

# The Inheritance and Development of Red Culture in Domestic Animation

## -- Take "Year Hare Affair" as an Example

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### Abstract

**"Year Hare Affair" is an anime with a secondary theme, which is loved by the majority of young people. It is an important carrier carrying cultural symbols, spiritual core and values, and plays a key role in the transmission of national history and culture. Through the study of "Year Hare Affair", this paper briefly analyzes how Chinese red culture has spread more widely and how it has entered the public eye in a new way.**

### Keywords

**Red Culture; Domestic Animation; History and Culture; Inheritance; Development.**

## 1. Introduction

The anime "Year Hare Affair" is a popular national history cartoon created by the domestic cartoonist Backlight Flight (real name Chao Lin), which was later adapted into an anime work by Underwing Wind Animation Technology Co. "Year Hare Affair" is a famous anime series about the significant diplomatic activities of modern China. This series of cartoons portrays animals all over the world as a "China", which means "planting flowers", a little white rabbit has been working hard since he was poor, fighting against American hawk sauce, Japanese foot-ball chickens, and Soviet hairy bears. Battles, eventually creating a rich and warm family of flower growers. It is a typical expression of mainstream cultural values in a sub cultural context. The second-dimensional animation has the narrative factor of "male culture", with "I Don't" as the representative of China, with its unique linguistic symbols, the gap between "narrative" and "historical characters" are separated. With its inimitable linguistic symbols, it creates a "narrative" association between the "narrative" and the "historical characters", and triggers a "patriotic" carnival. The Rabbit, on the other hand, constructs a patriotic carnival with "metaphors" in a sub cultural way. Metaphors are often created within the structure of a particular theme and have a certain pragmatic nature and special meaning.

## 2. The Influence of Domestic Animation and Secondary Yuan Culture on Young People

The advent of the Internet era has brought about a huge change, especially the "secondary" culture that has arisen in recent years, which has been rapidly accepted by young people by means of the Internet and the unique way of spreading on the Internet. The word "second gen" was first coined by the Japanese language. In China, with the joint efforts of the three Internet giants, Baidu, Ali and Tencent. "Secondary" has become a "buzzword" in the Internet and media. The resultant culture includes anime, comics, games, novels and other subculture forms. In China, more than 80% of secondary yuan users are college students. The emergence of secondary yuan has long penetrated into the daily life of young people, and is as much a habit for them as eating and sleeping. As a major leisure activity, animation is popular among young people due to its abundant creativity and abundant content. Animation is an important part

since the twenty-first century. With the advent of the twenty-first century, the animation industry has developed and matured, and various types and styles of anime works have emerged, which are no longer the exclusive domain of younger children, while adult anime has also been well received and has aroused the interest of many young people, especially some college students, who have shifted their attention from overseas to domestic and started to pay attention to and discuss their own country's anime. Culture has an invisible influence on human beings, and the same is the case with animation culture. In recent years, domestic animation films have developed rapidly, with high reputation and ratings. From the return of classic cartoons to the launch of various big screen cartoons, all show that domestic animation is showing a strong development under the domination of the market. Animation is an indispensable part of every child's childhood life, and it cannot be just a commercial product based on the market. Therefore, with the great popularity of animation, domestic animation must calmly consider its value. Animation is not only a commodity with commercial benefits, but its communication characteristics, influence and its own cultural and artistic characteristics require it to have a certain spiritual value. Some archetypal characters in animation will convey the writer's values and ideology in themselves, thus unconsciously influencing their thoughts and thus having an important role in their value perceptions and choices. Although there is a huge difference between the stories in animation and real life, some of the values they convey are reflected in the actual society. Children learn about the right life, world and values from the cartoon in a relaxing leisure activity. The animation is widespread among young people not only because the story is interesting, but also because of its unique educational value. The animation has to be in conformity with young people's values in terms of subject matter and thinking. Their ups and downs, which resonate and inspire topics and stories deep inside people's hearts, have a strong allure for young people. These comics create a strong emotional connection with young people and help them to build the moral perceptions. [3]

In recent years, national cartoons have been developing and many quality cartoons have emerged, such as "Year Hare Affair", which is a fusion of traditional red and cartoon, showing its charm in the most popular form of media, and unknowingly, also generating a sense of identification with history and national sentiment for young people. "Year Hare Affair" is an animation work launched in 2011 and broadcast in 2015, which presents a series of important historical events in China's modern history from the perspective of war, using a small rabbit and other cartoon characters as a medium. With multiple online platforms and multimedia branding, "Year Hare Affair" has attracted viewers of different ages, identities and tastes, and has innovatively integrated many current domestic subculture circles, including statisticians, military fans, secondary yuan nerds and online literature lovers, focusing online hotspots and social attention on a "small rice plus rifle". The rabbits and their "flower growers" are the focus of social attention. There are few anthropomorphic narratives and cute interpretations that have ruled the screen in this animated approach; using movies and TV to showcase China's complicated history, "Year Hare Affair" can't be considered a first. Nevertheless, it is such a low cost, simple animation, bland domestic animation, but "patriotic anime" has become a hot topic, defeating the Japanese anime that has been spreading, attracting a lot of people's attention. Especially in this generation, they are rebellious with the theme of "justice" and "patriotism", but in "Year Hare Affair", they take the initiative to approach the history of national defense and express their respect for the older generation, which in turn inspires their social ethos and ignites their rare history of national defense across age classes and value orientations. We can underestimate the power of emotions. Fragments of historical memories, contrasted and a restored, reappear in a more intimate and reliable way, and their heroic and patriotic feelings burst forth with a glorious picture of heartache, shock, emotion, tears, and unanticipated emotions surging with gusto in the animation. Thus, a raw feeling in history helps us understand history and international relations. Domestic animation that can make us cry with

joy naturally cannot fully reflect everything behind this door, much less form a complete view of the country and its history. Nonetheless, it does give us an unprecedented way to communicate, a medium of history that is preferred, approached and perceived more by young people and most groups. Considered a tremendous achievement for a domestic animation, "Year Hare Affair" will attract more young people to focus on this dramatic past rather than simply indulge in entertainment, and allow more people to reawaken to the possibilities of domestic animation and rekindle their confidence and passion for Chinese culture. Domestic animation, perhaps a new emotional catharsis. In recent years, with the rapid development of electronic media technology and intelligent network technology, domestic animation has stepped into a high-speed development stage, while domestic animation has also made certain achievements, but there are still many problems. It is necessary to think calmly how to continuously refine this industry, explore its more connotative communication meaning in the information age, shoulder a social value more in line with the way of Chinese national rejuvenation, and create a healthier consciousness, richer cognition, more positive emotion, more elegant aesthetics, and more confident cultural atmosphere for China's next generation.

### 3. The Issue of Inheritance and Development of Red Culture

Since the reform and opening up policy, the development of our spiritual culture has lagged far behind that of material culture; therefore, along with the economic prosperity, Propaganda of red civilization as a sermon, lack of activity and attractiveness. [1] form is too simple, narrow content, and out of time, difficult to be accepted by the public; this led to the red culture in the general public propaganda lack of its This has led to a lack of vitality and attractiveness of red culture among the general public. The fallacy of seeing red civilization as outdated. While "red" is purely used as a kind of "revolution," Some people suggest that in the new stage of socialist construction, especially in the process of market economy development, the connotation of "red" has long been outdated. In fact, there were similar red civilizations in the era of socialist construction, such as Daqing, Shenzhen, and the two bombs and one star. They are more inclined to Chinese tradition and Western culture than to promote it to the world, so much so that some people have no more faith in their ideals, no more pursuit of reality, and blindly worship foreign countries just to satisfy their own enjoyment and neglect the pursuit of spirituality, thus leading to the legal degradation of some people. When facing the above problems, it is no longer a bad thing to integrate anime into the red history. Compared with serious historical dramas, melodramatic movies and documentaries, animation, as a more popular form of media expression among young people, has great potential in spreading the spirit of patriotism and inheriting national history and culture. As a special social ideology and mass media cultural product, melodramatic film and television works contain rich ideological and political education content, and are one of the important means of ideological and political education to "educate people with culture, morality and emotion". As a part of socialist literature and art, melodious film and television works convey truth, goodness and beauty, and promote the main theme, which provides a bridge and a link for ideological and political education. In recent years, many colleges and universities have opened "Appreciation Course of Melodious Film and Television Works", and many images and lines in the melodious film and television works can trigger students' resonance, and the unique ideological and political education function of the melodious film and television works can be brought into play. "Year Hare Affair" is an anime with a secondary style and a cinematic style, which are popular among the youth. Each episode of "Year Hare Affair" is accompanied by a large area of pop-ups, and these dense, brightly colored pop-ups bring a great visual and psychological shock to the audience. Through the interactive pop-up ritual, the audience unconsciously sides with the rabbits and supports them in building the "flower-growing family", and has a sense of identity and honor of the rabbits, based on which they have a more intuitive understanding of this

history. The content of China's modern history through the words and actions of rabbits to make it easy to understand, and good cry and funny, a "pact" through it, when patriotic meet secondary yuan, history can also be cute and burning. As the main medium carrying cultural symbols, spiritual cores and values, it plays a pivotal role in the country's culture and cultural heritage. The spirit of patriotism is the cohesive and centripetal force of a nation, and the spiritual driving force for the prosperity of a country. Young people are the future of our country, so we should pay attention to how to better spread the spirit of patriotism among young people, how to spread the spirit of patriotism in a way that is more acceptable and enjoyable to them, how to tell the story of China, and how to pass down the history of the nation. As an animation work with high attention in the youth group, "Year Hare Affair" gives up the conservative idea of producing animation with historical themes and uses a new and youthful communication language to tell the revolutionary history and transmit the mainstream values to the youth with animation as a carrier and an interactive and people-friendly communication method.

#### 4. Inheritance and Development of Red Culture in "Year Hare Affair"

"Year Hare Affair" uses various animals and objects to represent the nation. The character of the rabbit is given the concept of "people" and "country" at the same time, which satisfies the audience's imagination of the abstract modern country. Why the rabbit uses to represent China? The rabbit is used to represent China because the animal world. Rabbits are vegetarians, not very aggressive, and are safe for the world. It also shows that China has no ambition and no threat to the neighboring countries, but only wishes to develop and prosper together with them. The on-screen images of rabbits actually interpret the creators' understanding of the national image of modern China. [3] Combined with the effect of animation, the story of the former people's efforts to create a clothed and clothed China adds endless fun by blending the traditional four history with the traditional educational approach. With a total of 360 million views and over 4 million views on B-site (and this is because the movie has not meant selected yet), many students who are usually distracted in the Civics class will actively watch and study the movie. This made many students who were usually distracted in the civics class actively watch and study the play, thus building a deep relationship with it. [2] The fragmentation of the plot of "Year Hare Affair" is shown in the narrative process, which provides a detailed and elaborate account of the whole magnificent story, first breaking it down and then reorganizing it to tell an important historical event in just a few minutes, with a tight pace and a plot setting that consumes a lot of energy, each installment is full of passion and torture, for example, every time the rabbit falls and is beaten, it represents what happens to the Chinese people, these seemingly ridiculous These seemingly ridiculous episodes, however, lay the groundwork for the sad episodes hidden behind them, so that the audience will be bewildered by the humorous episodes at the beginning while being infected, such as "The First Heart Surge", the cheering of a rabbit and a bald head, a "foot-ball chicken" (also known as Japan), and when Mr. Dazhao Li talks to his close friends about his life as a good When Dazhao Li talks to his friends about his role as a good scholar, his tone is like that of a song called "Paris Peace and the May Fourth Movement", which adds some anime humor to the plot of Paris Peace and the May Fourth Movement and ends with a hairy rabbit shouting to his friends in the distance "to build a family without food and clothing", because everyone realizes that this paragraph is not It's a passionate song that inspires patriotism, just like the seven minutes and thirty seconds of "Anti-American Aid" and the final "Anti-American Aid" in the first season of "The Charge in the Winter" and The "Charge" also stirred up the patriotic hearts of the listeners. "I do not have regrets about joining China in this life, and I will join the flower planting family in the next life. This phrase, which left a profound impact, means that one does not regret becoming a Huaxia

(Chinese) in this life, and one would like to live in a flower-growing (Chinese) family in the next life. I feel honored and proud to emerge in China, and I hope to be in China again in the next life. The author's pride in being born in China is fully reflected, and inspires our intense patriotic feelings.

That's why "Year Hare Affair" is a highly regarded work of antique science among college students. Regardless of the fact that "Year Hare Affair" conveys patriotic ideas through personalized and anime interpretations of history, it is essentially a "science-oriented" anime work, and simplifying history would weaken the sense of historical reality. [2] Its abandonment of the traditional animation style and the adoption of a new form of language, through the form of animation, through the interactive, pro-people form, to convey the story and values of the revolution to young people, so that a large number of viewers of the lines listening to it will laugh, animation in the animation will also shed tears, but also caused them to think about the family and personal values, which is the red cultural heritage and development of the This is a classic example of success in the transmission and development of red culture.

## 5. Conclusion

Nowadays, mainstream ideological communication is plagued by dogmatization, facialization and homogenization, which makes it difficult to meet the diversified demands of audiences in the new era. The media needs to innovate expressions, use young people's favorite ways to spread mainstream values, and "deconstruct" professional political terms with easy-to-understand words to enhance affinity. "Year Hare Affair" is a kind of literary work with socialist value, which puts a positive, active, definite meaning with strong positive values and wins wide praise. This is inseparable from the innovation of the animation in the way of publicity, and its good communication effect has a definite reference role for the theme song animation, and to a certain extent, also plays a demonstration role.

## References

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