

Exploring the Elements of Chinese Animation Appeal to Chinese Teenagers

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Abstracts

This paper discusses the Chinese animation industry, which has developed remarkably in recent years, attracting a wide range of teenage audiences. It delves into the key factors in Chinese animation that attract Chinese teenagers. As an important form of media, animation occupies an important position in the daily lives of teenagers. Through literature review and case study analysis, several factors such as cultural identity, character design, production quality, storyline, social interaction, and educational values are explored and their role in attracting young audiences is analyzed. The study found that Chinese animations can attract young people's attention because they can satisfy viewers' emotional needs, cultural identity, and entertainment interests, and also because the development of modern technology and media platforms has made animations easier to disseminate and watch. As a major means of cultural transmission, animation has had an indispensable impact on the growth of young people. Animation works can promote young people's cognitive ability, creativity, and cross-cultural understanding, but they may also have a certain impact on their values, social behaviors, and health. The state has issued the China Animation Industry Development Plan (2016-2025), which specifies development goals and key support areas to promote the healthy development of the animation industry. The findings and discussion of this study expand the literature on the relationship between animation and adolescents in China and provide some practical and constructive implications for animation created with adolescents as the primary viewing audience.

Keywords: Animation Education, Chinese Animation, Chinese Youth, Cultural Identity, Youth Psychological Characteristics

Introduction

In today's era, animated films mainly rely on the Internet as a means of communication under its powerful attraction of the storyline, the use of the network, and the reality of the communication environment of their own countries or other countries of cultural traditions.

values, social systems, and other factors penetrate the content of animated films, people watching these animated works will be affected by the influence of the subconscious, so people's moral concepts, values, concepts of life, ideals, ways of interaction, and lifestyles have changed. Students have shown a lower level of mental well-being among youths over time. As the "main force" in the consumption of animation products, teenagers are exposed to animation films much more frequently, and animation films play an important role in the formation of teenagers' values. Teenagers are the hope and future of the country, and today's teenagers will be the mainstay of the country's future. The adolescent stage is also the period when individual values begin to form, and the values formed at this stage will have an important impact on the current and future value orientation of the individual. According to (Bin, 2014). adolescents at this stage have a strong desire for knowledge, and their plasticity is very strong. so scientific and reasonable social education will have a positive guidance effect on their values. With the rapid development of society. young people are facing more and more challenges and opportunities, how should education better guide their growth? Schools pay more attention to the cultivation of students' comprehensive quality. The present Chinese education system, with its over-emphasis on scores and the inculcation of knowledge, has led to a lack of practical skills and comprehensive qualities among students. In response to this problem, in 1932, the national government led by Sun Yat-sen published the Middle School Law, which explicitly stipulated the purpose of middle school education, that middle schools should follow the educational purposes of the Republic of China and its implementation guidelines to continue the basic training of primary schools, to develop the physical and mental health of young people, to cultivate a sound national, and to prepare for the study of advanced academics and for engaging in a variety of occupations. (Wang, 2021.p.133) It should focus on students' practical ability so that they can learn knowledge through practical operations and improve their overall quality.

Animation, as a major means of cultural transmission, has brought indispensable influence to the growth of young people, animation works can promote young people's cognitive ability, creativity, and cross-cultural understanding, but they may also have certain impacts on their values, social behaviors, and health. The Chinese government 2017 introduced the development goals mentioned in the Medium- and Long-Term Youth Development Plan (2016-2025): to better guide young people to pass on the excellent traditional Chinese culture and promote advanced socialist culture. Youth cultural activities will become richer, cultural excellence will continue to increase, dissemination capacity will be significantly improved, the talent pool will develop and grow, and service facilities, institutions, and systems will become more robust. The rate of contribution of youth to the enhancement of the country's cultural soft power has increased significantly. In the Youth Cultural Excellence Project, it is proposed that no less than 100 hours of excellent film, television, Internet, and animation cultural works be recommended to young people each year in national cultural and publishing award recommendation activities. Development goals and key support areas were clearly defined to promote the healthy development of the animation industry. In 2017, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "14th Five-Year Plan for Cultural Development", which proposes the implementation of a project to improve the quality of literary and artistic works, support contemporary literary and artistic creation. play a leading role in selecting key topics and major projects, and promote literary and artistic creation from the "plateau" to the "plateau". "The Program proposes the implementation of a project to improve the quality of literary and artistic works. Planning and guidance are being

strengthened for the creation of literature, theatre, film, television, music, dance, art, and photography. calligraphy, opera, acrobatics, folk art, and mass art. Teenagers are the hope of the country's future, their healthy growth concerns the future of the whole nation, especially in this important stage of life growth, their ability with physical development and education is changing, easy to be attracted by a variety of wonderful animation works, and gradually by the values contained in the cartoon works of the influence of this influence has both positive and negative impact, we should especially We should especially pay attention to the negative influence. The non-social mainstream values conveyed by animation films conflict with the social mainstream values of values education in schools, and this conflict is likely to make young people. whose values are not yet fully formed and who cannot accurately distinguish between right and wrong. feel confused. If young people mistakenly take wrong values as part of their values in such moods, the values education in schools will be wasted, and the pressure and workload of values education in schools will be increased in vain. This will add to the pressure and workload of values education in schools. Moreover, the audit system of foreign animation films is different from that of China. foreign animation works often contain some pornographic and violent elements that do not apply to China and should not be exposed to the growing youth, and these negative elements are easily disseminated among the youth under the backward cognition that "animation films are suitable for children". These negative elements are easily spread among young people under the condition of people's backward cognition that "animated films are suitable for children to watch", which influences the values of young people invisibly. In the face of the adverse effects of animated films on the value education of young people, we should actively find ways to solve the problem, which is of great practical significance to help young people establish positive and healthy values. Creating excellent animation works that can attract Chinese teenagers, and meeting the moral will of the Chinese government, schools, and parents, the study of the influence of animation culture on teenagers' values is of great significance to the current development of values education at the theoretical and practical levels (Zi Ji, 2021). This paper explores what elements of Chinese animation appeal to Chinese teenagers, this study results in the literature on the relationship between Chinese animation and teenagers, and provides some practical constructive implications for animation created with teenagers as the main viewing audience. It gives some constructive suggestions for creating animation works that appeal to teenagers.

Literature Review

As a unique art, animation has been active on the human stage for nearly a century. Initially, the popularity of animation was relatively small, and it only attracted the audience purely funny, but nowadays, animation adopts artistic expression methods to improve and cultivate the cognitive ability of young people by conveying positive energy in society, to achieve the purpose of developing intelligence and cultivating sentiment. (Yang Mengle 2019) As an independent form of artistic expression, animation has unique aesthetic characteristics and rich and colorful content. In the history of the development of Chinese animation. animation has become one of the most popular forms of art, the development of Chinese animation, the subject matter of animation is diverse, among which the animation film with national culture as the subject In the history of the development of Chinese animation, the subject matter of animation is diverse, among which the animation film with national culture as the subject matter occupies an important position (Li, 2023)

In recent years, the CPC Central Committee and State Council have attached great importance to the ideological and moral education of young people; in 2004, the State Council of the Central Committee promulgated the Opinions on Further Strengthening and Improving the Ideological and Moral Construction of Minors, which clarified the roles of the family, the community, the school and the State organs in the ideological and moral education of young people. At the same time, General Secretary Hu Jintao emphasized that the strengthening of the ideological and moral construction of minors should follow the law of the ideological and moral construction of minors and adhere to a people-oriented approach. Young people are in a period of intense learning and active thinking; they are quick and easy to accept new things, but their ability to distinguish between good and evil, the beautiful and the ugly, is still lacking; they are prone to curiosity about new things. and their ability to differentiate between them is relatively weak, and their ability to resist some of the negative and ugly phenomena in society is comparatively weak. Aiming at the existing problems in the ideological and moral education of young people, strengthening the ideological and moral education of young people is undoubtedly of great significance to the implementation of the Outline for the Implementation of Civic Moral Construction and to the cultivation of innovative talents capable of coping with the wave of globalization. Parents in Chinese government schools should pay more attention to fostering the moral education of their children. Youth is an important stage in the process of growth, but also to lay the foundation for the achievement of comprehensive human development, people-oriented moral education is an important way to promote the growth of key youth. Moral education refers to the purposeful, planned, and organized activities of exerting influence on the educated in terms of politics, fine thinking, and morality, and the educational activities of transforming certain ideological norms and moral codes into personal ideological awareness and moral qualities. (Lei Tiantian 2013)In recent years. China's animation industry has experienced vigorous development. gradually emerging from obscurity and becoming a focus of attention for audiences at home and abroad. Chinese animation has a long history and is rooted in the thousand-year accumulation of Chinese culture. As early as the beginning of the last century, some representative animation works appeared in China, such as "Pastoral Flute", "Landscape", "Gourd Brothers" and "The Greatest Show on Earth", which laid the foundation of China's animation industry. However, under the impact of foreign animation products, Chinese animation failed to catch up for a long time. It was not until the reform and opening up that China's animation industry began to develop rapidly, with the technical level and production quality constantly improving. Nowadays, Chinese animation has won a series of awards both at home and abroad and has made extraordinary achievements. In the country an art form. Animated films bear a rich communication function, while Chinese animated films are one of the most effective ways to implement moral education for teenagers. Chinese animated films are one of the effective ways to implement moral education for teenagers (Haoyu Wang 1(B) and Lei Fu 2)

Research on attracting teenagers by meeting the needs of the audience. Animated films satisfy the needs of teenagers with their characteristics and advantages, so they can spread so fast and have such a large audience. Shi Yong analyzed the reasons why animated films attract teenagers from the perspective of life rhythm in his article "Animation Culture: A Subculture for Teenagers That Cannot Be Underestimated", and he thought that the fast pace of work and life in modern society makes people feel heavy and depressing and that the fantasy and surreal themes of cartoons open a window of temporary transcendence of reality. He thinks that the fast pace of work and life in modern society makes people feel heavy and

depressed, and the fantasy and surreal themes of cartoons open the window of temporary transcendence of reality. and animated films have the advantage of fast speed of reading. a large amount of information, visual impact, and easy to understand. etc., coupled with the convenience of the TV. computers, and MP4 carriers, which makes animation a convenient way of entertainment for young people (Yong, 2006). Chen Hongli, on the other hand, again proves that animation cinematography caters to the needs of young people from the perspective of psychological needs. In his article "Reflections on the Popularity and Impact of Young People's Animation Culture". the author analyses the attractiveness of animation culture from the perspective of young people's psychological needs, and believes that young people are physically energetic, quick to react, and have strong desires; psychologically, they have an unprecedentedly high motivation for achievement, a strong desire to excel, and a strong desire to be outstanding. Psychologically, they have an unprecedentedly high motivation for achievement and a strong desire to excel, and at the same time, they are good at imitation. susceptible to external influences, fond of fantasies, and daring to try new things to promote their personalities. Animation images cater to the youth's personality of pursuing novelty and promoting themselves, and to a certain extent satisfy the psychological needs of the youth's growth (Hongli, 2009)

In his book Animation Symbols and National Image, Li Tao argues that animation text narratives are permeated with values and structure the national image. Shi Yong points out in his article "Animation Culture: A Youth Subculture Not to be Underestimated" that the values and lifestyles of Japanese and American countries have been passed on to young people in China through cartoons and comics, and to a certain extent, they have gained the recognition of young people. Imported cartoons implying Western values are popular in our country. so the majority of young people mistakenly believe that this "Western-style capitalist lifestyle" is the optimal choice, when the youth audience the viewing cartoons and entertainment at the same time, their ideological concepts. cultural identity is also changing silently. This kind of psychological desire from the public will inevitably produce a bottom-up impact on the traditional culture and ideology of the imported country. and even cause the legitimacy crisis of the traditional culture. national spirit and ideology of the country. Wang Lihua analyzed the negative impact of cartoon culture on young people in his article "On the Positive Effect of Cartoon Culture on Ideological and Political Education". Taking Mulan as an example. he argued that Chinese culture has been transformed with "yellow skin and white heart". so that Chinese viewers unconsciously accept Western values. lifestyles and moral standards when watching the film. which impacts Chinese traditional culture. It is believed that Chinese culture has been transformed into "yellow skin and white heart". Chinese audiences unconsciously accept Western values. lifestyles and moral standards when watching the film. which impacts Chinese traditional culture and is not conducive to the cultivation of the national spirit among young people.

Lin (2016) advocates the development and construction of an animation network digital museum of socialist values. exploring various forms of animation products such as media communication. derivatives production and digital media to enhance the dissemination effect of socialist core values. Changyu (2016) proposes to innovate the form of animation works for ideological propaganda work in colleges and universities and create a four-in-one linkage mechanism among the government. enterprises, colleges and universities, and college students. Berlin and Weibing (2017) advocate that the path of emoticons is a new path for the dissemination of socialist core values among youth groups. Shengsu (2013) points out that

animation culture can be used to cultivate young people's awareness of the political state, lifestyle and cultural concepts.

The research of foreign scholars focuses on the study of values, the study of values education and the study of animation films. Compared with foreign scholars, Chinese scholars have relatively more research results on the impact of animation films on youth education. The earliest research on animation culture in China began in 2004, and early scholars mainly studied the impact of animation films on China's cultural industry and national culture, and then gradually shifted their attention to the impact on young people, and in 2010, for the first time, scholars combined ideological and political education with animation culture. Nowadays, domestic scholars' research on animation film mostly focuses on the development of the animation film industry and its influence on youth, and the influence on youth mainly focuses on the factors of animation attracting youth, the study of ideological and political education of animation and the study of the role of animation on ideological and political education in these three aspects. Martin Heidegger, was a German philosopher, first put forward the concept of "the age of the world image" in his book *The Way in the Woods* in 1930. He believed that "world image does not mean an image of the world, but that the world has been grasped as an image", and he thought that people would understand the world mainly through reading images in the following era, i.e. human beings might enter the era of picture reading. Heidegger's point of view in a sense lays the foundation for the future development of 'animation culture, which is also mainly expressed through image communication. John Tomlinson, a famous British scholar, mentioned in his book *Cultural Imperialism* that "animation culture has cultural attraction". He thinks that "anime culture has an important role in shaping the image of the country and transmitting national values. In his book *Introduction to Semiotics*, he points out that the cognitive ability of teenagers is not yet fully mature, and their personality and values are easily influenced by the characters in anime, which leads to the fact that teenagers cannot accurately grasp the difference between the "virtual" and "virtual" culture in the process of growing up. As a result, they cannot accurately grasp the boundary between "virtual" and "reality" in the process of growing up, which to a certain extent hinders their socialization process. Moreover, with the gradual development and prosperity of cartoon culture, audiences are happy to give vent to their suppressed desires and emotions in the real world in virtual cartoon works. Although it relieves their psychological pressure to a certain extent, over-satisfaction with their desires also leads to the gradual enhancement of other irrational desires, which makes them more reliant on cartoon works and eager to consume new cartoon works to satisfy their increasing needs in various aspects. They become more dependent on anime works and eager to consume new ones to satisfy their growing needs and eventually get lost in the virtual world of anime (Ikegami 1985). In *How to Interpret Donald Duck: The Imperialist Ideology of Disney Cartoons*, Dorfman and Matera suggest that "Disney animation is a tool of imperialist ideology, attempting to disseminate concepts such as hedonism, gold-digging, and individual heroism to other countries and to make people further subscribe to its values. (Hu Yan 2017). Chinese characteristics of culture are a business card in the international arena. If we can't continue the good inheritance, maybe shortly, the figure of ink animation will fade away with us. Ink animation is the memories and efforts of the previous generations, and it is also a shining treasure in the long river of history (Li, 2023)

Research on the technical advantages of attracting teenagers. The excellent production technology of foreign animation also makes teenagers in the age of yearning for "beauty" have a strong interest in animation culture. Cao Hui, in her article "Travelling in the World of

Animation - the Influence of Animation Culture on Adolescents' Mental Health". believes that adolescents are in the stage of continuous development of their minds. and that animation. with its vivid images and dynamic music, integrates visual, auditory, and kinesthetic senses, which can give adolescents strong stimulation to their senses in a relatively short period, and resonate with their inner experience. A clear and rich theme can make young people focus their attention, develop thinking activities around a center, and complete a complete thinking process unconsciously. At the same time, the vivid character dialogue and various forms of artistic language also play an important role in the construction of young people's thinking structure and the formation of a logical framework. The animated stories in which the characters encounter difficulties, brave hardships, fight tenaciously, and finally achieve success have a positive influence on the formation of correct values in young people (Hui 2017). There is a lot of literature at home and abroad that studies animation on adolescents, but the research on the most attractive elements of Chinese animation for adolescents is relatively small, this paper investigates what factors attract Chinese adolescents to Chinese animation to enrich the research on this kind of topic. Many factors make Chinese animation appealing to Chinese youth, some of the key factors include cultural identity, character design, production quality, interesting storylines, the rise of online platforms, social interaction, thematic diversity, marketing, and promotion. Cultural identity: Chinese animation usually reflects Chinese culture, history, and values, which is easier for Chinese youth to relate to. Character design: Attractive animated characters can trigger emotional resonance in viewers and stimulate their curiosity and interest. Production quality: High-quality animation production and visual effects can attract viewers and make them willing to invest time in watching. Interesting storyline: An exciting storyline and emotional development can make viewers feel engaged and resonate. Rise of online platforms: Many Chinese teenagers watch animation via internet platforms, and this convenience and accessibility increase their interest. Social interaction: The social interaction elements of animation, such as discussion, sharing, and interacting with other viewers, can also appeal to younger audiences. Thematic diversity: Chinese animation covers a variety of different themes, from adventure to sci-fi, catering to the preferences of different teenagers. Marketing and publicity: Effective publicity and marketing can increase the popularity of animation and attract more viewers. Overall, Chinese animations appeal to Chinese teenagers because they fulfill their emotional needs, cultural identity, and entertainment interests and because the development of modern technology and media platforms has made animations easier to distribute and watch.

Methodology

This paper discusses what factors in Chinese animation attract the attention of Chinese teenagers, the main method of literature review is adopted to provide the corresponding theoretical support for this paper by reviewing the relevant literature and combining it with the relevant theories, the problem is explored and researched. At the same time, the comparative analysis method is adopted in the research process to analyze and count the domestic animated films accordingly and interpret the data results, to better solve the practical problems. The establishment and improvement of any discipline cannot be separated from the summary of the discipline in practice, practice is the only standard to test the truth, but also the source of the continuous development and improvement of a discipline. Therefore, this paper summarises the ideological and moral education of young people before the Third Plenary Session of the Eleventh Central Committee and analyses the

new situations and problems in the ideological and moral education of young people in the new period, sums up the historical experience and the present experience together, to better explore the objective law of Chinese animation attracting young people's attention in the new period and to find out a practical and effective guiding method.

Result and Analysis

The goal of researching the factors that attract Chinese teenagers to Chinese animation is to gain insight into why Chinese teenagers are interested in animation and to help animation creators, producers, and researchers better meet their needs. Looking at characters, cultural identity, storylines, production quality and technology, social media, and interaction, the study examines the role of character traits and emotional expression in attracting viewers, examines the impact of cultural factors on viewers' acceptance of animation, examines the role of sound effects and music in viewer attraction, explores the attractiveness of different types of storylines to different age groups, and examines the role of interactive elements (such as online games or interactive programs) on attracting younger viewers, and investigating different family backgrounds on viewers' responses to educational content. These research objectives and questions can help researchers gain a more comprehensive understanding of the factors that make Chinese animation attractive to Chinese youth, and help guide the direction of animation producers and related industries.

Discussion and Conclusion

This is an example of the structure of an academic paper on Chinese animation to attract the attention of Chinese teenagers. The researcher may explore specific ideas and data in detail in the chapters to support their argument. Adolescence is the transitional period when children change into adult roles, also referred to as the group of human life during the transition from childhood to adulthood. Scholars find it difficult to give a precise definition of adolescence because it can be understood from different perspectives. In today's society, a well-rounded understanding of adolescence comes from various perspectives, most importantly including information from psychology, physiology, history, sociology, education, and anthropology. From all these views and perspectives, we can explain that adolescence is a period of change and transformation. It is designed to enable children to prepare themselves for the transition to their adult roles. The study found that Chinese animations can attract the attention of adolescents because they can satisfy the audience's emotional needs, cultural identity, and entertainment interests, and also because the development of modern technology and media platforms has made animations easier to disseminate and watch. As a major means of cultural transmission, animation has an indispensable influence on the growth of adolescents. Animation works can promote adolescents' cognitive ability, creativity and cross-cultural understanding, but they may also have a certain impact on their values, social behaviors, and health.

Understanding the laws of physical and mental development of teenagers, creating animated works that imperceptibly convey knowledge, ethics, and values to teenage students, providing positive significance for the development of the country and individual teenagers, allowing them to grow up in a positive, healthy, and upward animation culture, is the glorious mission and historical responsibility that animation workers should shoulder in the new era. It provides theoretical research for scholars in the same research field and adds valuable opinions to the creation significance of animated works.

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