Cultivation of College Students’ Core Socialist Values From the Perspective of New Media

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Abstract. The core socialist values are the dominant ideology and the value pursuit during the development progress in China today. In the era of new media, the expansion of information channels has provided new environment and new opportunities for the cultivation and dissemination of core socialist values, while it also brings severe challenges. New media has become the main channel for college students to acquire information and communication. It also influences college students’ values widely. This paper illustrates the connotation of new media and its impact on college students, the opportunities and challenges which new media bring on cultivating the core socialist values of college students. Also, it puts forward the path of cultivation for the core socialist values of college students in the era of new media.

1. The Connotation of New Media and Its Impact on College Students

The so-called new media is a concept compared to the traditional media, such as newspapers, radios, TVs. It’s a new media form developed under the new technical support system. It mainly refers to the newly developed media which relies on modern digital technology, internet technology, mobile communication technology and other new technologies, and provides customers with information services. The main new media form, which college students use most is the touch-screen media (mostly technology-based mobile phone), including BBS, QQ, MicroBlog, WeChat, digital magazines and digital movies. Compared to the traditional media, the new media is more attractive based on its rapid spread and massive contents, especially for college students.

Also, new media presents the characteristics as openness, interactivity, individuality and virtuality. Under such environment, the freedom of information dissemination, the mass of the disseminator, institutionalization of the media organization, and the virtualization of the information influence the formation of college students’ core socialist values. The extensive application of new media technology has formed its typical environment, which provides unprecedented development opportunities for the education and dissemination of core socialist values, while at the meantime, it also puts great challenge to its cultivation and dissemination [2].

2. New Media has Provided New Opportunities for Cultivation of Core Socialist Values of College Students

2.1 To expand the diversity of cultivation of core socialist values

In the past, the core socialist values were mostly taught through theoretical courses, lectures and
seminars. The form was single and only focused on the direct infusion of theoretical knowledge, ignoring the guidance of interest and stimulation of enthusiasm of the college students. While the new media, by making use of its openness, effectively breaks through the constraints on time and space and has become the new carrier and the new path for cultivating the core socialist values of college students in the new era. Educator can take advantage of new media which contains abundant education resources of cultivating college students’ core socialist values. College students can also learn the content of the core socialist values through new media according to their own needs and preferences.

2.2 To enhance the interaction of cultivation of core socialist values

The forms of traditional values cultivation are mainly about teachers’ speaking and students’ listening to them, or teachers’ questioning and students’ answering them. Teachers and students can only communicate within a limited time. It’s also hard for them to communicate with their hearts fully open to each other. However, the new media is a free and open platform. It’s featured with equal interaction, openness and sharability, where the communication between students and teachers could be more extensive, faster and more in-depth [3]. It provides college students with a more relaxed and enjoyable learning environment to acquire core socialist values and to participate in the feedback of information in a timely and expeditious way through forms like forums and debates and to exchange ideas in a variety of ways.

2.3 To strengthen the appeal of cultivation of core socialist values

The new media technology sets the picture, text and sound together, and puts sound, light and electricity in unity. It has a lot of forms in expression. The virtual simulation technology, especially, makes people feel at the spot. It changes the shortcomings of the traditional media of being monotonous, stereotyped, less attractive and having low participation. The use of new media on the core socialist values to disseminate it on an all-round, personalized and multidimensional level stimulates college students’ curiosity and imagination greatly. Thus they choose the material provided by educators on their own, learning in a vivid context which is fulfilled with illustrations, sound and emotional integration and making the education on the core socialist values achieve the real edutainment.

3. New Media Puts Forward New Challenges to Cultivation of Core Socialist Values of College Students

The new media is a double-edged sword. We must recognize the urgency and complexity of core socialist values’ education in the new era, try to eliminate these negative factors, and actively explore the way to use new media to help students form the core socialist values.

3.1 The increase of complexity of cultivation of core socialist values

Different from the traditional media, the dissemination of information on the new media is more complicated. Relevant statistical data show that the current dissemination of information through new media involves both good and bad ones, which makes the environment of cultivation on the core socialist values more complex and puts a higher requirement on college students’ ability to obtain and identify information. The new media provides a broader space for the dissemination of information, which is more free, open and diverse, while together with the violence, hedonism and money worship of which might have a tremendous impact on the formation of the core socialist values of the college students.

3.2 The weakening of sense of identity of cultivation of core socialist values

College students are under an important stage of shaping views on world, value and life. They are easier to absorb new things. They like to pursue new ideas and unique ways of life. They are not interested in “political propaganda” or “political preaching” and sometimes even rebellious to it. It directly shakes the attractiveness of the core socialist values to college students. Thus how to
properly guide them with core socialist values has become more difficult. At the meantime, the new media is full of all sorts of novel ideas and information which attract college students very much. Compared to the information online, the core socialist values is too “ordinary” to attract students, which brings difficulty to the work on the guidance, broadcast and education of core socialist values.

3.3 The weakening of dominance of cultivation of core socialist values

Before the coming of the new media era, the traditional education on core socialist values is a one-way indoctrination of education. Educators are usually in a dominant position, and recognized as the main information disseminators in the education process. They are well respected and establish their prestige easily. However, in the era of new media, college students are the recipients, users and promoters of the new media, they use the new media platform access to various types of information which they are interested quickly and easily. As a result, college students do not blindly trust the education of socialist values imposed by educators any more or satisfy themselves with being educated by the one-way indoctrination. Thus the education on the traditional core values loses its original effectiveness and aura.

4. The New Path of Cultivation on Core Socialist Values of College Students From the Perspective of New Media

Colleges and universities should give full play to its role as a channel in disseminating the mainstream value of the society, adapt to the rapid development of new media and make good use of the rules of new media dissemination to reflect the core socialist values, the new media culture and the new media services, occupying the new media positions with positive sound and advanced culture. If colleges and universities want to obtain outstanding results in the cultivation of the core socialist value, they must rely on the new media platform, fully take advantage of it and explore new pathways to the core socialist values’ cultivation.

4.1 To establish a concept of one-dominant and multi-existence

Nowadays, social values become more multi-dimensioned, diversified and personalized. The rapid development of new media has further deepened the trend, which requires college students to establish the concept of one-dominant and multi-existence in learning the core socialist values. We should adhere to the dominant position of Marxism in the field of socialist ideology in China, and also advocate the core socialist values among various areas of education and teaching simultaneously, in order to realize an active interaction of classroom teaching, campus culture and social practice. In addition, we should be compatible with a variety of good values, which both stand with the long-standing traditional Chinese values and absorb the west values reasonably. Only by innovative integration with an all-embracing doctrine, can we expand the depth and breadth of the core socialist values education for college students.

4.2 To provide better new media products and services

We should develop the popular websites, which are popular among college students, into a platform for spread and cultivation of core socialist values. Campus network, BBS and various forums are the main websites that university students search for most frequently. It’s really quiet important to develop those websites or bases into special platforms for cultivating the core socialist values [4]. New media is featured with a large amount of information, which also appears a serious phenomenon of homogenization. Therefore, the originality becomes important. New media platform should not only publish daily news, notice, but it should also carefully build its cultural brand, strengthen the column construction, in order to form the Chinese style, to reflect the spirit of the times, to get close to college students, to enjoy the elegant new media culture brand and to meet the diversified, spiritual and cultural needs of individuals as well.
4.3 To enhance the media literacy and recognition

It’s not optimistic if we take a look at the current media literacy of college students, or their knowledge about media. It’s still quite weak for college students to interpret deeply, thinking critically or dependently when handling with media information. They believe the information on new media easily and sometimes even follow it blindly. Thus it’s necessary to foster and improve the media literacy of college students, which has also become the core content of the education on core socialist values of college students. Colleges and universities should strengthen its professional teaching team, give media reports and hold related lectures on media literacy regularly, and broadcast the related knowledge of new media, aiming at improving the ability of recognition and criticism on new media.

4.4 To strengthen the construction of high-quality education team

It requires higher demands for teaching staff under the new media environment. Colleges and universities must focus on cultivating a number of educators which are of proficiency, high morality and strong skills on new media technology. On the one hand, it is necessary to pay attention to and strengthen the training of new media knowledge and skills for educators, to organize new forms of on-the-job training or short-term off-the-job training regularly, and to apply new media technology into pre-employment training system properly and to make it more standardized and institutionalized. On the other hand, teachers should also keep pace with the times, update the theoretical knowledge constantly, learn the knowledge on the new media initiative, improve their ability of comprehensive and critical thinking upon the new media information, make the use of new media to carry out the cultivation on core socialist values and last of all, to further enhance the effectiveness of core socialist values’ cultivation on college students.

Under the background of the globalization, the thought field is now featured with diversification and fragmentation of values, which increases the difficulty of the education and dissemination of the core socialist values. Colleges and universities must closely focus on the fundamental task of building students’ morality and characteristics, master the development rules of new media correctly, avoid its negative impact actively and fully make use of its advantages to broaden ways for students to learn the core socialist values, to further enhance the attraction of the core socialist values to the college students and make them grow healthily [5].

References


