

# The Application of “Celebrity Effect” in Youth Ideological and Political Education

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**Abstract:** In the era of networking, where traffic is king and entertainment is supreme, a group of so-called “celebrities” have been created to control social topics. A group of people who control social topics, the so-called “celebrities”, have been born. The so-called “celebrities” are slowly influencing the every move of the “network aboriginal” youth. General Secretary Xi Jinping once pointed out in the national ideological and political conference that ideological and political education should be transformed in their place according to the events, advanced according to the times, and new according to the situation. In order to cope with this change, ideological and political educators should follow the principles of General Secretary Xi Jinping’s conference and carry out his concept of the conference, effectively utilize the “celebrity effect”, and take the initiative in the context of the era of pan-entertainment. Fully grasp the “celebrity effect” for ideological and political education, to better carry out the ideological and political education of young people, to improve the effectiveness of ideological and political education.

**Keywords:** Celebrity Effect; Ideological and Political Education; Youth

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## Introduction

The ideological and political education of young people can be broadly divided into two parts: “school population” and “social population”. The ideological and political education of the school population mainly involves school education, family education and independent education, while the social population is different from them in that there is less school education. Family education lacks a certain degree of binding force for young people in the society, coupled with their own rebellious mentality, which will lead to their rejection of it. However, due to the highly developed network communication, basically realized that everyone can contact the network society, can be influenced by the network, especially active in the network of all kinds of celebrities, catering to the youth’s independence, rebellious psychology. To a great extent, the ideological education of young people has produced a threat. In this paper, the main body of ideological and political education no longer distinguishes between in-school and out-of-school, but discusses the youth group as a whole, and looks at the development of the ideological and political education of young people from a holistic point of view.

## 1. The challenge of celebrity effect to the ideological and political education of young people

### 1.1 Limitations of traditional ideological and political education

The content of traditional ideological and political education focuses on instilling theoretical knowledge, and the content is relatively single. Accompanied by the development of society, the original ideological and political education has not been able to adapt to the current practical needs. Therefore, we need to enrich the connotation of political education, not only to inject new ideas of the new era, but also need to play the function of regulating the whole society, and constantly switch and integrate with each other at the level of morality, law and so on, which is also a necessary move to make the traditional ideological and political education convert to modern civic education. In the process of education, the educator dominates and the educated is in a passive position, the form of education is frozen and lacks due benign interaction. With the diversification of spiritual and cultural needs of the student population, the form of traditional ideological and political education has been greatly impacted, so the traditional ideological and political education itself has to carry out relevant reforms, and then adapt to the needs of the times.

## **1.2 High dependence of teenagers on Internet celebrities**

From the increase in the number and time of adolescents using the network, it can be seen that adolescents have a high dependence on the network, and network celebrities as the purveyor of subculture, the adolescent group can mobilize its sense of social existence and identity, so that it has a sense of coupling, and in such a subculture gathered in a virtual place, there is also a high degree of overlap in the organization of the group, which is highly catered to the adolescent's developmental psychology. When the worldview and values of teenagers are still immature, they will have a kind of worship and dependence on network celebrities. Due to the "celebrity effect" produced by network celebrities, teenagers will have admiration and love for network celebrities because of one of their qualities, and thus they will love to admire and love them as a whole. As a result, they have a strong admiration for them, and thus fanatically follow the network celebrities.

## **1.3 Ideological and political education level of network celebrities is mixed.**

In today's entertainment industry, the entry threshold is low, often only the appearance of the artist as the only selection criteria, the selection of talent standards only on the surface, ignoring the artist's own level of education and cultural heritage, resulting in the entertainment industry and network platforms are mixed, the vast majority of the network celebrities have deviations in their values and worldview. This will have a great impact on the formation of young people's thinking. In addition, it will lead to a lack of foresight in ideological and political education, the degree of ideological education of network celebrities tends to be more uneven, and as an individual with greater instability, with more and more stars appearing to collapse, we pay more attention to the ideological and political education of the stars themselves. So as to make it a qualified educator and sub-medium.

## **2. The opportunity brought by celebrity effect**

### **2.1 Discourse among peer groups**

Peer groups have a special significance to the development of young people, it can promote mutual understanding and support for young people, care and respect to meet the needs of young people's emotional exchanges, belonging to avoid the negative feelings brought about by the failure to meet these normal needs to promote the healthy physical and mental development of young people. Adolescents due to the frequent interaction between members of peer groups and mutual trust they can freely discuss the topics of concern more due to the psychological and emotional integration they are easy to accept each other's influence, so this period of time the views of the peer group gradually replaced the parents' attitude in the peer group they can get more value of the recognition of the promotion of their interests and hobbies of the development of their goals and values of their lives have the correct This is a correct guidance for their life goals and values.

### **2.2 Young people have a strong convergence with idol culture**

Compared with the traditional educators, the network idol itself has a certain sense of closeness, and does not have a sense of distance and barriers at the conceptual level, coupled with the fact that it acts as a wind vane for various trends of thought, and is more open in its thinking and behavior. It just caters to the pursuit of fresh things and aspirations of teenagers, and secondly, there is no constraint in the interaction between the virtual world of the network and the network idol, and there is no constraint and regulation of the identity framed by the explicit educated person, so the interaction and interaction between the two are more equal, and the expression is more casual and free, which is also consistent with the nature of the interaction of teenagers to a certain extent. Therefore, there is a high degree of consistency between adolescents' aspirations and pursuits and a certain kind of information created by the Internet. This also gives the network idol a kind of invisible ideological and political educator's obligation to a large extent.

### **2.3 High patriotic enthusiasm of teenagers in the new era**

With young people's contact with the network virtual society, and the popularization of education by a wider range of cultural education, the new era of young people tend to have a strong modernity, and independence and the ability to judge right and wrong. They are born

to feel the power of the motherland, receive patriotic education, have a strong sense of national honor and shame and patriotic spirit, so in the face of idol groups, often have a sense of social responsibility, so they are also on the other hand, the supervisor, and constantly play a supervisory role in the behavior of the idol. Take the initiative to voice through the network platform, pass the patriotic speech, and fight against the historical nihilism trend, smear the heroes and figures of the speech to actively participate in the college or school organized by a variety of patriotism education activities, “four history learning” education and volunteer activities, etc., its dedication to the enterprising spirit is outstanding.

### **3. How to make use of the celebrity effect to improve the timeliness of ideological and political education**

#### **3.1 Strengthen the youth network moral and legal education**

In view of the problem of weakened morality and misbehavior of young netizens in network activities, it is necessary to strengthen the education of young people’s network morality and the legal system to cultivate their good network behavior habits. On the one hand, a complete and comprehensive code of conduct for the Internet should be studied and formulated as soon as possible to clarify the rights, obligations and basic responsibilities of Internet users in online communication. On the other hand, we should strengthen the “net moral” education for young people. Cultivate young people’s conscious awareness of network morality, moral will and moral responsibility to improve their moral self-discipline. Not because of the hidden nature of the network and forget the minimum code of conduct and conscience so that young people to consciously comply with the national development of the “National Youth Network Civilization Convention”: “to be good at online learning not to browse undesirable information; to be honest and friendly exchanges not to insult and defraud others; to enhance the awareness of self-protection not to arbitrarily date Internet users; to maintain network security not to disrupt the network order To be physically and mentally healthy and not to indulge in virtual time and space”. So as to develop good habits of surfing the Internet.

#### **3.2 Cultivate the correct worldview, outlook on life and values of teenagers**

The worldview, outlook on life and values of young people are not yet fully formed and are highly plastic. Too much media publicity and commercial speculation on the phenomenon of “Internet celebrities” undoubtedly has a strong incitement and influence on teenagers, which can easily make their values become more secularized and utilitarian. Therefore, we must guide young people through the mainstream values to establish a good style of hard work, tenacity, pragmatism and innovation, through a variety of practical activities to provide them with the opportunity to sharpen themselves, improve their ideological cultivation and cultural connotation, so that they set up a correct view of the world, outlook on life and values, and the formation of a good code of conduct, so that they realize that serious life, down-to-earth work should be the main theme of life, but not just the main theme of life, but also the main theme of life. The main theme of their lives, and the practice of hoping to achieve success by taking shortcuts such as “Internet celebrities” is impractical and does not conform to the law of development of things.

#### **3.3 Strengthening the organic combination of ideological and political education and enterprise culture construction**

Network celebrities are not independent social individuals, behind them there are multiple social relations intertwined, and the brokerage company they rely on is the most fundamental existence. Therefore, the root of ideological and political education for network celebrities lies in strengthening the construction of corporate culture. The growth environment and growth route of network celebrities are created for them by their brokerage companies. Even some celebrities have grown up in the company since they were minors, accepting the lifestyle promoted by the company, which to some extent has implicit or explicit images of the celebrities. To its three views have a certain impact, these ideological in a long time under the accumulation of the role of the subject of behavior will make the corresponding action. So the ideological and political education of celebrities can not be separated from the construction and output of corporate culture, and the strengthening of

corporate culture construction can improve the effectiveness of ideological and political education of celebrities.

Under the influence of the celebrity effect, young people should strengthen the cultivation of their own moral view of the rule of law, have the ability to distinguish right from wrong, and shape the independent personality characteristics. At the same time, network celebrities should correctly use this power to fulfill their obligations, and strengthen the correct guidance of the youth's thinking. At the same time, all levels of society should adapt to the development of the times and constantly innovate the ideological and political education, enrich the theory of ideological and political education, and constantly promote the theoretical innovation of ideological and political education.

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