Construction of College Students' Socialist Core Values under New Media Environment

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Abstract

New media is an important part of the construction of college students' values. The rapid development and extensive application of new media have a positive and negative impact on the ideological behavior of college students. In order to cause the university student understanding and the approval socialism core values, we need to use the new media, from aspects and so on with the education idea, propaganda way, education vigor, content construction platform construction constructs the contemporary university student's correct values.

Keywords. New media; College students; Socialist core values; To construct

1. INTRODUCTION

The wide application of new media in contemporary college students has a wide variety of influence on young college students' students, including the impact on college students' social values and the ideological and behavior of college students. Of course, anything is multidimensional, for college students on the construction of socialist core values and we need to make full use of the new media environment. On the new media, simply, the new media is an environment. New media covers all digital media forms. The new media is also a broad concept, and strictly speaking, new media should be called digital new media. Has originality of new media, it has value, effect and has the characteristics of vitality, and variety, specifically with the several categories: technology blog, mobile media, PITV, digital TV, mobile TV, blogs, podcasts, etc. There are various kinds of things, and in the development of maturity, there is the vitality.

2. The Main Values of Contemporary College Students

2.1 A Survey of Contemporary College Students

Now the college students mainly composed of 90 after 90 students have their distinctive personality, compared to the older generation of college students, they have their characteristics and advantages, but also have many deficiencies. Influenced by various

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erroneous ideas, their thoughts show diversity, behavior manifests uncertainty, and personality expresses differences. Under the various characteristics of education, contemporary college students are full of innovation, but more self. It is also because of the strengthening of self-consciousness, college students pay more attention to the interests of the individual, individual students do not want to take the initiative, in the effort, team awareness is inadequate. And egoism and money worship is the impact of college students are the correct values.

2.2 The Main Values

The life values of contemporary college students present a variety of forms, positive and negative, and they develop in different directions. There is a new media influence. First of all, under the impact of the various kinds of network media, people constantly changing and the different values of niche thought has also had to show platform, constantly shake the values of the college students. The partial university students distinguish the right and wrong ability to be bad, in the complex each kind of ideological trend and under the information media influence, has lost, down to had the problem in the life values orientation. Detailed says, to the collectivism and the individualism values, compares the older generation the university student, the contemporary university student favors the individualism, is unable to make a clear distinction the right personal interest and the individualism boundary. Looked like in some university students that, advocated collectivism is disappears the individuality, the denial, emphasized the collective interests deny the personal interest. The new media appearance has attacked the university student thought enormously, is unable to let the university student understand the collective and individual dialectical relations correctly. But the money view is receives the capitalist society the influence, had the enormous deviation, the older generation “regarded the money was the muck” the values already to get rid, has produced mammonism, placed the money in the life pursue the main position. This is now the question which cannot be avoided to university student's life values education in. But the new media the characteristic which does not screen to the information, makes mental not yet the completely mature university student easy to receive misleads, selfish and the money gain took the only pursue goal, loses the reason, thus moves towards the self-deconstruction the abyss.

3. The Influence of New Media on the Social Values of University Students Widely Applied

3.1 Positive Influence of New Media on the Ideological and Behavior of Young College Students

With the wide application of new media in life, learning can become more convenient, fast and efficient with the use of new media technology and tools. College students on the basis of traditional learning channels, is no longer a fixed and limited knowledge learning, can be
anywhere at any time according to their hobbies and interests, the choice of the want to learn to learn, to learn can learn the value of the shift.

QQ, WeChat, microblogging and other chat tools to make the vigorous development of communication and communication between people become convenient, especially the emergence and development of new media makes pictures, audio and video to transmit, so that mutual exchange More concrete, making the exchange more smoothly on the Internet. In general, the emergence of new media to innovate the traditional way of communication and with the rapid development of new media, it overcomes the limitations of traditional interpersonal relationships, expanded people's communication space, expanded people's means of communication, greatly changed people's understanding, behavior and emotions, and college students as a mobile phone, E-mail, BBS, blog, podcast, QQ, microblogging, SNS social networking site of the main use of the group, its interpersonal communication has also been a huge impact on new media. It has to be said that the new media provides a platform for personal development and innovation, and avoids the thought of silence. Enable college students to realize their innovative value online.

3.2 The Negative Effect of New Media on the Thought Behavior of Young College Students

The new media widespread use causes the big student association to its network software and the machine language warm chase, causes its energy the disperser, but causes some young people to delay the studies even to give up the studies. Behind this kind of chase heat can cause to the traditional culture desolate and to the humanities spirit neglect, thus does not favor the university student to the outstanding traditional culture study, does not favor its socialism core values education. New media is improperly used when the spread of some negative information, the network is filled with more and more false, vulgar and even reactionary, obscene and violent and other information content, in particular, some organized online malicious attacks and ideological penetration, more is a serious impact on the network life order also inevitably on the university students of the world outlook, outlook on life and values have a negative impact.

4. How to Cultivate College Students' Socialist Core Values in New Media

The new media provided the unprecedented diversification to the university student to carefully examine the angle of view and to demonstrate the platform that was becoming gradually affects and cultivates the university student values the new carrier. Therefore, studies the new media the characteristic and the tendency to the university student world outlook, the values, the outlook on life intrinsic influence, excavates the new media to the university student core values cultivation realistic value, has become the important topic that must make the new media strengthens the university student socialism core values cultivation the mainstream platform, must excavate fully brings honor to the socialism core
values the information resource does greatly strongly brings honor to the socialism core values the new media to disseminate the platform, guarantees the network security, the purification cyberspace. Therefore, we propose the following suggestions.

- Cultivate and practice the socialist core values of college students, the college to create micro-microblogging and other interactive, and disseminate timely media, through a variety of ways to introduce and convey the socialist core values of the content, so that college students establish a good socialist value. At the same time, the use of the Internet's strong convenience and interaction, students can also take the initiative to self-education that enhance the learning of the subjectivity and initiative. Is conducive to the concept of socialist core values deeply rooted.

- Implement the education of college students' socialist core values, new media will play a direct, timely, fast and interactive communication advantages, the popularization of socialist core values and specific and popularization.

- Fully uses the new media nimble quick characteristic and the superiority, prompt, intuitively the issue and the exchange has personalized the information, causes the socialism core values education to be more vivid, vividly, more direct, meets university student's seeking knowledge need as far as possible that solves university student's thought to be puzzled, the open university student's social field of vision that improves university student's comprehensive quality that may say like this that, uses in the good new media each new method, can disseminate the effective information fast, the university student socialism core values education new duty which the adaptation time proposed.

5. Conclusion

To promote the construction of socialist core values, college students need to strengthen the construction of the socialist core value system, give full play to the core values in the leading role of university campus culture construction. Most of the group of college students are high quality, they have positive right and logical pursuit of personal values, but the values of diversity, cultural diversity of social transition, there are still some college students' understanding of social core values has a relatively obscure. And the university student is the pillar of the country that shoulders the responsibility of national rejuvenation, especially with the student of high level university.

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