist market economy, which greatly accelerated the society. In 2002, the establishment of the basic framework of the socialist market economic system was the icing on the cake for socialist socialism. In the same year, the important thinking of "Three Represents" put forward by Comrade Jiang Zemin not only represents the ideological consciousness of the country's ruling party, but also represents the gradual satisfaction of the basic conditions for the formation of socialist core values.

2.2 The Process of Globalization is Accelerating, and the Creation of Tibetan-themed Films and Televisions Brings Forth the New

Reform and opening up is a critical moment that determines the fate of contemporary China, greatly increasing exchanges with other countries. From an economic point of view, it has strongly promoted the development of China's economy and greatly improved the people's living standards; from an institutional point of view, it has promoted the self-improvement and perfection of China's socialist system and injected fresh power into the development of socialism. "A Hundred Flowers" and "A Hundred Schools of Contending" return all the autonomy of creation to the Tibetan-themed film and television artists. At this stage, the domestic Tibetan-themed works have gradually reduced their political factors, and emphasized the depiction of humanistic feelings, while integrating them Excellent creative thinking and creative methods abroad. Tibetan-themed film and television creations deeply explore the excellent culture of the nation, and express the identity of the national culture and the beauty, richness and harmony of the Tibetan area with brand-new ways of carrying forward the past.

During this period, with the rapid economic development and rapid cultural innovation, the thinking of the Chinese people gradually became open and active. Under the background of "bringing in" and "going out" of reform and opening up, the creation of Tibetan-themed film and television not only updated the production level and method. He created popular Tibetan film and television works such as "Yixizhuo", "Looking at Charila" and "Tibetan baby with Buddha beads". The Tibetan-themed film and television creations of this period promoted the core values of socialism, and at the same time presented the simple folk customs of the Tibetan people in the eyes of the public, It expresses the country's overall prosperity, creative environment, social environment civilization, national environment harmony, and the background of the times.

3. The Development Stage of the Socialist Core Values of the Tibetan-themed FILM and Television Creation (2002-2012)

3.1 Inherit and Carry Forward the Ideological Essence of Traditional Socialist Culture with Chinese Characteristics

The historical period from 2002 to 2012 was a period when socialism with Chinese characteristics continued to advance. Various forms of artistic expression of socialist core values also appeared in Tibetan-themed film and television works. In November 2002, the 16th National Congress of the Communist Party of China, for the first time, will establish a well-off society in an all-round way before 2020 as the goal of the party and the country at this stage. Building a moderately prosperous society in an all-round way satisfies China's national conditions and conforms to the wishes of the Chinese people. It is a key step towards the great rejuvenation of the Chinese nation and a guide for the struggle of the Communist Party of China and the people of all ethnic groups throughout the country. In March 2006, China proposed to establish a socialist concept of honor and disgrace with the eight honors and eight humiliations as the main content. Inheriting the traditional virtues of the Chinese nation, promoting the growing prosperity of our country's cultural undertakings, is even more powerful for the development of advanced socialist culture. Plays a clear direction, the function of social value orientation. Firmly establishing the socialist concept of honor and disgrace to invigorate the spirit, gather strength, and form a good atmosphere, provide moral guarantee and cultural support for building a socialist harmonious society, and is of great significance to the future establishment of socialist core values.

In October 2011, the Sixth Plenary Session of the Seventeenth Central Committee was held, establishing that the socialist core value system is the soul of rejuvenating the country. Adhering to the socialist core value system is an inevitable requirement for enhancing cultural self-confidence and enhancing the country's cultural soft power. Excellent Tibetan-themed film and television works can be fascinated and naturally enhance people's recognition and implementation of the core socialist values. During this period, China's socialist core values have gradually matured.

3.2 The Artistic Expression of Socialist Core Values in Tibetan-themed film and Television Works

In 2004 , "Kekexili" directed by Lu Chuan described the real life of Tibetans in a realistic style. The focus is on human nature, and it reflects the Tibetan spirit of being willing to contribute to the individual for the people, for the society, and for the greater self. This perfectly fits with the socialist core value system at that time. During this period, films that highly reflected the core values of socialism such as "Looking for Wisdom", "Old Dog", and "Thangka" appeared. Local Tibetan film and television talents also emerged at this time. Local directors such as Wan Ma Caidan and Ren qingzhuoma created excellent Tibetan film and television works such as "Silent Mani stone" and "Driver and Lama".The individual reflects the worries of the entire nation and adds more artistic language. At the same time, at this stage, the diversity of Tibetan-themed film and television creations has also expanded further, and the core socialist values are coordinated with each other and in the same direction. The country is prosperous and the nation is rejuvenated. The people have no worries about material things, food and clothing, and ideologically eclectic. They have truly paid attention to the soul of Tibetan movies, which has caused the sympathy of countless people in the country for a while.

The movie "Tea Lai" released in 2006, as a child-themed movie, has a lively and easy-to-understand format. The protagonist in the film, the young girl, Yang Jin, overcomes numerous difficulties and embarks on a journey of searching for dreams with hard work, hard work, and advocating science. In the end, she was admitted to Beijing Tibet Middle School as the champion. The beautiful qualities of the protagonist in the film inherit and carry forward the excellent cultural traditions of the Chinese nation. This Tibetan-themed film and television work embodies and promotes the beautiful qualities of the core socialist values, and at the same time embodies the guiding role of correct values. Only by establishing a correct concept of honor and

disgrace, being strict with oneself, magnanimous and honest, distinguishing right and wrong, and putting an end to it. Only by reversing black and white, wild tune and arrogance, and arrogance, can China's socialism and ethnic culture in Tibetan areas flourish.

4. The Stage of Establishing the Socialist Core Values of Tibetan-themed Film and Television Creation (2012- present)

4.1 The Role of the Core Values of Socialism with Chinese Characteristics in the Development of Tibetan Film and Television Creation

November 2012, 18th CCP's "three representatives" and 2014 sixth national unity and national awards ceremony, two meetings are conducive to the growth of the Tibetan region. Ethnic regions need to continuously enhance their development capabilities, improve their self-development level, and focus on the superior industries in the region, so as to promote the stable and rapid development of cultural industries. The strong support of national policies and the rapid development of society have allowed Tibetan films to be created in a warmer, more attractive, and more in line with the core values of socialism. It is worth mentioning that the local directors organized their own independent creative team through Tibetan film and television works to show the emotions of Tibetans and the natural scenery of Tibetan areas in a novel and unique style. For example, Wanma Caidan's "Colorful Arrows", from the perspective of the local people, shows that the Tibetan people in the new era inherit and carry forward the unique national culture of the Tibetans. Feel the endless story of national spirit and soul from the colors in the grotto. The local arrow culture is fully displayed, with bows and arrows as the starting point, the display of the natural scenery of Jianzha County, the passionate Tibetan folklore, and the ancient and mysterious Tibetan culture.

In October 2017, Xi Jinping pointed out in the report of the 19th CPC National Congress "that the core values of socialism are the concentrated expression of the spirit of contemporary China, condensing the common value pursuit of all people." [1] This year is also regarded as a landmark year for Tibetan-themed movies to have a certain influence in China, and it has also attracted film and television directors from across the Taiwan Straits and three places to gradually come into contact with the production of Tibetan movies, Tibetan tribal-style film and television works have sprung up one by one. "Kang Rinpoche", "Eight Thousand Miles", "Golden Pearl Mami" and other well-known excellent movies have been released one after another. Tibetan-themed film and television creations have gradually begun to output values from the spiritual and soul levels such as pilgrimage and Buddha exposure [2].

4.2 The Core Values of Socialism with Chinese Characteristics and Tibetan-themed Film and Television Works Complement Each Other

In 2018, the state issued the "Opinions on Comprehensively, Deeply and Enduringly Carrying out the Work of Building National Unity and Progress to Cultivate the Consciousness of the Chinese Nation Community", further aligning national unity with the core values of socialism. This year, director Wanma Caidan's film and television work "Bumped and Killed a Sheep" was a blockbuster and won a prestigious award for the director and scriptwriter. The story is about in the inaccessible Hoh Xil no man's land [3]. The protagonist Jinba is a truck driver who accidentally killed a sheep while driving on the highway. After a difficult ideological struggle between good and evil, he made After making a decision, he took the sheep to the temple for super-duty. On the way to deliver the sheep, Jinba ran into a killer. After he was kindly sent to the destination, he went to the temple to give the sheep to the sheep, and then gave the sheep the highest level of treatment in the Tibetan belief-the sky burial. In the subsequent plot, Jinba learned the killer's true intentions and planned to persuade him [4]. At the end of the story, Jinba killed the killer's enemy through a dream, and the sheep that was hit to death was also redeemed through the sky burial. The whole movie has Tibetan characteristics, all stories are based on compassion, and dreams make reality idealized. The beautiful qualities of civilization, harmony, freedom, and friendliness in the film have run through countless drama conflicts, giving full play to the educational role of the core socialist values in civic

cognition, the guiding role of civic behavior, and the cohesive role of civic emotions. At the same time, it leads the creation and dissemination of Tibetan-themed film and television works, and integrates the core socialist values into all aspects of society and people's development. At this time, the Tibetan-themed film and television works have mutually promoted, supplemented each other and developed together with the core values of China's socialism, and they are in perfect harmony with each other[5].

4.3 Tibetan-themed Film and Television Works go to the World and Spread Contemporary Chinese Values

In today's world, how to make the domestic Tibetan-themed film and television creations adapt to the development of globalization, and promote each other and develop together with the core values of socialism with Chinese characteristics. In the context of globalization, contemporary Tibetan-themed movies and televisions have been created in a style of socialism with Chinese characteristics and are self-contained. This is also a problem that this article studies and discusses. The global outbreak of the epidemic has greatly affected human communication, entertainment, and behavior habits. It is necessary to consider the high-quality output of the country's culture and the efficient dissemination of China's Tibetan-themed film and television works in the context of the epidemic. In the future, Tibetan-themed film and television creations can rely on the cultural industry to innovate the way of expression in Tibetan-themed film and television creations, and at the same time use modern media technology, small video software and other platforms to broaden the dissemination channels of Tibetan-themed film and television works in the international field, and spread contemporary Chinese Value concept, at the same time, cultivate a team of Tibetan-themed film and television creative talents based on the core values of socialism with Chinese characteristics. Guided by the core values of socialism, we will promote the supply of high-quality Tibetan-themed film and television works, and enhance the influence and leadership of our national culture in the international community.

5. Conclusions

In the context of globalization, the creation and output of our national culture is both an opportunity and a challenge. Since the founding of the People's Republic of China, the country has vigorously developed its economy and increased productivity, which has provided solid material conditions for the creation of Tibetan-themed film and television. The overall national strength of our country and the cultural self-confidence of the people have also been continuously enhanced. It provides a good economic, technical and cultural foundation for the creation of excellent Tibetan-themed film and television works. The Tibetan film and television creation team used sufficient funds, advanced shooting equipment, independent design team, and mature post-production to produce popular Tibetan-themed film and television works. Carrying forward the main theme of the core values of socialism, the creation of Tibetan-themed film and television and the core values of socialism with Chinese characteristics have achieved each other.

The socialist core values are the spiritual tie that the party has led the Chinese Tibetan-themed film and television works to gradually mature and innovate. In the future, it will also lead the Tibetan-themed film and television works to the next stage in the development of the core values of socialism with Chinese characteristics. In the future development, we must consistently promote the great cause of socialism with Chinese characteristics. On this basis, we must once again explore the Tibetan culture, customs, and natural features. China's Tibetan-themed film and television works will gradually shine on the world stage, showing the cultural self-confidence and standards of a major country, and spreading our national culture and contemporary Chinese values.

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