

## Interaction and Turn: A Cross Boundary Study on the Form of College Students' New Media Communication

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**Abstract.** Under the view of the new media, the ideological and political education in colleges and universities was faced with new tasks and challenges. This paper attempts to explore the existing problems of college students in the new media communication form and the law of development, starting from the three stages of new media communication, revealing the ideological and political work in universities was faced with a new turn, to explore the integration of Ideological and political education of new media and universities, to enrich the connotation of Ideological and political work. At the same time, the article will reflect on the cultivation path of new media literacy and the ways and means of Ideological and political work under the new situation under the direction of Internet thinking. This is not only the innovation of College Ideological and political education work under the new media, but also a process of constructing big ideological and political pattern of cross-border thinking.

### Introduction

Under the new media environment, the media communication platform, with micro-blog and WeChat as the main body, has always attracted people's attention with the characteristics of freedom and equality, the convenience of operation and the use of sending and receiving information and time. Its usage group is more and more huge, but it also has certain "service life", that is the new media upgrading is faster. As the main users of the new media and the promoters of the new generation, the college students' group has changed a lot in the time and space of the new media communication, which is characterized by the blurring of the time limit of the communication with people, the expansion of the communication space and the increasing amount of information in the acquisition and storage. To a certain extent, it affects the learning and living rules of college students, interpersonal relationships, even ideals, beliefs and values, especially mental health. Its psychological problems tend to be recessive, especially those who interact with people are hidden in the "backstage". Once the individual problems are exposed, it is more serious. Therefore, no matter the common characteristics of the group in the new media communication, or the problems of individual communication, the form of communication between people and people has changed significantly in the new media environment, especially in the group of college students. Therefore, ideological and political education in Colleges and universities will also face new tasks and challenges. In the view of the new media, we observe the changes of the group in the form of communication in the ideological and political education work, and then discuss the reform path of the ideological and political education work under the Internet thinking<sup>[1][2]</sup>. This is the basic point of this paper, and also a powerful weapon for finding and solving problems.

### “Spiral of Silence Theory”: the New Orientation of Ideological and Political Education

The spiral theory of silence was proposed by the German mass media scientist Elizabeth Noel Neumann (Elisabeth Noelle-Neumann) in his book "the spiral of silence". When people express their ideas and opinions, if they see their agreed views and are widely welcomed, they will actively participate. This kind of view will be published and spread more boldly; and it is found that a point

of view is unattended or rarely heard (occasionally in groups of attacks), and even if it agrees with it, it will remain silent. The silence of the opinions of one side leads to the increase of the opinions of the other side, so that the sound of one side becomes stronger and stronger and the other side is becoming more and more silent. In daily observation, I find this process is very common among college students. They are generally at the forefront of social change in choosing new media technology, upgrading faster and updating the latest technology of new media. In the new media interaction, college students adapt to the new media communication mode faster, and new media technology is also actively catering to the social needs of university groups. For example, from micro-blog to WeChat, the functions that can be sent at any time, as well as the functions of building a group of chatting at any time, are automatically shielded from the external visual functions of non common friends messages. With the increasing demand for new media interaction, WeChat also provides WeChat payment, red packets and other functions. The setting of these functions, on the one hand, ensures that WeChat has not been trapped in the whirlpool of silence in a certain period of time. On the other hand, these functions have been used by the college students, which is the embodiment of the adaptability of the group and the new change of the new media communication form of the college students. This change is contrary to the "silent spiral", which provides a theoretical basis for us to predict the association rule. Thus, it indicates that the problem of new media interaction of college students can no longer be confined to the thinking of individual accomplishment, but also from the perspective of Internet thinking. Therefore, the new media which is inseparable from the daily life of college students involves the cultivation of individual new media literacy and the requirement of universal Internet thinking. The ideological and political work in Colleges and universities should not only pay attention to the speed and direction of the new media updating and replacement, to clarify the spiral law of the new media itself in the society as a whole, to foresee the new changes of the new media, and to take the initiative to close the group of college students as the new media users, which are derived from the "spiral of silence" in the new media communication. The law of communication and the cultivation of the individual new media literacy, this is the original intention of the ideological and political work, and the Internet technology which is closely related to the development of the new media, and to explore the guiding significance of the Internet thinking on the ideological and political work of colleges and Universities under the new media. Therefore, there is a new orientation in the ideological and political work in Colleges and universities, that is, focusing on the overall change of the new media in the college students, which is the new challenge faced by the new media environment, the educational requirements of the students' individual new media literacy and the universal docking of the ideological and political work with the Internet thinking. This is the ideological and political work of the University.

Through the above discussion, it is not difficult to find that the change of the new media is becoming more and more rapid and the college students tend to change to the other groups in the new media, which is mainly shown as "the spiral of silence". There are more and more problems. For example, there are more and more network frauds in new media. In my research, I find that campus network fraud 85% is related to new media interaction. 36% of college students had encountered fraud problems in the new media interaction. At the same time, because the new media has the functions of red packets and payment, such network fraud is accompanied by the daily life of college students, and the success probability is also rising. In addition, I observed in daily observation that more and more college students will vent their dissatisfaction with life, study and work in new media communication. For example, college students' interpersonal problems may be more and more manifested in new media. They may express their dissatisfaction with someone or something in new media, and even involve personal attacks or rumors. Such statements make the voice of one side stronger and stronger, and the other side's spiral process of silence. Thus, due to the other party or rumor hurt. The situation is serious and may involve criminal offences. Such a situation often encountered in the current ideological and political work in Colleges and universities. It has to be thought-provoking. The issue of individual new media literacy needs to be concerned. In addition, psychological observation stations for college students need to be transferred to new

media positions. For example, college students who tend to behave normally in their daily life may cause unnormal behavior, such as suicide, because of the sudden failure of the new media communication. Therefore, in the ideological and political work in Colleges and universities, college students' psychological work also needs to face new changes. At the same time, under the innovation of Internet technology, the speed of new media's communication is faster and faster, and its interaction becomes wider and wider. Cross border and pluralism become the key words of new media interaction under Internet technology. Therefore, Internet thinking is also indispensable in Ideological and political work. Its importance is self-evident. But from what point of view? This should take into account the innovation and timeliness of the research.

Based on the above problems, this paper selects college students' new media communication form as the starting point, explores the cultivation path of College Students' new media literacy, and discusses the applicability of Internet thinking in Ideological and political work in Colleges and universities, so as to enrich the connotation of Ideological and political work. From the above discussions, we can see that new media is closely related to college students' daily life, and Internet technology is closely integrated with new media technology. Therefore, it is not only the only way that the ideological and political work is close to the daily life of college students, but also the new orientation of the ideological and political work in Colleges and universities. It is also a necessary move for the academic circles to build a "big thought pattern" in the ideological field.

### **"Foreground Background": transboundary thinking from new media interaction to Internet thinking.**

In the view of sociologist Erving Goffman<sup>[7]</sup>, everyone will play a specific role in some social situation. This role is the external expression of people's activities in order to impress others. The "front desk" is mainly expressed outside, while the other is called "backstage". The theory of "foreground and backstage" is also applicable to the new media interaction form developed on the basis of new media technology innovation. With the development of new media, the form of new media interaction has become one of the most important forms of communication among college students. However, because of the recessive communication of new media, the problems of college students in this communication form are frequent, such as the influence of bad information, the values of college students often distort, some college students are addicted to the network and are habitually hiding in the "backstage", which makes the sex tend to be introverted and affect the normal life and so on. From these phenomena, we can see that although college students' interaction is closely related to new media, they haven't really formed good new media literacy. The quality of new media may be influenced by the group of college students in the process of condensation, but the former does not consciously include the latter, and the latter does not really have the former. On the contrary, the interaction between the front desk and the background makes the expression and behavior of college students "no longer open and transparent" in the new media, and shows the characteristics of recessive. Therefore, many college students are willing to accept bad information under the background protection. They may even be the producers of bad information. This violates the characteristics of new media literacy, and has a negative impact on the development of college students. But on the macro level, this is the direct reaction of new media interaction. College students can independently integrate into new media communication. The contrast formed between the two causes the imbalance of the college students in the new media literacy. However, the sustainable development of college students can not be separated from the guidance of new media literacy, especially on the premise that new media has more and more profound influence on College Students' life, and the cultivation of College Students' new media literacy is imperative. The relationship between the two is mainly manifested in the cross boundary integration, and the "coupling" concept can be used to explain the content coupling when one module directly modifies or operates the data of another module or directly into another module. The ideological and political work, which plays a guiding role in the daily life of college students, needs to change the thinking of the work and introduce the thinking of the cultivation of new media literacy. The first step of the relationship between the new media literacy and the two ideological and political work

in universities is mainly the evolution of the new media interaction form. This is the derivative of "content coupling". It includes the reaction process of the synchronic and diachronic of the individual front desk and backstage. The new media communication forms can be divided into the following three stages: first, the strange stage, the contacts between strangers, the "front" and the "backstage", and the second, the acquaintances, the acquaintances and the "front" and "the front". The performance of the backstage is basically consistent; third, the relationship between acquaintances and strangers or strangers, the expression of "front desk" and "backstage" tends to be alienated. Based on this, the path of Ideological and political education of college students needs to be adjusted in a timely manner, paying more attention to the backstage performance of college students. Its background performance is mainly guided by "Internet thinking"<sup>[3] [4]</sup> in the form of new media interaction. From traditional media to new media, the implantation of Internet has promoted the rapid development of new media technology. The cross boundary combination of the new media and the Internet is one of the innovative points in this paper. It is also an important aspect of the new media research and the continuation of its research vitality which can not be ignored. Therefore, it is imperative to study cross border research on Internet thinking and ideological and political work in the background of new media technology.

Academic circles generally believe that "Internet thinking is essentially a democratization thinking. In the Internet era, the public is the producer and disseminator of media information. The monopoly foundation is eliminated. It is a continuous process of feedback to grasp the public demand. The demand and human nature are related, so the Internet era seeks the emotional appeal based on mutual communication and advocates the public supremacy. This coincides with the ideological content needed to build the "great thought pattern", and it can also be the guiding ideology of the latter in the process of practice, and bring the ideological core into the content of College Students' Education in order to cultivate the new media literacy of college students. How does Internet thinking affect college students' new media interaction in daily life, and then have an impact on Ideological and political work? The thinking of the Internet is imperceptibly nurtured in the college students, and is shown in their new media communication, forming a new media literacy directed thinking of the college students, thus changing their communication form in the daily life<sup>[5] [6]</sup>. At this stage, the Internet thinking of college students is fragmented and urgent to integrate. The evolution of new media communication mode has led ideological and political educators to re examine their work ideas and guiding ideology. Therefore, it is necessary to seek the guiding role of Internet thinking in the new media communication form of college students, to remould the new media literacy of college students, and to influence the thinking of Ideological and political education. This process is mainly reflected in the Internet thinking from the inside to outside, from the local to the whole transition<sup>[6]</sup>, affecting the new media interaction and ideological and political work of university students. Under the new situation, the ideological and political education in Colleges and universities should not only be limited to the discussion of new media communication and literacy, but also should pay more attention to the "background", that is, the influence of the Internet thinking on the two, and to explore the multiple influence factors of the ideological and political education work of the University under the new media.

In today's society, under the new media era, the cycle of communication technology upgrading is relatively short. Its communication characteristics are constantly dispelling and challenging the existing form of communication and the system and content of Ideological and political education. Therefore, on the basis of the "front desk" and "backstage" theory of new media communication in college students, the "interactive turn" of Internet thinking and ideological and political education will directly affect the timeliness and feasibility of the ideological and political work. Through investigation, I find that the interaction turn of Internet thinking and ideological and political education is deeply influenced by the development of new media technology. At present, there are structural transition and phased transition (synchronic and diachronic) characteristics of Chinese college students in the use of new media technology. According to the usage of different new media types, they show structural characteristics. The co-existence of different technologies is called structural transition. The replacement of new technology shows a phased transition. In addition,

under the influence of external environment, the use of new media by college students can not be rigidly defined as linear structural transition or stage transition. Over a period of time, technological turnover can be seen as a continuous cycle. But in the long run, the development of new media is mainly characterized by diachronic characteristics.

From the above discussion, we can see that this paper not only solves the problem of the transition between the background and the front desk of the college students, but also solves the problem of the interaction between the Internet thinking and the ideological and political work of the college students, and has the characteristics of synchronic and diachronic. However, academia did not pay much attention to the latter, but just discussed the problem of Ideological and political education itself. This paper focuses on the interactive turn of Internet thinking and student ideological and political work, and explores the cultivation of College Students' new media literacy.

Firstly, the ideological and political educators use the Internet thinking to guide college students. They need to pay attention to the transition between reality and the virtual world of new media ("front desk" and "backstage"), so as to elaborate ideological and political work. This is a required course for new media literacy cultivation of College Students under new media environment, but it is often ignored. Effective interactive turn, that is, the effective use of Internet thinking in students' Ideological and political work will help the college students to use new media more freely and promote self development. Otherwise, it may lead to problems such as infatuation with Internet and communication barriers.

Secondly, the form of new media communication can be divided into three stages. According to the development and change of communication form, I think it's very important for college students to cultivate new media literacy and maintain transition. Among them, the direct characteristics of Internet thinking can be directly displayed in the new media interaction of college students, mainly in the "backstage" performance. To some extent, "backstage" is a self expression of college students. If we timely grasp the different development stages of communication form in the ideological and political work, the timely adjustment of the focus of work is the best use of the Internet thinking in the ideological and political work.

Third, from the view of the development of new media, as the most enthusiastic acceptor and user of the new media, the cultivation of its new media literacy will be a long-term topic because of its immaturity. The interactive turn is a trend to adapt to the needs of the times, and is always accompanied by the cultivation of new media literacy.

To sum up, based on the new media communication form, the interaction between the Internet thinking and the ideological and political work of the students has its internal and external development needs, namely the dynamic expression of the interactive turn. We cannot simply list doctrines, but ignore the diachronic and synchronic characteristics of new media. The cultivation of College Students' new media literacy needs to start from the development stage of the new media communication, and strengthen the flexibility of the interactive turn, and further promote the development of the cultivation of new media literacy in combination with the Internet thinking.

### **Discussion and Innovation: the cultivation path of College Students' new media literacy.**

New media is upgrading, but it cannot be separated from the support of Internet technology. College Students' new media communication form is essentially a part of network culture, and is deeply influenced by Internet culture. Therefore, the cultivation of College Students' new media literacy is inseparable from the guidance of Internet thinking. We need to adapt ourselves to Internet culture from the perspective of Internet thinking and conform to the new normal of new media interaction among college students. This is the basic requirement for the cultivation of College Students' new media literacy under the current situation. Therefore, the combination of Internet thinking and the cultivation of new media literacy is an innovative path for college students to build up health and adapt to the current network culture and can be applied to the reality.

**First of all, Internet thinking requires us to establish a democratic and fair and highly attended form of communication.** The cultivation of College Students' new media literacy needs to build a participatory model of student education management in the daily situation, which is based on optimizing the internal structure of the new media, further deepening the "Participatory"

mode of education management in the whole school, and deepening and widening the connotation and extension of the new media literacy. This is not only the personal pursuit of college students in the new media interaction form, but also the outstanding feature of "participation and collaboration" in the Internet thinking. This model always takes the students as the main body, and lets the students participate in the construction and protection of the campus culture, and the managers only play the role of guide and supporter. Students participate in the various affairs of the school in their daily study and life, and integrate into the campus culture with the master's attitude, thus constantly improving the students' consciousness of participation. In this way, the cultivation of College Students' new media literacy will not only be given to the network culture, but also an important part of the ideological and political work of college students. At the same time, the thinking of the Internet will also be the guiding ideology of the ideological and political work, thus forming an open and transparent outlook, the equal participation of democracy and the direct response of the situation view as the main characteristics. The pattern of thinking and political affairs. From this, we can see that the new media literacy of college students is no longer just a kind of network culture, it can extend to every aspect of our daily life. This is the training process of the negation of the negation of the college students' new media literacy, the embodiment of the overall view of the Internet thinking, and the specific requirements for the construction of the pattern of great thought and political affairs.

**Secondly, based on the content coupling of Internet thinking and College Ideological and political work, the understanding of the difference between the "front" and the "background", especially the "background", will help to grasp the potential problems in the college students' new media literacy and the change of the individual's thoughts.** In addition, the communication barriers between the college students and the ideological and political workers are dredged up, and the students are encouraged to express their wishes more directly. In the real sense, the situation view of the direct reaction of Internet thinking is used in the real sense, and then the college students can strictly manage the "front" and "backstage" in the cultivation of new media literacy. Behavior performance. It provides a practical reference for the cultivation of College Students' new media literacy, which makes the cultivation of new media literacy of college students closer to reality, close to life, and close to students.

**Finally, interactive turn refers not only to the change of state, but also to the transformation of thinking mode.** This requires ideological and political work to comply with the requirements of the new media development stage, and timely absorb the "excellent quality" in the Internet thinking. Using the Internet thinking to guide ideological and political work, cultivate college students' new media literacy, the use of new media literacy to armed contemporary college students, and promote the new media literacy to the group of college students. This is the orientation requirement of the coupling relationship between Internet thinking and student's ideological and political work, and also the distillation process of the relationship between the two. In the new situation, how do we cultivate the new media literacy of college students with internet thinking?

First of all, schools need to give full play to the main functions of new media literacy education. The basic education of new media literacy should be carried out in the form of opening and practical education. The school needs to vigorously support the new media literacy education, propagandize the latest provisions in the use of new media in China's law, and strictly standardize the requirements of the new media for college students in the ideology, so that the "front" and "backstage" can be "like one", no rumor, no rumor. In the process of "silent spiral", we should publicize positive energy. At the same time, schools can organize related activities, so that college students can understand the impact of new media interaction through personal experience. Second, family plays an important role in the new media value and ethics education. College Students' values often appear directly in the background of their new media interaction. Therefore, whether or not we have the right values will affect the development of new media communication to a certain extent. Parents need to help college students set up the right upward values and pay attention to the daily new media interaction form of college students. Third, the government needs to start

from the Internet, hold Internet thinking in work, strengthen the supervision of network culture, effectively combat unhealthy network culture, and create a positive network culture atmosphere for college students. Fourth, as the contemporary university students need to understand the new media related disciplines and laws and regulations, the new media speech should have the ability to identify, cultivate good moral sentiment, and spontaneously boycott the unhealthy new media culture.

The three stages of College Students' new media interaction form the interaction transformation between "foreground" and "backstage". Among them, the real "I" is mainly reflected in the "backstage". On the basis of the "three stage", the importance of the interactive turn of Internet thinking and students' Ideological and political work is analyzed from the characteristics of the synchronic and diachronic characteristics of the new media. The paper uses the theory of "silent spiral", "front desk background" and "transition turn" to study the new requirements of Ideological and political work in Colleges and Universities under the view of new media. In theory, it is not only the transboundary argument of the applicability of the three theories, but also the innovative Research on the ideological and political work of colleges and Universities under the view of the new media, and broadens the research perspective. That is meaningful to the construction of big ideological and political pattern. Different from the previous studies on Ideological and political work in Colleges and universities, this paper broadens the vision of path exploration, enriches the connotation of Ideological and political work, and tries to build a transparent and active participation. This is only the beginning stage of the cross boundary research on the ideological and political work of colleges and universities in the perspective of Internet thinking, and more scholars need to join this kind of research from a multidisciplinary point of view to provide theoretical and methodological reference for the construction of great ideological and political structure.

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