

Research on Social Science Popularization among Chinese Teenagers

Based on Comic and Animation

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Abstract: In recent years, the advantage of using animation to popularize social science has attracted more and more attention. In addition, adolescents' cultural knowledge of the social sciences is generally lacking. Compared with foreign countries, there are still many shortcomings in China's use of animation to popularize social science. This paper mainly uses literature research methods, survey methods and other methods to demonstrate the progress of adolescents in the use of animation to popularize social science from the following three perspectives. The first is to analyze the current situation and existing problems of the popularization of Chinese animation social science; the second is to clarify the practicality of popularization of animation social science; the third is to investigate the acceptance of popular education by young people.

Key words: social science popularization, animation, teenager

1. Introduction

This paper firstly reviews the current situation of the popularization of animation social science through literature research methods, and investigates the views of 468 young people on the popularization method of social science through questionnaire survey. Further analysis of the significance, existing problems and corresponding problems of the popularization of animation social science. Solution

2. Research on The Current Status of Animation Social Science Popularization

2.1 Status of Foreign Research

Japan, Europe and the United States and other countries in the animation social science popularization work is relatively mature. Panagiotis Piliouras et al. believe that "as the animation technique presents strong expressional potential and currently has many applications in the field of educational multimedia" (Panagiotis Piliouras, Spyros Siakas, Fanny Seroglou, 2011). "Pictures and cartoons are important tools for raising public awareness of the Earth's heritage, natural resources and sustainable development (C. Lansigu, V. Bosse-Lansigu, F. LeHebel, 2011). Moreover, in 1997, the American Disney animated feature film "The Hunchback of Notre Dame" interpreted the novel of the same name "Notre-Dame de Paris" in the form of anime; "Wild Kratts" as a high-profile PBS program on the US public television station, in 3 years. The time has been translated into 21 languages and broadcast in more than 181 countries. Japan's "Rurouni Kenshin" popularized the history of Meiji

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Restoration in Japan by means of anime narrative. The game “Assassin’s Creed” brings a deep sense of substitution to the players by cleverly interspersing important historical figures and historical events in the mission. In 2018, “Cells at Work” swept through China, attracting a huge number of fans.

2.2 Status of Domestic Research

In 1961, the cartoon “Little Tadpoles Looking for Mom” was released from Qi Baishi. Aired in 1995, Haier Brothers, the cartoon conveyed scientific and human knowledge by describing the adventures of Haier Brothers. In 1999, “Journey to the West” was released on CCTV, telling the story of Tang Yin and his apprentices. “With their vivid image and other characteristics, these works have reduced the public’s difficulty in understanding scientific knowledge, shortened the distance between the public and scientific knowledge, and improved the effect of scientific knowledge.” (Jiang Rui, Huang Daojun, 2012). The entertainment and educational characteristics of animation determine the increasingly important role and role of animation in science education. The entertainment and educational features of animation determine the increasingly important role and role of animation in science education. As Chen Hongli said: “With its wonderful content, profound implication and excellent production, anime conforms to the aesthetic pursuit of juvenile aestheticism, conforms to the fast food culture of the reading picture era, and caters to the illusion and reality of new human beings. Rebelliousness, coupled with the promotion of commercial hype, has made it popular among adolescents (Chen Hongli, 2008).” This also allows people to see the recognition of Chinese scholars on the popularization of animation social science.

2.3 The Current Situation of the Spread of Animation and Social Science among Adolescents

In this survey, although nearly 90% of the respondents liked popular science works, only 18.16% of the respondents learned about the popularity of social science through animation, and the overall proportion is too low. Their main source of knowledge is through traditional means such as television programs, reflecting that the popularization methods of social science in China are still too old and the mode of transmission is single.

3. The Existing Problems and Shortcomings in the Popularization of Animation and Social Sciences

Although the popularization of animation and social sciences caters to the preferences of young people, it can better inherit traditional culture. But the problems that exist in it cannot be ignored

3.1 The Content of Popular Social Science Popularization Works is Low Overall, and Young People Pay Less Attention.

70.09% of the respondents believe that the content of popular science books is low, young, and young people pay less attention. 71.89% of college students have the most opinions. “From the level of consumption, young children are purely ornamental entertainment. Young people and adults who truly appreciate and judge and have the power of consumption.” (Cao Ying, Song Chunyao, Lu Dandan, 2017). For example, the “Beva Children’s Song” series of anime, “Avian Flu Quartet” and other attention to the children’s level, at the juvenile level and involved. As of 2017, the number of binary elements in China has reached 300 million, most of which have anime reading ability. This group is the focus of the popularization of social science culture.

3.2 The Popular Social Science Popularization Works Are Too Heavy and Boring

52.14% of the respondents said that the popular social science popularization works are too heavy and boring. The existing animation social science popularization content is too dogmatic, which leads to the work being too

blunt. Andy Weir, the author of the sci-fi movie “The Martian” said: “If you want to tell someone a lengthy scientific statement, you have to add some jokes to break this argument. People want to continue reading, but they must also remember the information to be transmitted.” Popular works focus on science itself, entertainment and storytelling are indispensable, so that we can entertain and educate and fully attract the attention of young people. This is the key.

3.3 The Popular Social Science Popularization Works are Vulgar and of Poor Quality.

20.3% of respondents believe that the content of popular science propaganda works is vulgar. As a consumer product, animation has delighted the audience to a certain extent. But anime is also a work of art. The creators cannot blindly cater to the unhealthy psychology of some viewers, smashing historical celebrities and tampering with historical facts. In the same way, investors have the case of the Fifty Money Special Effects works such as the animated version of The Story of Lei Feng (Figure 1) for the strongest and higher profit margin.



Figure 1 Animated version of “Lei Feng’s Story”

3.4 Inadequate Publicity of Popular Animation Social Science Works

According to the survey data, 81.84% of the respondents did not obtain social science knowledge through animation. 15.38% of the youth received social science popularization through lectures and exhibitions; 23.5% of young people read paper books and other paper books; 34.62% of people watched TV movies. Among these people, middle school students have the largest proportion of knowledge gained through animation, which is also in line with their cultural environment and interests. For young people, these three communication methods are too boring and difficult to stimulate their interest in learning. The proportion of social science knowledge by watching animations and comics is only 18.16%. Juvenile comics often have narrow publishing channels, focus on paper comics and online comics, and are less likely to enter the field of film and television communication, so it is difficult to form a larger influence. However, there is a lack of interactive communication and insufficient promotion funds.

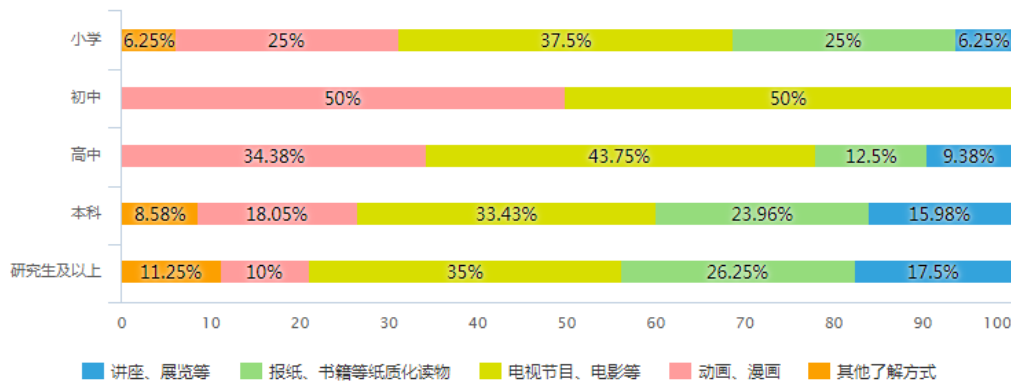


Figure 2 Understanding the Popular Knowledge of Social Science in All Grades

4. The Application Strategy for the Creation of Popular Social Science Works

How to better use the animation form in the popularization of social science, which requires us to better develop some programs. It can be elaborated from the perspective of creation, propaganda, and government support.

4.1 The Creation of the Work

First of all, creative attention to the traditional Chinese culture. Ethnic identity is an important means of bringing viewers closer to the audience. This is also the purpose of publicity for the national community. According to Journey to the West, the 3D animated film “Monkey King: Hero Is Back” won a box office of 956 million. This work is a good example of the ancient Chang’an environment in China, and also vividly introduces the shadow play, puppet show and Kunqu opera. “Big Fish & Begonia” cites the legends of “A Happy Excursion” and “The Classic of Mountains and Rivers”, allowing people to understand relevant cultural knowledge while watching and increasing people’s cultural identity. Second, clarify audience needs. For example, the survey shows that 74.26% of college students like to read humorous and interesting science works, and 60.65% of college students like to watch social science works with inspiring struggle animation. Therefore, we need to pay attention to different ways and psychological needs at different age levels. Only by fully mobilizing the enthusiasm of the audience can we be considered a good work. For example, “Year Hare Affair” Lin Chao uses comics to tell the history of the country. Because of the humorous story, the theme Sunshine is actively loved by the audience. Finally, we reject the five-dollar special effects and pursue high-quality animation works to achieve excellence.

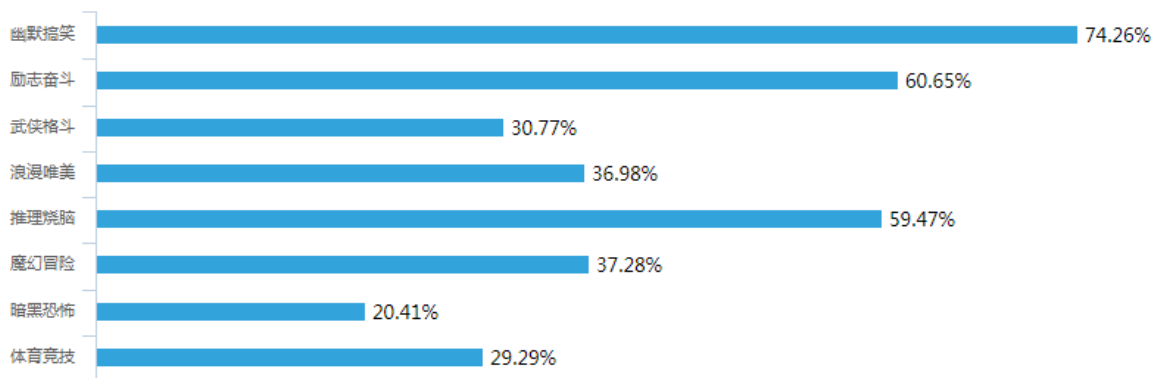


Figure 3 Types of Popular Social Science Popular Works That Undergraduates Like

4.2 The Propaganda of The Work

First, the accuracy of information science and animated social sciences is the first standard. The popularization of social sciences is a very rigorous task, and information should be provided scientifically and accurately in the process of disseminating knowledge. You can't change the exact information at any time, you can talk about it. Second, "the social science popularizes people's world outlook, outlook on life, and the formation of values", requiring animation social science work to focus on pertinence, institutionality, and regularity, and promote normal work. Third, try to use the Internet for publicity. Implement paid promotion on search engines, get better rankings on search engine results pages, and bring more and better traffic. For example, when Xuanji Technology promoted "The Legend of Qin", it put the film on the website of the Flash Empire, and signed a genuine cooperation plan for video content with the download engine service provider Thunder, online viewing platform UUSee, PPLive and Sina Video. Constantly open up channels of communication in various fields to strive for the largest and most intensive exposure¹. Fourth, with the creation and dissemination of emerging small videos. For example, vibrato, volcano videos and other applications have been promoted. Finally, the offline experience activities are carried out, and T-shirts such as small gifts with logos and badges are presented to achieve the purpose of publicity.

4.3 The Support of The Works

The characteristics of the animation industry: high investment, long cycle. Social science animation needs long-term cultural propaganda, which requires the government to give guidance and preferential policies on policies and funds. Encourage some competent agencies to participate in the animation social science popularization activities.

5. General

At present, China is in a critical period of building a well-off society in an all-round way. It is very urgent to improve the level of social science knowledge among adolescents. In the popularization of social sciences, we must actively use the characteristics of vivid and flexible animation to integrate the needs of social sciences according to the psychological needs of young people. It is necessary to clarify the advantages and disadvantages, give play to the guiding principles of quality engineering, increase the propaganda and support for the popularization of animation social science, so that it can better serve the social knowledge level of Chinese citizens.

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