

# On the Cultivation of the Core Socialist Values in Colleges from the Perspective of the New Media

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**Abstract.** The new media such as micro-blog, Wechat and APP has become indispensable factors affecting the growth and success of contemporary college students in China. Colleges and universities should give full play to the advantages of new media in improving the appeal, effectiveness and innovation of education, adhere to the combinations of dominance and diversity, online and offline, theory and practice, inheritance and innovation. The core socialist values should be cultivated through innovating the education forms, building diversified platforms, establishing the supervision mechanism, and strengthening the legal education in colleges.

## 1. Introduction

At present, the new media has become an indispensable environment and platform for young college students to acquire knowledge and interpersonal communication. In order to enhance the pertinence and effectiveness of the ideological and political education, strengthen the education of the core socialist values, how to give full play to the enthusiasm of new media and try to avoid its negative, so as to make it become an important carrier and impetus for young college students to grow up healthily and successfully, is an important issue to be solved urgently in colleges and universities.

## 2. The value of the new media in the cultivation of the core socialist values in colleges

### 2.1 Enhancing the appeal of the education

In order to peel off the impact and influence of negative information, extreme ideas and improper speech on college students in the new media environment and establish the dominant position of the core socialist values, it is particularly important for colleges and universities to attach great importance to the construction of new media education positions and effectively enhance the appeal of education. Through the construction of new media platform with different levels and classifications, colleges and universities carry out all-round and multi-dimensional propaganda of the core socialist values by means of individualized pictures and texts, easy-to-understand language, and full interaction of communication, so as to fully enhance the attractiveness and appeal of education and propaganda of the core socialist values, stimulate the students' thirst for knowledge and imagination.

### 2.2 Improving the effectiveness of the education

College students are more likely to accept the new media with equal interaction. In the new media environment, instant interaction and equal communication can mobilize the enthusiasm of the college students, and enable them to participate spontaneously and actively in the discussion and thinking of various events, greatly enhancing the user experience and acceptance. Compared with the new media, the traditional way of education, which mainly focuses on "irrigation" information transmission such as lectures and meetings, tends to arouse students' disgust. New media has brought a variety of forms and methods for the cultivation of the core socialist values education, such as thematic websites, Wechat, forums and so on, which are familiar with and willing to accept by college students.

### **2.3 Expanding the innovation of the education**

In the new media environment, the characteristics of popularization and universality make the roles of the educators and the educated persons more and more blurred. In this context, college students are prone to reject authority and pursue pluralism, which is not conducive to the formation of the correct values. In view of this phenomenon, colleges and universities should make full use of the innovative education carrier of the new media, and use new means and new forms to realize the "barrier-free" of the dissemination of the core socialist values.

## **3. Principles of cultivating the core socialist values in colleges by the new media**

### **3.1 Combination of the dominance and the diversity**

There are many kinds of new media, fast updating speed, and different qualities of disseminators. The contents on the new media platform are uneven and complex. These characteristics are the important factors for contemporary college students to diversify their value orientation, personalize their behavior and network their language expression. Therefore, in order to cultivate the core socialist values, colleges should fully understand the characteristics and development laws of new media, and carefully analyze the ideological trends and consumption needs of college students. On the one hand, we should focus on creating one or two new media as the main channel to disseminate the core values, pay attention to the combination of new media and traditional media, so that more students can receive the content pushed by colleges and universities at the first time; on the other hand, we should respect the differences of students, actively play the role of other new media and traditional media.

### **3.2 Combining the online and the offline**

One of the important characteristics of the new media is virtuality. In order to achieve the goal of the core socialist values in the new media environment, we must fully expand offline activities, coordinate with online education, complement each other, and combine reality with reality. On the one hand, colleges can rely on new media to carry out relevant thematic education online, such as online videos, electronic questionnaires, topic discussions, etc. On the other hand, colleges can carry out rich and colorful offline activities, such as outdoor activities, theme class meetings, voluntary services, social practice and other activities, through this complementarity and interaction, strive to broaden the core socialist values.

### **3.3 Combining the theory with the practice**

The cultivation of the core socialist values has the characteristics of scientific, innovative, systematic and standardized. Therefore, in the process of cultivating the core socialist values, we should not only dig deep into the connotation and significance of the core socialist values by means of Wechat Public Number, QQ Group and other platforms, but also disseminate theories and concepts by means of popular and understandable language, icons, animation and other forms popular with college students; moreover, we should organize various and colorful campus cultural activities to make great efforts. Promoting the core socialist values, for example, in the process of honesty education, besides explaining the importance of honesty from various angles, we can also hold speeches, debates, and reports on typical characters, which will deepen students' understanding and recognition of the core socialist values.

### **3.4 Combination of the inheritance and the innovation**

Compared with traditional media such as newspapers and television, new media has the advantages of fast dissemination speed, multiple disseminators and rich dissemination content, but there are also some shortcomings such as difficult supervision and different information quality. Therefore, in the process of cultivating the core socialist values, we should not only focus on the use of the integration of the two types of media to carry out thematic education, but also actively innovate media education channels. On the one hand, we must adhere to the principle that the core socialist

values must be rooted in Chinese traditional values, integrate the traditional values of the Chinese nation with the core socialist values, inject the spirit of the times, and release the endless vitality; on the other hand, we should absorb and learn from the advanced concepts and practices of developing values education with the help of new media at home and abroad, and constantly create.

#### **4. Ways of the cultivation of the core socialist values in colleges by the new media**

##### **4.1 Innovating the education forms**

To do a good job in the education of the core socialist values, on the one hand, we should innovate the forms of ideological and political theory course. On the other hand, we should integrate new media technology into actual education, make full use of "micro" communication functions, and interaction between teachers and students on the Internet, which can enhance the pertinence and interaction of education, expand and enhance the coverage and radiation of education and teaching content. Most importantly, the new form of classroom education will cater to the interests of the current young college students to a large extent, effectively enhance the interest of the classroom, so that students are willing to take the initiative to absorb classroom knowledge, actively understand and internalize the connotation of the core socialist values.

##### **4.2 Building diversified platforms**

Colleges and universities should combine traditional education with new media education, build diversified education platforms, and realize the digitalization of the socialist core value system. For example, we should set up special education websites to enrich the content of websites, enhance readability, grasp students' interests and characteristics, and supplement their thinking energy in many ways; regularly publish comics and videos of the core socialist values on Wechat Public Number, and vigorously disseminate them through the new media platform, so that students can subtly accept the core socialist values in their daily life. Education is an important measure to promote the normalization of the core socialist values education. At the same time, colleges and universities should also pay attention to building various practical platforms, such as voluntary service platforms, social practice platforms, etc.

##### **4.3 Establishing the supervision mechanism**

Facing the characteristics of new media such as diversity, complexity and difficulty to control, colleges and universities should establish the monitoring and judging mechanism of new media information, strengthen the leading role of education, so as to ensure that while actively advocating the core socialist values, some negative public opinions can prevent adverse effects on college students and create a green and healthy media environment for students. In addition, through improving information feedback and supervision of public opinion, we should cultivate qualified "opinion leaders" among college students' cadres, influence more college students through the strength of their peers, promote the construction of campus culture, form a good educational atmosphere, and enhance the influence of the core socialist values in the youth group through constant publicity and promotion of mainstream core ideas.

##### **4.4 Strengthening the legal education**

Faced with the complicated information environment, college students can grow healthier only by constantly enhancing their media literacy, enhancing their ability to distinguish right from wrong, and learning self-education and self-immunity in the new media environment. While students improve their media literacy independently, colleges and universities should also assume corresponding responsibilities, such as regularly carrying out legal education and media literacy training related courses and activities, helping students to establish a good network legal and moral outlook, actively advocating "healthy Internet access" and "correct use of media", strengthening students' norms and control of self-behavior.

## 5. Summary

Colleges and universities should give full play to the advantages of new media in improving the appeal, effectiveness and innovation of education, adhere to the principles of the dominance and diversity, online and offline, theory and practice, inheritance and innovation, and build curriculum education, platform and machine. The core socialist values should be cultivated through innovating the education forms, building diversified platforms, establishing the supervision mechanism, and strengthening the legal education in colleges and universities.

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