

A Study on the Influence of American TV Series on the Values of Chinese College Students

Shutao Zhou

College of Humanities and Social Sciences, Heilongjiang Bayi Agricultural University, Daqing 163319, China.

Abstract

As one of the most representative cultural product, American TV series have spread in China very quickly and are welcomed especially among college students. By watching American TV series, college students can learn about western culture and meet the positive functions of language learning. However, some implicit values in American TV series, such as material supremacy, sexual openness, personal heroism, can easily affect the formation of college students' values. From the aspects of marriage, consumption, occupation and communication, this paper analyzes the composition of college students' values, and probes into the specific influence and reasons of American TV series on Chinese college students' values, so as to provide basis for strengthening the education of college students' values.

Keywords

American TV series; College students; Values; Ideological and political education.

1. Introduction

Since the beginning of the new century, as people's demand for multiculturalism has become stronger and the cultural exchanges between China and the United States have been deepened, American TV series, as the most representative cultural product, have gradually spread in China. American TV series have the characteristics of long duration, wide influence and rooted in the Internet. By watching American TV series, the audience can understand the positive functions of Western culture and meet the needs of language learning. Therefore, the group of college students with strong acceptance and foreign language foundation and sufficient time has become the backbone of American TV series. Because college students are in the growth period of body and mind, their cultural discrimination ability is poor, and their values are highly malleable. American TV series are full of hidden values, such as material supremacy, sexual openness, personal heroism, adventure, struggle, autonomy, which easily affect the formation of college students' values. College students are good recipients of foreign cultural information, but this does not mean that they are also good analysts, judges and critics. The education of college students' values is an important part of college education. It should meet the needs of cultural evolution, the growth of college students themselves, and the need to integrate the socialist core value system into college education. Therefore, it is necessary to study the relationship between the spread of American TV series and the formation of college students' values in order to give full play to the advantages of college values education and resist the cultural invasion and negative influence of western cultures led by the United States on China.

2. The Composition of College Students' Values

The reason why we choose to study the influence of American TV series on Chinese college students' values from four aspects: marriage, consumption, occupation and communication is mainly because these needs are closely related to the daily life of college students and their future development, which

is also the main work of ideological and political education in colleges and universities. Generally, the main purpose of ideological and political education in colleges and universities for college students is to guide their values, and the main content is also carried out from the aspects of learning, communication, love, economy, employment and so on. For ordinary college students, they enter the university to engage in their on-campus learning activities, mainly in order to be able to find satisfactory jobs after graduation and engage in their ideal work to help realize their life values and ideals, so the growth, development and employment of college students are the most important issues that colleges and universities should pay attention to. This is also the main purpose of college students entering university. In addition, the ages of college students who are learning in universities are usually between 17 and 23 years old. At this stage, their bodies are in the mature period of hormone secretion. At this time, college students have a strong curiosity and desire for communication with the opposite sex. Their imagination and longing for love are extremely beautiful. This kind of beautiful yearning generally exists in college students, which is also the general physiological and psychological needs of college students. In addition to the needs of learning, growth and love, there are other problems around college students, such as economic poverty, daily consumption, interpersonal communication and so on. These problems are intertwined with each other in life, which constitute the situation of constant conflicts in their daily study and life. These are the problems that colleges and universities should focus on helping college students solve in ideological and political education.

With the birth and popularization of television and the rapid spread of information in the Internet age, TV series have become one of the main ways of college students' daily leisure and recreation. Various types of TV series in different regions have a great impact on the formation, shaping and change of college students' world outlook, values and outlook on life. As far as the educational function of TV series is concerned, this function has duality. On the one hand, TV series can play their own educational functions to a certain extent. By guiding college students, they can help them form an understanding of mainstream values. This kind of subtle education can become an important auxiliary way of ideological and political education in colleges and universities. On the other hand, the incorrect values and some plots in the TV series will also touch the dark side deep in the hearts of college students, causing their values to drift and corrupt, which is not conducive to their growth and personal development. This kind of adverse effect is particularly obvious in the process of college students watching American TV series, because American TV series represent American culture, and the capitalism, selfishness, freedom and openness (mainly sexual) and advanced consumption views emphasized in American culture have a negative impact on Chinese college students' values.

3. Dimensional Analysis of the Influence of American TV Series on Chinese College Students' Values

3.1 Love and Marriage Dimension

American TV series have a positive influence on Chinese college students' spouse selection criteria. In American TV series, there are more multiple views on spouse selection. These diverse views of spouse selection are in line with the current trend of social progress in China, which is also the fact that college students are able to pay more attention and tolerance to the various forms of marriage and love patterns such as "May-December romance", "cradle snatcher" in American TV series. American TV series have a negative impact on the love motivation of contemporary Chinese college students. In the current commercial era, especially in American TV series that are based on the pursuit of wealth and power, and in order to realize the profitability, American TV series often set some kitsch and ugly plots in the plot to cater to the audience's low taste, so as to create a high audience rating of the TV series. It is easy for these TV dramas to make college students have bad motives for love [1].

American TV series also have a negative influence on college students' marriage and ethics. American TV series are full of extramarital affairs, which can easily cause the audience to panic about

marriage. The related episodes of extramarital love in American TV series are staged one after another, which may lead to a certain degree of negative influence on the true emotions of the audience. In some American TV series, there are the relevant plots of male chauvinism culture causing harm to women, which will also cause secondary harm to women who are hurt by male chauvinism consciousness in real life.

3.2 Consumption Dimension

The fashionable things in American TV series have a stimulating effect on college students' consumption motivation. The hairstyles and costumes used by the protagonists in American TV series, their lifestyles, and their behavior and language in the series will all keep up with the current trends, and the related things that appear in popular TV series will usually quickly become the fashion of the whole society, which shows that the American TV series may stimulate the consumption motivation of college students.

American TV series have a negative influence on college students' propensity to consume. The impact of American TV series on the current consumption tendency of college students in China is mainly manifested in the fact that some students under the influence of TV series have produced blind irrational tendency to follow suit blindly and pursue brands too much. Among them, older and highly educated students are more affected.

3.3 Occupation and Communication Dimension

American TV series have a guiding effect on college students' career ideals. The large amount of experience and interpersonal skills in American TV series can help college students get inspiration from life or career selection, help them better plan their careers, and establish their career ideals. Professional American TV series usually take specific occupation as the theme and carry out background design for specific occupation, which is clear in theme and distinct in plot. American TV series have a positive impact on college students' professional behavior. The protagonists in the TV series have the flashing qualities recognized by the public, such as integrity, hardworking, and tenacity. These elements constitute the core connotation and tone of this kind of TV series. Some plot settings in them can make college students consciously correct their inappropriate professional behavior and help them avoid detours in their career.

American TV series have a negative impact on college students' career choices. Professional American TV series make up the glamorous and interesting professional characters, which will make those college students who have little social experience fail to fully realize the difficulties in the workplace and real life, and make them mistakenly think that they can deal with their future career as easily as the characters in the dramas.

American TV series have a negative impact on the purpose of college students' communication. Some American TV series are full of plots of conspiracy, scheming, and utilitarianism. Watching these plots obviously does not help the growth and development of college students. American TV series also have a negative impact on college students' communication attitudes. Because of the needs of the plots, the American TV series have designed the plots of fighting each other and fighting against evil with evil, so that the audience can't stop watching, but the college students who watch these TV series are bound to be negatively affected.

4. Discussion and Analysis

If you follow the "checklist" your paper will conform to the requirements of the publisher and facilitate a problem-free publication process.

4.1 Negative Influence of American TV Series on College Students' Love Motivation

4.1.1 Treating the Feelings between Men and Women with a Game Attitude

Unlike Korean TV series, which emphasize the loyalty and purity of love, American TV series tend to be more casual and fickle in love, which is mainly influenced by American culture's emphasis on

free and open values. In these American TV series, love and human body can be traded. In order to obtain power and money, the characters in the TV series can exchange their love or body. The TV series are full of indulgence and nudity, which is also the normal situation in the plots of American TV series. By shaping the characters in this way, the aesthetic value orientation revealed behind the characters is usually not in line with the Chinese tradition, and can not fundamentally purify the spirit and soul of college students, so the impact of American TV series on the love of college students is easy to make them degenerate and sink. We can often see from American TV series that some female characters hold a game attitude towards love, which is mainly reflected in the fact that the relevant plots and pictures of naked sex can be seen everywhere in American TV series, which is not conducive to showing the audience a higher aesthetic taste, but reduces the artistry of TV series, so that the ideological connotation of TV series no longer exists. This practice and prevalence of putting the joy of bed on the screen reflects the kitsch and vulgar mentality of the American TV series to cater to the market, which shows that the American TV series choose commercial interests under the pressure of the market, rather than the artistic aesthetics that the TV series should adhere to, which also reflects that some American TV series do not bear the social responsibility of purifying the screen [2].

4.1.2 Treating Love with a Utilitarian Attitude

The utilitarian view of love in American TV series is different from the traditional Chinese ethics of love and marriage, which also reflects the increasing materialism in the current society, resulting in the fact that women are more interested in pursuing material interests in love, which also reflects the fact that some American TV series can make college students produce anti-social moral psychology among college students.

4.1.3 Full of Naked Sex Displays

Some American TV series like to use naked sex shows as the selling points of TV series to win the attention of the public and get better ratings, but from the perspective of social impact, the display of these sex pictures may have a negative impact on college students' love motivation, and the impact may lead to uncontrollable sexual impulses among college students in their youth.

4.2 Stimulation of Fashion in American TV Series on Students' Consumption Motivation

For the group of college students in adolescence and youth, they will not inadvertently imitate the form, behavior and dress of idols in TV series, thus reflecting the fashion taste and personality characteristics they have in their growth process. Especially the American TV series that are closer to the actual lives of young people are more likely to be sought after by college students. In a sense, American TV series can not only bring enlightenment to college students' study and life, but also the consumption behavior of the protagonists can play an exemplary role in their behavior, causing students to follow[3], and the fashion products and consumption concepts in the TV series also attract great attention of college students, which are the impact of American TV series on college students at the fashion level.

American TV series usually reflect the current fashion trends as much as possible, including the hairstyles and costumes used by the protagonists, and their lifestyles, behaviors and language in the TV series will closely follow the current trend, and the related things of popular TV series will usually appear soon become the fashion of the whole society. Therefore, if college students watch a popular American TV series, they can know what is popular in American society at present, including what Americans wear, eat and play. This will unconsciously make college students who have seen the TV series imitate one after another, and at the same time, it will form a trend of discussing related topics among college students, which shows that American TV series may stimulate college students' consumption motivation.

4.3 Positive Influence of American TV Series on College Students' Professional Behavior

From the perspective of the influence of American TV series on college students' career ideals, the positive influence is greater than the negative influence. There are many excellent workplace TV series, which have been sought after by many college students in China. These dramas provide certain

experience and examples for the college students who are still in the universities to understand the careers and workplaces they will face in the future. A lot of life experience and interpersonal communication skills are embedded in these workplace American TV series, which helps college students get inspiration from life or career selection, help them better plan their careers, and establish their career ideals. At the same time, professional American TV series usually take specific occupations as the subject and background design. The theme is relatively clear, and the plot is also very clear. For example, the American TV series “ER” is a workplace TV series based on the occupation of medical personnel. This TV series is very standardized and strict in the expression of medical professional terms. The characters in it quote the medical records and use the related terms accurately, so that the audience can learn a lot of medical expertise and typical cases in the process of watching it. There are other dramas like “*Grey’s Anatomy*” and “*Boston Legal*”. These TV series can let the audience see the working environment of professionals in specific professions and their professionalism, and also help the audience deepen their understanding of relevant industry knowledge and background[4].

However, professional American TV series will also have some adverse influence on the establishment of college students’ career ideals. This influence is mainly reflected in the success science and thick black school spread in professional American TV series, which will make college students unconsciously follow in the future career. Some American TV series, in order to attract people’s attention, will highlight interpersonal fights, intrigues and tricks, and even show the dark scenes of the official arena and the hidden rules of the industry. These scheming cultures are fundamentally backward feudal cultures, which should be criticized and abandoned, rather than be enshrined as the “treasure” of workplace promotion. Such workplace skills that encourage people to break the rules and take opportunistic ways to succeed will greatly increase the operating cost of the whole society.

5. Conclusion

College students’ value education is an important part of college students’ ideological and political education, and the content contained in American TV series have a subtle influence on college students’ aesthetics, science, consumption, employment, etc. College students’ value education should meet the needs of cultural evolution, needs of college students’ own growth and the needs to integrate the socialist core value system into the whole process of college students’ ideological and political education. Therefore, it is necessary to realize the two-way effect of the content of American TV series on college students. It is essential to combine the social changes and the growth law of college students, enhance the cultural discrimination of college students from multiple levels and angles, and strengthen the pertinence and timeliness of college students’ values education.

Acknowledgments

This paper was supported by Heilongjiang Bayi Agricultural University Support Program for San Heng San Zong (RRCPY201810).

References

- [1] L.B Chen. The influence of TV dramas on the core values of college students and the guiding mechanism, China Radio & TV Academic Journal, Vol. 29 (2015), No. 3, p. 82-84.
- [2] W.B Meng, R.Q Gan. TV drama communication and guidance of mainstream social values, Young Journalist, Vol. 23 (2016), No. 29, p. 49-51.
- [3] W.B Meng. The promotion of mainstream values in the spread of TV dramas —Take the TV series “Shazhu” as an example, Young Journalist, Vol. 23 (2016), No. 32, p. 47-49.
- [4] M. Deng, C.W Chen. An empirical study of the influence of TV drama culture on contemporary college students’ communication values, Studies in Ideological Education, Vol. 22 (2015), No.1, p.62-65.