

# Empirical Study on Patriotism Films and College Students' Party History Identity

Can Mo<sup>1\*</sup>, Ying Liang<sup>2</sup>

<sup>1</sup>Guangzhou Maritime University, Guangzhou 510725, Guangdong, China

<sup>2</sup>Whampoa Military Academy Memorial Hall, Guangzhou 510725, Guangdong, China

*\*Author to whom correspondence should be addressed.*

**Copyright:** © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** Patriotism education films and television serve as both historical preservers and educational tools, yet the audiovisual acceptance-party history identity relationship remains understudied. Using SPSS-Amos to analyze 442 student surveys through structural equation modeling, this study reveals that audiovisual acceptance significantly enhances film reception, which in turn strengthens Party history identification and viewer satisfaction, demonstrating these media's dual capacity to foster historical consciousness and patriotic values among students.

**Keywords:** Patriotism education film and television (PEFT); Ideological and political education; Audience satisfaction; Party history; Sense of identity

**Online publication:** June 30, 2025

## 1. Introduction

The General Secretary emphasized that red resources are invaluable spiritual treasures. As the cornerstone of China's mainstream film genre, patriotism education films and television (PEFTs) hold a core position in multiple aspects and can promote red culture. Relevant planning documents and opinions stress the need to produce outstanding works that celebrate the Party, the country, the people, and heroes, so as to carry forward the red gene. This article aims to explore the impact of the acceptability of the audiovisual space in PEFTs on field research intentions, with the goal of providing practical suggestions for promoting the inheritance and dissemination of red culture.

## 2. Literature review

### 2.1. Sense of identity

Identity is an emotional and conscious sense of belonging in social life. Party history identity is the national inner identification with the history of the Communist Party of China, i.e., self-identity, the party's spiritual and cultural identity, and emotional identity. Zheng<sup>[1]</sup> pointed out that audiovisual space can influence the audience's emotional

resonance and ideological identity. Wang and Meng<sup>[2]</sup> started from the internal logic of government governance innovation and national identity, and argued that good government governance innovation helps nationals enhance their national identity. Yuan<sup>[3]</sup> revealed that an individual's education level is significantly and positively related to national identity. To a certain extent, this highlights that people's identity is inseparable from national strength.

In order to enhance the national identity of nationals, many scholars have made suggestions and analyzed groups in different age groups and environments from the perspectives of modern network media, governmental governance means, and education level, which provide references for this article to explore college students' sense of identity with Party history from the perspective of patriotism education films and TVs.

## 2.2. Audiovisual space

Marshall McLuhan, the founder of the media environment school, believed that audiovisual artworks often consist of real space and virtual space. Real space is a mirror reflection of the objective world, and virtual space refers to the electronic space in which the user produces a sense of space similar to or close to physical space. Liang and Wang<sup>[4]</sup> hoped to realize the innovation of China's cultural heritage in audiovisual creation by "the third time and space," and to enhance cultural confidence. Chang and Li<sup>[5]</sup> critically discussed the role of streaming media in contemporary audiovisual culture. He and Wang<sup>[6]</sup> attempted to mutually empower audiovisual art and urban economy from a reflexive perspective.

Scholars have focused their research on audiovisual spaces to promote the establishment of cultural communities and cultural innovation. Recent studies have focused on the use of audiovisual spaces to disseminate traditional culture and empower regional economies, providing new perspectives on socio-economic and cultural development.

## 3. Research design

### 3.1. Theoretical assumptions and research models

This study examines patriotism education through film and television acceptance, focusing on four dimensions: entertainment, education, stress relief, and aesthetics. Audiovisual space acceptance is treated as the independent variable, with satisfaction and party history identity as dependent variables, to explore their interrelationships and impact on satisfaction. This hypothesis is grounded in the following rationale:

- (1) Communication media's fundamental characteristic is its audiovisual duality, evoking emotional responses. Extending the Stimulus-Organism-Response (SOR) theory to patriotic education films, sensory experiences in the audiovisual space (stimulus) lead to emotional evaluation (organism) and acceptance of the content (response). This framework supports the hypothesis that audiovisual space acceptance fosters receptiveness to patriotic education films, strengthening party history identification.

Hypothesis 1: Audiovisual space acceptance leads to patriotism education film acceptance, increasing party history identity acceptance.

- (2) Film and television carry profound cultural connotations, stimulating patriotic feelings and national pride. Applying the SOR theory, patriotic feelings stimulated by the audiovisual space can improve college students' party history identity acceptance, indicating a positive effect on party history identity.

Hypothesis 2: Audiovisual space stimulates patriotic feelings and has an educational dimension, improving party history identity acceptance.

- (3) Patriotism education films' war or oath clips have a visual impact, releasing repressed emotions and expanding positive emotions, thus increasing party history identity and acceptance.

Hypothesis 3: Audiovisual space reception produces satisfaction, which in turn fosters party history identity.

- (4) The audiovisual space's attraction strengthens the patriotism education films' appeal, increasing acceptance and satisfaction. Feng *et al.* <sup>[7]</sup> found that organizational identification and job satisfaction are positively correlated, suggesting that satisfaction positively affects identification.

Hypothesis 4: Audiovisual space acceptance leads to patriotism education film acceptance, enhancing satisfaction and party history identity.

These points suggest that audiovisual space acceptance in patriotism education films encompasses entertainment, education, stress relief, and aesthetic dimensions, enhancing satisfaction and party history identity.

### 3.2. Scale design and data sources

The research questionnaire had 46 questions in two parts: basic respondent information and their judgments. The latter covered entertainment, education, stress relief, aesthetic, audiovisual space acceptance, satisfaction, and Party history identification dimensions. Distributed electronically on October 31, 2023, it got 442 responses by January 11, 2024.

## 4. Empirical analysis

### 4.1. Reliability and validity analysis tests

Reliability, a quantitative indicator of the internal consistency of a scale, is an important analytic measure of the reliability of a sample's responses. After analyzing, the total scale and the reliability coefficients of each variable in this study are over 0.9, indicating that the questionnaire has good reliability and is suitable for subsequent validation.

Validity, which reflects a scale's accuracy in measuring a specific trait, comprises two main aspects: content validity and construct validity. The questionnaire questions were designed based on established academic models, with modifications tailored to the study's scope and purpose to ensure content validity. Construct validity was assessed through factor analysis, focusing on correlations among factors. The factor analysis revealed KMO values above 0.8 and factor loadings exceeding 0.5 for all scales, indicating excellent construct validity and suitability for subsequent hypothesis testing.

### 4.2. Correlation analysis test

According to correlation analysis, the test demonstrates the means and standard deviations of the different variables and the correlations between them. These variables include entertainment dimension, educational dimension, stress release dimension, aesthetic dimension, audiovisual space acceptance, satisfaction, and party history identity.

There is a positive correlation between the acceptance of patriotism education films and television and the acceptance of audiovisual space, between satisfaction, and between identification with party history. In the study of Chinese movie audience satisfaction, Xue and Li <sup>[8]</sup> concluded that there is a positive correlation between movie and TV acceptance and satisfaction, and Luo and Yang <sup>[9]</sup> suggested that college students are influenced by patriotism education films and TVs when they watch them, so as to construct their sense of national collective identity. The data in this paper are within the scope of their research results, so there is a significant positive correlation between the acceptance of patriotism education films and television and the acceptance of audiovisual space, satisfaction, and the sense of identity with party history.

There is a significant positive correlation between the acceptance of audiovisual space and satisfaction, and the sense of identification with Party history; as Li said, the skillful integration of audiovisual space in film and television can trigger the audience's "strong resonance" <sup>[10]</sup>, and improve the audience's acceptance and recognition. This shows that the data in this paper is consistent with previous research, and that there is a positive correlation between the acceptance and satisfaction of the audiovisual space and the sense of identification with party history.

There is a significant positive correlation between satisfaction and party history identity. From the perspective of museum tourism, it is concluded that satisfaction has a significant positive effect on cultural identity <sup>[11]</sup>. This indicates that there is a positive effect between satisfaction and party history identity, and the data in this paper has credibility in the research results in this field.

### 4.3. Regression model testing

Gender, region, hometown, major, grade, and audiovisual space acceptance were taken as independent variables, and PEFTs acceptance was taken as the dependent variable for linear regression analysis. According to the model formula, it is known that the model  $R^2$  value is 0.773, which indicates that all the independent variables can be used as a reason for 77.3% of the change in the acceptance of PEFTs. Because the model passes the  $F$ -test ( $F = 246.452$ ,  $P = 0.000 < 0.05$ ), it indicates that at least one of the independent variables will have an influential relationship on PEFTs acceptance.

The test of multiple covariates of the model found that the VIF values in the model are all less than 5, so there is no covariance problem; and the D-W values are around the number 2, indicating that the model is not autocorrelated, and no correlation between the sample data. This indicates that audiovisual space acceptance will have a significant positive influence on PEFTs acceptance, which is in line with the prediction results.

Likewise, we can derive that the audiovisual spatial acceptance produces a significant positive impact on satisfaction, which is in line with the predicted results.

The final summary analysis shows that audiovisual space acceptance will have a significant positive influence on satisfaction, PEFTs acceptance. Furthermore, PEFTs acceptance and satisfaction will also have a significant positive influence on party history identity; however, gender, region, hometown, specialty, grade, and audiovisual space acceptance will not influence party history identity.

## 5. Conclusion

The thematic settings of patriotic education films and cultural bases can immerse college students, evoking their emotional resonance. The impact of these films and the benefits of field study complement each other, strengthening students' ideals, beliefs, and sense of mission. They also cultivate a profound patriotic spirit and the qualities of bravery, fearlessness, selflessness, and unity inspired by the films.

To enhance participation and satisfaction in both film production and field study initiatives, we should prioritize creating a compelling audiovisual environment. In filmmaking, leveraging modern technologies like high-definition visuals, realistic sound, and precise editing can craft an immersive cinematic experience. Scriptwriting and character development should focus on emotional depth and authenticity, allowing viewers to connect deeply with the film's message and emotions. Such films will not only engage college students but also foster a strong sense of empathy and involvement, boosting their acceptance and enjoyment.

For field study activities, aligning them with students' professional backgrounds and interests is crucial. Using AI or AR to design activities that resonate with their daily lives can make study tours more relevant and



practical. This approach enhances student participation and satisfaction, facilitating the transmission and growth of a patriotic education culture. Through these strategies, we can effectively engage college students in patriotic education, fostering a deeper understanding and appreciation of their national heritage.

## Funding

One of the research results of the quality engineering project of Guangzhou Education Bureau in 2024, “Exploration and Research on Teaching Reform of Audiovisual Language Based on OBE Concept” (2024YBJG049)

## Disclosure statement

The authors declare no conflict of interest.

## References

- [1] Zheng Y, 2024, The Isomorphism of Vocal Music and National Sentiment in New Era Melodramatic Films—Taking Hunan Films as an Example. *Movie Literature*, (17): 21–24.
- [2] Wang J, Meng Y, 2024, Research on the Logical Rationale of Government Governance Innovation for National Identity. *Journal of Hohai University (Philosophy and Social Science Edition)*, 26(05): 21–30.
- [3] Yuan Y, 2021, The Impact of Education on Citizens’ National Identity: The Mediating Effect of Media Use. *Educational Research*, 42(12): 95–104.
- [4] Liang J, Wang J, 2024, Festival Images and the Construction of Audiovisual Images in Contemporary China. *Cultural Heritage*, (01): 105–112.
- [5] Chang J, Li S, 2024, Sensory Revolution: Cultivation Path and Value Review of Contemporary Audiovisual Culture. *Editor’s Friend*, (02): 5–13.
- [6] He T, Wang J, 2023, Paths and Strategies of Audiovisual Arts Empowering Urban Economic Development under the Prospect of Digital-Realistic Integration. *China TV*, (07): 30–35.
- [7] Feng G, Zhang C, Shi C, et al., 2022, Effects of Emotional Labor on Job Satisfaction of College Teachers: Mediating Effect of Positive Thoughts and Moderating Effect of Organizational Identity. *Chinese Journal of Health Psychology*, 30(11): 1673–1680.
- [8] Xue N, Li L, 2022, Audience Composition and Aesthetic Preferences—Analysis Based on Chinese Movie Audience Satisfaction Survey. *Contemporary Cinema*, (03): 4–16.
- [9] Luo W, Yang Y, 2021, Cultivation of the Youth Through Movie: “Red Memory” on the Screen Reflects the Cultivation of Ideology and Politics in Colleges and Universities. *Movie Review*, (21): 89–92.
- [10] Li X, 2024, From Literature to Film: Narrative Perspective Shift, Sociolinguistic Change and Audience Experience. *Film Literature*, (22): 50–56.
- [11] Yu F, Zhang Y, Xu D, 2024, Research on the Impact of Museum Tourism on College Students’ National Identity. *Geography and Geographic Information Science*, 40(05): 134–142.

### Publisher’s note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.