

# *A Study on the Coupling and Transformation of the Worship of University Movie Stars and Model Education ————— Take Shandong Province University Student Group as an Example*

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**Abstract:** With the development of the times, the phenomenon of college movie star worship has become more intense. It is of great significance to study the movie star worship of college students and to couple and transform it with role model education. This article will discuss the relationship between the two and analyze the phenomenon of college student movie star worship through questionnaire surveys and SPSS data, and analyze the impact of role model education coupling and transformation. Provide suggestions for college students' value guidance and ideological and political education.

## **1. Introduction**

### **1.1 Research background and significance**

Since the 1980s the world into a period of cultural development, integration, world culture into China, promoted the rise of the Chinese film and TV culture industry, movie star is one of the products of film and television cultural industry development, movie star has become the most representative icon symbols, by the vast number of teenagers. The worship of movie and television stars has a great influence on teenagers. Their words and actions are highly praised and imitated by teenagers, which deeply affects the shaping of their world outlook, outlook on life and values. Teenager's worship of the movie star is a double-edged sword, positive film stars worship is helpful to the healthy growth of teenagers, the values of mold and produce good quality with continuance, negative film stars worship may make teenagers astray, shape is not conducive to the correct values, and even cause irreparable consequences.

As a special group in the development of teenagers, college students' pursuit and worship of film and television stars has become a natural phenomenon. However, in recent years, teenagers' worship of film and television stars has become more blind and almost crazy. Because of different opinions with the students on the movie stars, they fought with each other and were both hospitalized. Even the well-known let the father sell the kidney to chase the star of the Zhou classmate incident.....

Therefore, it has its own urgency and practical significance to study the phenomenon of college students' movie star worship. It is of far-reaching significance to combine college students' movie star worship and model education, to conduct coupling and transformation, to turn negative influence into positive influence, and to continuously promote the healthy development of college students.

## 1.2 literature review at home and abroad

There are many researches on model education and idol worship in domestic and foreign literatures, but there are few literatures focusing on the worship of movie stars.

There are many researches on idol worship in China, but there are still few researches on the worship of movie stars. Among them, the psychologist Yue Xiaodong's research is the most in-depth and comprehensive. He has carried out a series of specific researches on the youth idol worship since the beginning of this century, mainly involving the influence of youth idol worship, emotional needs, the status quo of model learning and other aspects, and has achieved fruitful results. In the book "I am your fan", it dialectically analyzes the positive and negative effects of idol worship, creatively conceives the educational model of "model one idol", and discusses the mutual integration of idol and role model to promote the relationship between them. Which Li Qijun doctoral thesis "the film and television star: special symbol" more representative, based on the perspective of symbolic to study film and TV stars, refreshing, and combed the different s from the last century to the present domestic and foreign film and TV stars of the status quo and present different state, represented by the "symbol", present different effects and so on, for the writing of this article provides the reference; Domestic research on model education more, example education to carry forward the contemporary values, has a very important role in shaping personality, professor Peng Zuhuai "model theory" and Jiang from Zhao Hui's "model under the horizon of harmonious society and the study of idol is a book that systematically introduces the essence of the example education first, the view has very important reference value.

Foreign literature on film and television stars is even less, the focus of research is not much, and there is no standard English vocabulary to define, but the literature on model education is relatively more, and affirmed the role of model education, that people can play a good role in education through their own behavior, words and deeds. The most outstanding achievement of foreign scholars in the study of idol worship is the sociologist Emanuel. According to the different reasons of American youth idol worship, he established two types of American youth idol worship: "romantic attachment" and "recognition attachment". Fromm sees idolatry as an attachment to the preeminent, but often overly idealistic, fantasy. On the other hand, Brown and Schultz argue that adolescents are in a period of cognitive maturity and transition, and they are eager to seek psychological identity while deeply influenced by their peers. Thus, idolatry becomes a subculture of their psychological cognition, in large part because they are eager to distinguish themselves from adult culture. Foreign scholars also have a profound study on model education in psychology. Led by the famous psychologist Bandura, his theory of observational learning discusses the model education theory that people learn by observing others' words and deeds, react directly after being stimulated or imitate others.

However, as a noun born with the development of film and television industry in the last century, film and television star has no specific English term as a definition, and "film and television" as a key word is searched on the main website, showing only one foreign literature.

## 2. Theoretical support

Based on the research on the worship of film and television stars at home and abroad, this paper

defines the worship of film and television stars, which refers to the phenomenon that the appearance, words and behaviors of actors engaged in the film and television industry who have achieved certain achievements in performing arts and have a high influence on the audience are excessively sought after and then imitated. Film and television stars are accompanied by the development of film and television industry, so understand film and television stars to understand film and television industry. Film and television is the general name of film art and television art, with copy, tape, film, memory and so on as the carrier, screen, screen projection for the purpose of visual and auditory comprehensive appreciation of the art form, is a comprehensive form of modern art, including movies, TV dramas, programs, animation and other content. In a broad sense, it not only includes films, TV dramas, but also animation, etc., because of its use of modern technology, the integration of photography, acoustics, optics and other categories, broaden and innovate the means of artistic expression, making the form of artistic expression more three-dimensional, vivid, rich and powerful. As an important branch of cultural industry, film and television industry is an industry that includes and commercializes films and TV dramas. Film and television stars, on the other hand, are actors engaged in film and television performances who have achieved certain achievements in performing arts and are highly influential among the audience. They are well known by the audience through their film and television works and have commercial value, artistic value, publicity value, entertainment value and so on. It was born with the development of the western film industry, just like the commodity created by the market economy. After the reform and opening up with the introduction of Hong Kong and Taiwan stars and popular culture to the mainland and gradually in the domestic popularity. It can be said that the birth of Chinese film and television stars is relatively late. Film and television stars are generally divided into famous film and television stars, famous film and television stars, super film and television stars, and the grade of the film and television stars themselves, the popularity and status of the works cannot be separated. However, the popularity of film and television stars cannot be separated from the profound mass foundation. Only when audiences recognize and are willing to watch and like to watch the works of film and television stars can they have their vast market and living space. This must be distinguished from actors, who are more of a professional term. Extras, martial arts actors, and supporting actors can call themselves actors, even if they are not well known. Although film and television stars are also engaged in the performing arts, but as the name of the word "star", it is as bright as the stars shining in the sky, it is to stand out and attract attention, usually the leading role in the film and television works will be film and television stars. With the vigorous development of the film and television industry, film and television stars emerge in an endless stream, the public is happy to see the film and television stars' works, news, clothing, interviews, and so on, as the air in our daily life assimilation.

The role model education, because the role model represents a positive force, through the role model as a model, so as to inspire people, shape people's outlook on life, values, world view.

Movie star worship and model education are different and related. Model education and movie star worship are two different concepts, but careful study and careful thinking will find that there is a close relationship between the two. First of all, role models and idols have a lot in common. They are people who have a great influence on people, with the psychological effects of stimulation, guidance, mobilization, inspiration and so on. People can influence themselves by imitations of their role models or idols. According to scholar yue xiaodong, idols and role models are inseparable, but generally speaking, idols are just a transitional phenomenon in the self-development of teenagers, with dramatic and fantastical effects. Role models are more practical, realistic, and vicarious, with no particular relationship to age or sex. Correct understanding and dealing with the relationship between the two can play a role in promoting the ideological and political education of middle school students. On the one hand, model education plays a positive role in guiding the

worship of movie stars. Among middle school students, on the other hand, we should realize the movie star worship is the phenomenon of split in two, the admiration of excessive or inappropriate although will have a series of adverse consequences for middle school students' learning and life, but also can skillfully by star worship the power of innovation model form of education, advancing the actual effect of model of education, realize the reasonable overlap. Movie star worship is based on performing the role of film stars, extends to the film and television star appearance, demeanor, and the worship and imitation, affect college students' values and daily behavior, example education is based on an example template, specific quality learning model, which influence the development of college students' values and in the future; However, there are some similarities between the worship of movie stars and the education of role models. Both of them take one side as the model, bearing specific fine qualities, like words and deeds, gestures, and so on, so as to generate worship and imitate.

The education of movie stars and role models can be transformed in a certain degree and in a certain way. Since film stars and model education are based on a model as the carrier, the film stars can be example education aspects of the coupling and transformation to regulate the behavior of film stars, now many stars engaged in public welfare undertakings, as the voice of vulnerable groups, their words and deeds for fans in example, manifests the example, and many fans are also actively response to star quality study, to some extent film stars to model coupling and transformation of education.

### **3. Analysis of college students' worship of movie stars**

#### **3.1 Questionnaire design**

The questionnaire is divided into three parts. The first part is the basic information of college students who fill in the questionnaire. The second part is about the worship degree, time and way of movie stars. The third part is to investigate the form, degree and acceptance of model education, so as to analyze the influence of movie star worship on college students and the way of coupling and transformation of college students through model education.

#### **3.2 Data collection**

The questionnaire was distributed and recovered through the platform of "questionnaire star". Online filling method is adopted and put on social platforms such as "weibo", "QQ space", "QQ group" and "WeChat circle of friends". According to the survey, women accounted for 88.64% and men 11.36%. The age group is mainly from 17 to 22 years old, accounting for 28.4% of freshmen, 25.6% of sophomores, 23.2% of juniors and 22.8% of seniors. In this research, a total of 250 questionnaires were issued, 21 invalid questionnaires were eliminated, and 229 valid questionnaires were reserved. The effective recovery rate was 91.6%.

#### **3.3 Data analysis**

This paper collected the questionnaire and imported the data into IBM SPSS Statistics 26 for analysis and comparison. First, descriptive analysis is used to describe the basic information of the investigator. Then the reliability of the questionnaire is determined by reliability analysis. Further validity analysis and factor analysis were carried out. The last step was to illustrate the significant relationship between independent variables and dependent variables by regression analysis and to verify whether the research hypothesis was valid.

*Table 1 Your gender*

Effective		Frequency	percentage
	male	20	8.7
	The female	209	91.3
	A total of	229	100.0

Through descriptive analysis, it can be concluded that the number of women filling in the questionnaire is nine times higher than that of men, indicating that women are more inclined to worship movie stars in daily life.

The reliability analysis is used to determine whether the information in this questionnaire is reliable, whether the questions in the questionnaire have good correlation, and whether the information filled in by the respondents is reliable and contradictory. The analysis results are shown in table 2 below.

*Table 2 Reliability statistics*

Kronbach	coefficient terms
.878	19

Generally speaking, the reliability of the questionnaire is determined by the Cronbach coefficient (coefficient). If the coefficient is  $<0.7$ , it can be concluded that the reliability of the questionnaire is not reliable; if  $0.7 < \text{coefficient} < 0.8$ , it can be concluded that the questionnaire has certain reliability; if the coefficient is  $>0.8$ , it can be concluded that the reliability of the questionnaire is very reliable. The reliability of this questionnaire is 0.878, which indicates that the reliability of this questionnaire is very reliable and can be further studied.

In the questionnaire, 86.5% of the students think it is normal to "skip classes to chase after stars", which indicates that the students have not set a good value orientation. 77.7% of the students thought that "it is happy to spend all the money on movie and TV stars", while only 13% thought that "we should spend money rationally and use it for other purposes". This shows that students are increasingly irrational and blind in chasing movie and TV stars and need to give reasonable guidance. 53.2% of the students chose the option of "if you have a choice, you want to be a star," which indicates that some students are now pursuing movie and television stars, which has affected their career choice. When having a further talk, the students think that it is a dream to be a star with easy money, fame, status and fans. 80% of the students think that "the movie stars they like are perfect and they want to be like movie stars", which means that students can better realize the educational role of movie stars by following the example of movie stars and taking the movie stars as the entrance.

Through questionnaire survey and data analysis, this paper reveals the drawbacks of college students' movie star worship, and increasingly affects college students' values and career choices. Therefore, coupling and transforming college students' movie star worship through model education is of great research and practical significance.

#### 4. The way of coupling and transforming college students' movie star worship with model education

The coupling of model education and the transformation of college students' movie star worship are mainly carried out through the following four ways:

Schools to create a good atmosphere, actively carry out model education. Campus culture is a special group culture, and the group of middle school students is the main body deeply influenced by the campus culture. Having a high-quality movie star to worship as an idol, as a role model to learn, can form a group effect, and shape a good campus atmosphere. A lot of middle school students worship movie stars from the side of the students, friends, by its influence and the impact of their own, through an individual accumulation, the final form of class, influence the school spirit. Schools can publicize film and television stars with positive influence in campus broadcasting, campus entertainment activities, class blackboard newspaper and other activities, analyze their role models, guide middle school students to internalize excellent quality into their own spiritual power, and reverse the trend of blind following and negative decadence in the worship of film and television stars. There are no students who can't teach well, only teachers who can't teach. As long as all parties in the school use the right methods, we can surely solve the problems of study, psychology, morality and other aspects in the worship of movie stars among middle school students, and create a positive cultural environment of campus model. Schools can play its role in propaganda, propaganda model with good quality, positive enterprising in case propaganda, subject education, into campus report model for example, for example education campus custom, so that the students are exposed to learn, not advocate make track for a star of the group in the school at the same time, reasonable education students make track for a star, for individual blindly make track for a star impact study, spend money, give a separate conversation with education, guide the students to form correct values; At the same time, what the school educators should do is to have a full and comprehensive understanding of the movie stars so as to guide the middle school students to treat the movie stars correctly.

Educators actively guide, film and television stars practice. School education workers by conducting lectures, class meeting, example activities, such as form, undertake to the student ideological education, to avoid excessive students make track for a star, and the loss of money, as well as high quality film and TV stars as an example, promote the students to learn them does not fear endures hardship, reasonable planning time, concerned about the commonweal and dedication to quality, guide students to learn from the example, promote the healthy growth of students. Such as movie star arrival, for example, after the car accident appearance is impaired, but did not recover, but a positive boost, that being not abandon not give up the spirit of hone, finally by the exquisite acting conquered the audience, and their arrival has been physically, committed to public welfare undertakings, and provides a lot of children with learning opportunities, at the same time their arrival and keep reminding fans rational make track for a star, don't spend too much time and effort, especially fans of advice students with academic, still have a lot of excellent film stars like a brief, as long as actively promote their example, guide the university students' value orientation, It will surely promote the healthy development of students.

College students give full play to their subjective initiative and insist on self-education. Pedagogue is the subject of education, college students as a special group, to continuously improve their self-consciousness, self-discipline, learn to distinguish right from wrong, actively promoting model to quality icon, the school learning, have reasonable learning and career planning, only college students give full play to the subjective active, consciously imitating, learning, self education, can we truly achieve the real purpose of education, college students through continuous self education, growth, the country's talents for the society.

The government imposes restrictions on movie stars to ensure their quality. Government want to take the initiative to play their part, set the terms of the corresponding regulations, standardize the behavior of film and television star, to have a bad effect, virtue unprepared, speech, not the film star give corresponding punishment, to avoid bad impact for college students through shape, only let smashing film stars active on the market, can give students establish good learning model.

## 5. Conclusion

The development of economy and culture, will inevitably produce new things, contemporary, for a variety of frenzy of star has become college students a kind of common phenomenon at this stage, film and television star, as the representative of the idol symbol on college students' behavior and thoughts have important influence, worship of excessive and disordered sex can lead to the development of college students' physical and mental imbalance, but also brings the huge challenge to the traditional model of education and the impact, the emergence of film stars, based on the college students' excessive worship phenomenon of film stars for introduction, explains the film and television star worship and the theoretical foundation of the example education, Further through the form of questionnaire survey and data analysis to obtain the degree of college students' movie star worship and the necessity of model education, finally give the way of coupling and transforming college students' movie star worship by model education, so as to provide the corresponding reference for political educators.

In recent years, there have been more studies on the relationship between model education and idol worship, because the phenomenon of idol worship among college students has been rampant, which has attracted great attention from the party and the country. The youth is the hope of the motherland, is the main body of education, and is the builder of the society and the successor. Finding problems in students' life and guiding them with the traditional example culture is conducive to promoting the education of traditional culture, as well as close to the life of middle school students and helping them grow up healthily. However, the author has a weak academic foundation and a lack of practical experience in middle school. Most of the understanding and research on model education, college students and film and television stars are from books borrowed and literature materials on the Internet. Therefore, many researches are not in-depth enough and there are many deficiencies. It is of practical significance and educational value to study the movie star worship and guidance of middle school students under the model education, and it also reflects the people-oriented educational purpose and the core connotation of quality education in China. The author makes every effort to make further investigation in the future study, sort out the ideas, and further strengthen the innovation research of relevant countermeasures.

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