

# The Value Orientation and Expression of Contemporary Literary Works under the Film and Television Literature

Li Min

Jiyuan Vocational and Technical College, Jiyuan, Henan, China

**Keywords:** film and television works; contemporary literary works; values

**Abstract:** From the connection between contemporary literary works and film and television literature, it is not difficult to find that both contemporary works and film and television literature have a development process, and with the background of information age, film and television literature is being greatly affected. . However, as an important carrier of literary works, film and television literature can promote plot setting, structure arrangement, character characterization and environment structure and expression in literary works, which can highlight the value orientation of contemporary literary works and promote Chinese film and television literature. The value orientation and expression of contemporary literary works play an important role.

## 1. Introduction

In recent years, with the rapid development of China's film market, and many works have achieved high achievements, such as “Mermaid” has made the highest box office record in the history of China's film with a box office of 3.4 billion, but he became the new box office in Chinese. Less than two years ago, the benchmark was surpassed by the 5.679 billion box office created by the movie “War Wolf 2” and became a new benchmark for Chinese-language films. It is also among the top 100 in the world box office, not only causing a wide range of global society. Concerns also provide a more international impact on the development of film in China. And for “War Wolf 2”, it achieved a win-win goal. For the major task of promoting socialist values, film and television works are only relatively simple and clear cultural propaganda, and contemporary literary works are literary works that can really inspire people and enrich people's connotations. An excellent literary work can not only create a more classic character, but also connect the story with the full text, and the literary works enrich the content of the literary works by combining more unique language with a relatively comprehensive narrative technique. Get up, thus enhancing the overall connotation of literary works. In general, the characters in the film and television literature are more vivid and vivid, and the overall story structure is relatively simple. The overall content framework is simple and clear, but the overall expression is also profound, so it is necessary to put excellent contemporary literature. Adapting to excellent film and television literature is not simple. How to more effectively clarify the value orientation and expression of contemporary literary works is the key to the development of the information age.

## 2. Development of film and television literature

Since 1992, the market economy has established its legitimacy in the national system. Since then, the commodity economy has fully entered people's lives. Under this situation, the overall pattern of the text and the relationship under different literary forms, literary production The way of circulation, evaluation, and even the way writers exist has changed significantly. In the current expansion of the mass media, consumer mass culture has gradually formed a new trend. With the development of the information age, film and television literature has gradually become an indispensable part of people's daily life. We can say that film and television literature is the product of the contemporary market economy. In today's rapidly evolving information age, people's material world and spiritual world have undergone tremendous changes, and people's aesthetic awareness and artistic needs are constantly improving. With the rapid development of the cultural industry,

people's demands for literature have gradually changed, and people hope to learn about literature quickly. Moreover, contemporary literature pays more attention to the combination with real life and conveys the inner feelings of contemporary people. With the continuous innovation of information technology, people gradually changed the literary reading mode of painful creation, and gradually changed into visual cultural enjoyment. As a new type of literary form, film and television literature can not only use the film and television media to express the image of the text, but also make it have more comprehensive artistic features, so that the audience can feel the more vivid image culture and can even inspire people. Aesthetic taste, gradually promote people's pursuit of literary culture.

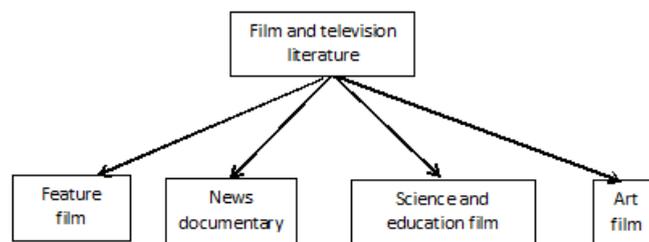


Figure 1 Basic types of film and television literature

### 3. Value orientation and expression of contemporary literary works under the film and television literature

#### 3.1 Characters in time and space networks

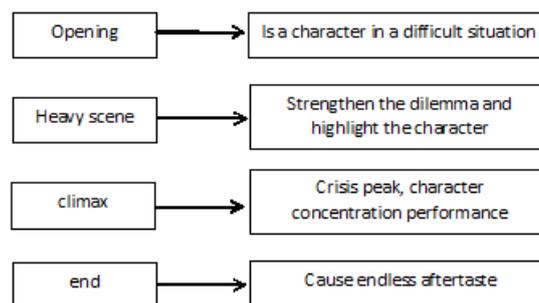


Figure 2 plot setting and character shaping

People of an era need to have the characteristics of the times, but also need to learn how to integrate with the new era and the heroic image combined with the spirit of the times. This is also an important aesthetic proposition that China needs to think carefully. For example, in the “Bullet Mark”, the Warrior Song is debauchery and stubborn and stubborn, but it is strong, thoughtful and creative, has shortcomings but also has advantages. People like this are often not well structured in film and television literature because of the need. In a short time, people should understand the specific characteristics of this character image. In “War Wolf 2”, it is through the Warrior Song to exaggerate the new character image of the cold front. The cold front fully demonstrated the characteristics of the heroic, hard, and loyal of the Warrior Song. Among them, the character of the cold front in “Wolf Wolf 2” is portrayed as a special soldier who has undergone rigorous training and is of high quality through film and television culture. The life of a free man, but because the fiancée Long Xiaoyun and the son of the dry son attacked and launched a series of explorations, the whole story was gradually drawn from this clue. The beginning of the story is not to say that it shoulders the responsibility of the country, so It is said that the cold front will appear to be very concerned about the relatives, and such a person's image can be better brought into the hearts of the audience. Because the cold front is a free civilian, fighting for family and love, but because of the coincidence, this battle gradually involves the country, but the background of the story is no assistance, which also shoulders the responsibility of constructing the role of cold front, only One person went to the danger zone, and he also shouldered the mission of a soldier. At the same time, he also shouldered the trust of the public officials in China, so that the storyline gradually merged

with the country, and the Chinese embassy and the five-star red flag often appeared in the film. , the August 1st military flag, Chinese passports, Chinese warships, etc., thus gradually sublimating the main body. In this way, the characters in the time and space network are not only the epitome of the characters of the Warrior Song, but also the image spokesperson of the socialist core values.

### 3.2 Time-space network of story setting

The main theme of the film needs to shoulder the important role of transmitting mainstream ideology and promoting the mainstream values of society. It is hard to get the audience's attention to the story of contemporary time and space. The construction of the story is an important part of the expression of characters and themes. How to better enter the audience into the storyline and make the audience have better recognition of the overall emotion. Feeling is the fundamental problem of building a better story carrier, and it is also a key issue in transforming contemporary literature into film and television literature. Because the time and space network represented by the previous stories will also be carried out around the audience, but the story is not given to the audience, such as “Mekong Action”, “Founding the Country”, “Red Sea Action”, etc., although it also expresses the Chinese military Great, praise the hero, but for the audience, the content involved in the storyline is still different from its own real life, and can not integrate its own feeling into the emotion of the story, so the audience for these films Literature is not so cold. The story of “War Wolf 2” can be said to be a relatively good case in China's film and television literature, because he did not use any of the stories to map to the film, but it still contrasts with the concept expressed in “Bullet Mark”, combined with the current international environment in China. The problems that have arisen, such as Sino-US relations, the situation in the South China Sea, etc., have occurred in some unfriendly incidents. It is precisely because of this social background that people are relatively more sensitive to the patriotic film and television literature. By combining the film with the background of the times, it can effectively enhance people's understanding of film and television literature, and at the same time be more acceptable to the public, so as to effectively enhance the practical effects of socialist core values in society.

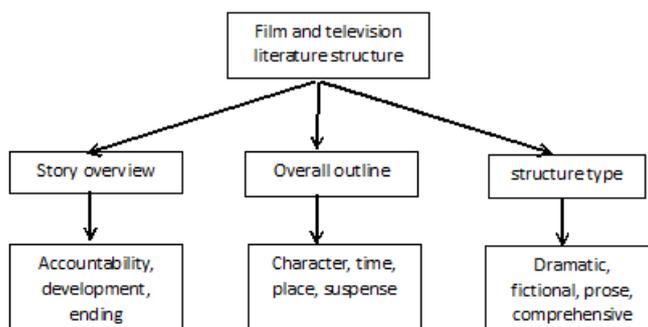


Figure 3: Film and television literature

### 3.3 Emotional time and space explosion points

(1) Combining the time and space of film and television to accumulate audience sentiment

“Bullet” mainly tells the story of a heroic and crazy experience experienced by a veteran in the border areas of China in peacetime. Although it happened 20 years ago, it also expressed the patriotism of safeguarding China's interests. In 2000, network technology was still not developed enough. At that time, the channels of information dissemination were mainly television and newspapers, and the more famous movie box office was just over 100 million yuan. So our patriotic feelings were still deep in our hearts. But not united. But nowadays, through more advanced information technology, it is very beneficial to convert contemporary literary works into film and television literature. In the current situation, the effect of “Wolf Wolf 2” is huge for everyone, even The creators are extremely shocked. But why is it that in the movie of so many patriotic feelings in China today, “War Wolf 2” has created an extremely important role, but what is the reason for this?

Why can we effectively exert such a strong appeal? First of all, through the relatively unique time and space of the film, the film works are not limited to the local area of China, but can extend the scope to the international scope, and integrate many things that appear in the world into the storyline, so that the plot content is relatively It is more in line with people's daily life and can effectively promote people's understanding of things in life. It is not difficult to find out that in "Wolf Wolf 2", we express the spirit of time and time and space by showing the realism of time and space and through the time and space of the film. It is more vivid in expressing our country's problems in real life, and it can express our country's solutions and attitudes to problems through film and television literature. In order to reflect our country's strength, we will continue to accumulate more difficult emotions for the audience and promote the audience. They think about the contemporary social environment and contemporary literary works.

#### (2) Audiovisual stimulation detonates the ignition point

The biggest difference between a film and a contemporary literary work is that the form of expression is different. The picture presented by the film directly affects the viewer's vision and hearing. This is also a common way for the audience to feel the world. Therefore, in the film and television literature, the audience's audio-visual rules are generally analyzed to find a regular method suitable for the audience to recognize the world, and the film is more likely to touch the audience's inner heart to understand and express their emotions than the contemporary literature.

In the climax of "Wolf Wolf 2", when all the fleets were evacuating, the Chinese fleet formed a sharp contrast with the direction of their navigation. At this time, the camera turned to the Chinese-owned factory, because the mercenaries were driving. When the tank broke into the wall, our citizens were brutally treated, and as the workers fled everywhere, they were brutally killed by the mercenaries, but they were unable to fight because they were suppressed by firepower, which directly prompted the audience to stimulate themselves. An angry mentality, but also need to endure tears, in this more depressed mood, the picture turned to the Chinese fleet, directly locked the target, and got the order of the superior, then the captain forced tears Let the strength of the whole body roar to: "Open fire!" Under this command, the enemy was directly hit by fire. At this moment, the patriotic enthusiasm of the audience was directly ignited, and the emotions in the heart were directly I was sent out, and I felt the excitement of my heart. At the same time, when people are still in a more excited mood, at the end of the film, the action of the cold front holding up the five-star red flag has moved a lot, and it has also promoted the enthusiasm of people's hearts, and then combined with the words appearing in the end of the film: Citizens of the People's Republic of China: When you are in danger overseas, don't give up! Remember, there is a strong motherland behind you!" This paragraph directly sublimates the theme of the film, simply combining the country with the individual, directly reflecting The personal patriotic feelings also reflect the important significance of the socialist core values.

#### 4. Summary

By combining film and television literature with contemporary literary works, it is possible to effectively promote the promotion of contemporary literary works and visualize them, thus effectively inspiring the meaning embodied in contemporary literary works. The value orientation and expression of contemporary literary works have a great relationship with the development of film and television literature, because today's film and television literature is a relatively popular way of literary communication, not only can more comprehensively express the content and significance of literary works, but also It can play the role of sublimation theme and provide basic guarantee for promoting the innovation and development of Chinese literature.

#### References

[1] Wang Nan. The Value Orientation and Expression of Contemporary Literary Works from the Perspective of Film and Television Literature[J]. Literary Education (I), 2019(05): 142-143.

- [2] Jiang Shuzhuo, Li Shi. The Development Process, Discourse Controversy and Value Orientation of Contemporary Mass Culture[J].Journal of Hangzhou Normal University(Social Science Edition), 2019,41(01):60-78.
- [3] Yu Zhong. Research on the relationship between film and television art figures and film and television art [J]. Art Science and Technology, 2018, 31 (09): 91.
- [4] Xu Jie. Critical Reflection on the Status Quo of Contemporary Literary Theory[J].Qinghai Social Sciences,2017(05):157-163.
- [5] Tan Zhuangman. The important role of literary language in film and television works [J]. TV Guide, 2017 (13): 18-19.