

# Research on the Influence and Strategy of New Media on College Students

Zhimei Zhang

Wuhan Textile University, No.1, Fangzhi Road, Hongshan District, Wuhan City, Hubei Province  
(Wuhan, Hubei 430073)

**Keywords:** New Media; College Students; Ideological and Political Education

**Abstract:** The life and study of contemporary college students are inseparable from the new media. No matter in daily interpersonal communication, knowledge acquisition, learning and thinking mode, etc., it is deeply influenced by the new media. This paper investigates the influence of new media on college students, strengthens its construction and management, and plays the role of ideological and political education with new media. In this way, we can guide contemporary college students to establish correct ideological cognition and value orientation, and achieve the goal of ideological and political work in colleges and universities.

## 1. Introduction

The term "new media" was first proposed by Goldmark, director of CBS Technology Research Institute in 1967. It has the characteristics of information link, relevance and interactivity, and one of its main users is college students. The experience it brings is no longer just visual sense, but the intersected experience of visual, auditory, tactile and olfactory senses; College students can participate in various news, talent shows or product marketing in the form of post, SMS, video and other forms of communication. This kind of interaction is the comprehensive promotion and transformation from the communication concept to the industrial model, the capital weight in the media development strategy, and the increasing influence of modern new media based on digital technology. The information is complex and diverse, good and bad mixed together, which has great influence on students' outlook on life and values.

## 2. The Main Negative Effects of New Network Media on College Students

Firstly, some new cognitions are constantly flowing in, traditional ones have been shocked and challenged, which causes confusion of moral concepts and value orientation. Some cognitions that are too conservative are abandoned, while some that are traditionally considered too radical and rebellious are given "fashion" and "novel" views; College students recognize various values, lifestyles, and social trends through the Internet. Most of them can recognize the influence of new media on their knowledge structure and viewpoints, but ignore its influence on their own values.

Great bad information is hidden throughout the virtual network. Out of curiosity, college students come to know it. They may overestimate their cognitive ability to new things, and think they can control a lot of things. It causes the separation of the virtual and reality, and then the separation of the virtual and reality of value orientation, and the gradual decline of morality judgment. Guided by new media, college students' values are gradually blurred. The original supporting values are gradually losing authority, and they begin to doubt and cannot unify them. Finally, it also leads to the coexistence of dual or multiple values in the real social life communication, errors of moral value judgment, confusion of moral choice and the disorder of value orientation.

Secondly, the new media influences the Internet behavior of college students. Though college students in new media are mainly to obtain new information, their network behavior is more complicated. It includes network spoof, network fraud, free expression of opinions, expression of feelings, online shopping, virtual consumption, online entertainment, etc. The present network mixed with good and bad has made them fall in a difficult situation to distinguish. Some students

are disturbed by the external information, especially some inflammatory remarks. Because of the lack of clear discrimination and keen observation, they are easy to be incited by the network, and impulsively make extreme behaviors. They vent their emotions through inappropriate methods, like network parody, cyber manhunt for privacy, which eventually lead to some emergencies, especially the campus emergencies.

Thirdly, new media brings bad influence on college students' interpersonal communication. The popularity of new media breaks the restrictions of time and place in the daily communication of college students, making their social behaviors more frequent and convenient. The restoration of traditional social network and interpersonal network by new media promotes the double deepening of friendship between network and reality, and makes new media more and more popular among college students. It not only improves students' self-selection, but also promotes their social activities and interpersonal communication towards a more diversified direction. However, the network communication brings great anonymity and uncertainty, which makes their communication on the virtual network platform generate a sense of reality. In fact, it is difficult to guarantee the basic trust between the two sides of the interaction. Contemporary college students communicate on the Internet mainly for emotional communication, interest and hobbies. However, in the network communication, some students cannot correctly grasp the freedom of speech, appear vulgar, insulting, abusive speech, and cannot achieve the civilization of of speech and behavior.

### **3. Measures to Be Taken by Colleges and Universities in the Face of New Network Media**

The network new media is a "double-edged sword", which also provides an opportunity for colleges and universities to realize the goal of ideological and political education.

Firstly, it is necessary to strengthen the media literacy education of college students, improve their information discrimination ability, and consciously establish and practice correct values. Media literacy refers to people's ability to choose, understand, doubt, evaluate, think and make media information. In the evaluation and judgment of media, college students lack sufficient judgment and vigilance on the representation and construction of media, and are easily affected by bad information. This leads to the confusion of value orientation and even runs counter to the dominant one. Thus, it is necessary to make college students establish an independent critical spirit of media information through media quality education, keep a clear mind of the erosion of media commercialization, and avoid losing direction in front of complex information.

College students are weak in criticizing new media. This paper investigates contemporary college students from three aspects of the degree of trust in the media, the ability to distinguish the authenticity of news, and the influence of media report on the public. The results show that 75% of college students have basic trust in the media, 15% have full trust, 3% have no trust, and 9% have unclear attitudes. 65% of the college students surveyed take the media news report as the auxiliary judgment basis, 23% think that it has little influence on their cognitive judgment, nearly 10% take it as the main basis, and 2% do not rely on the media for completely independent judgment. The results show that college students have a certain degree of trust in the media, and to some degree there is dependence. They cannot effectively choose different information, do not have the ability to distinguish the true and false news, and show the obvious lack of the ability to analyze and criticize the media representation.

Colleges and universities should focus more on the media literacy education of college students, and increase its investment from the aspects of material security, system construction and human resources. The system is the guarantee to promote the media quality education of college students. This also requires major universities to launch corresponding guidance system of online public opinion suitable for the new network development and strengthen the management and construction of official website accounts. Meanwhile, it is also possible to organize students to conduct social practice of media literacy by related offering general courses. This will encourage students to conduct relevant research, endow them with a complete knowledge structure of media literacy, provide a correct perspective to interpret media information, and cultivate a civilized network habit and a sense of social responsibility.

Secondly, colleges and universities should also innovate the idea of network ideological and political work. Schools should change the single mode of Ideological and political work and break the traditional system of full-time counselors' responsibility; Schools should coordinate the network management personnel of the propaganda department, school office, network center, and Party school to include them into the broad ideological and political team, and clearly assign them the responsibilities; Schools should also play the role of student cadres and ordinary students to realize self-education and form a situation of ideological and political work with joint efforts.

In the era of new media, ideological and political educators of college students should pay close attention to their online trends, understand their ideological status, and strengthen communication and exchange. Besides, they also need to answer the questions raised by college students in time, respond to their key and difficult points, eliminate their puzzles, guide and resolve conflicts, and try to squeeze the "hidden space" of negative information, so as to reduce the impact. In case of emergency, new media means and campus related emergency measures should be used in time. Schools should "realize the importance of human appeal, fully play the effectiveness of environmental monitoring, until the main source of crisis". Through timely reporting of emergencies, schools give correct guidance to college students at the first time, do not cover up, do not be disrespectful, do not let go, and ensure the guidance mechanism of public opinion information plays an efficient, positive and good role.

Thirdly, it is necessary to enhance the cultivation of media quality of ideological and political educators in colleges and universities. The ideological and political educators of college students are the main force to conduct the ideological and political education, as well as the organizers, managers and directors of the daily ideological and political education. They need to improve their understanding of the features, connotation and dissemination rules of new media, practically work, and do well the "online" and "offline" integration of ideological and political education. Besides, the educators need to constantly improve themselves, internalize and upgrade their media literacy to meet the deepening needs of network ideological education in colleges and universities.

## **Conclusion**

The new media era brings both opportunities and challenges to the ideological and political educators of college students. We should make full use of the advantages of new media, grasp the pulse of the times. Moreover, under the guidance of the scientific outlook on development, we need to be down-to-earth to improve the implementation of various system links, and actively cultivate the media literacy of educators and college students. Only in this way, can we bring a good dual home of reality and virtual to the contemporary college students, and lead them to a higher level of ideological cognition.

## **References**

- [1] Zhang Jian. College Students' Acceptance of Ideological and Political Education in the New Media Environment: Features and Measures[J]. Heilongjiang Researches on Higher Education, 2019(7):145-148.
- [2] Ge Wan. On the Ideological and Political Work of College Students under the Background of "Internet +"[J]. Course Education Research, 2018 (50):71-72.
- [3] Han Weihong, Yang Zijun. On the Path of College Students' Ideological and Political Work in the New Media Age[J]. Henan Education (Higher Education), 2017(10):43-45.
- [4] Xu Hao. Thoughts on Cultural Construction of College Student Dormitories in the New Media Era[J]. Journal of Seeking Knowledge Guide, 2016 (13):53.
- [5] Wu Zhijun. Research on the College Students Ideology and Politics Work in We-media Times[J]. Journal of Ideological and Theoretical Education, 2014(2):129-131.

- [6] Wang Di. New Challenges to Ideological and Political Education of Post-90s College Students by New Media[J]. Studies in Ideological Education, 2010(1):71-74.
- [7] Xiao Xuebin, Zhu Li. Influence and Countermeasures of New Media on the Ideological and Political Education of College Students[J]. Studies in Ideological Education, 2009(7):54-56.
- [8] Jiang Enlai. Ideological and Political Education of College Students in the New Media Environment[J]. Theoretical Front In Higher Education, 2009(6):54-56.