

New Media: Cultural Confidence and Core Values Education in Colleges and Universities

Congcong Han

Department of Administration
Wenjing College, Yantai University
Yantai, China 264005

Abstract—In the era of new media, along with the arrival of 5G era of the international Internet, new media has become the main field to broaden residents' daily life communication. On the one hand, the development of new media brings new opportunities for college students' education of socialist core values; on the other hand, it also has a great impact on college students' cultural confidence and identification of socialist core values, and at the same time, it brings new challenges to ideological and political education in colleges and universities. Combined with the present situation of the core values education in colleges and universities, the cultural confidence should be integrated into the educational content and practice. Out of the traditional teaching mode of education, the cultural self-confidence should be combined with the socialist core values education in colleges and universities with the help of the Internet new media platform. Education resources and environment should be effectively integrated to innovate the new ideas of socialist core values education and constantly cultivate a new system of college students' socialist core values with the carrier of "cultural confidence".

Keywords—new media; cultural confidence; core values education

I. INTRODUCTION

In the new media era, college students are the core force of national development and social progress. The identification of the core socialist values is not only related to the development of college students themselves, but also related to the development and progress of the country. New media has become the main front of cultural communication and social public opinion. The integration of regional culture and the impact of foreign culture inevitably affect contemporary college students. Personal values show a trend of diversification, bringing new challenges to the ideological education of contemporary college students' core values. Therefore, it is of great significance to enhance cultural confidence and cultivate the core values of socialism with Chinese characteristics.

II. CHARACTERISTICS OF CONTEMPORARY NEW MEDIA

New media mainly refers to the information interaction based on network clients, QQ, weibo, WeChat and other network media. New media is characterized by fast transmission speed, wide range and open sharing of

resources, which are not limited by time, space and audience. The wide penetration and popularization of Internet in all fields of society has changed the living state of residents. Network information resources are an important symbol of national soft power and comprehensive competitiveness, and multimedia development has become the biggest variable to promote national development, modernization and our party's long-term governance, and achieve the great rejuvenation of the Chinese nation. People can choose their favorite media resources. The contemporary young students is the original residents of the Internet, and new media positions should be made good use of to enhance the core values of college students' subjective identity to inspire young students to have self-confidence and a sense of pride to Chinese excellent traditional culture and the great achievements of socialism, thus internalized as the identity of socialist core values. The rapidity of new media communication is in line with the characteristics of self-expression of contemporary college students. Xi Jinping, general secretary mentioned to firm cultural confidence and further improve the contemporary college students' education of socialist core values and strengthen confidence of system, theory, culture of the the socialist road. New media era are faced with severe challenges and difficulties, and we must seize to grasp the mainstream ideology and public opinion, play the advantages of new media, and spread the positive energy and promote social theme.

III. THE CURRENT SITUATION OF SOCIALIST CORE VALUES EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW MEDIA ERA

A. Challenges Facing the Education of Socialist Core Values in Colleges and Universities

1) Generalization of network information dissemination:

The development of new media, information dissemination of civilian and decentralization, virtualization, brought chaos to information dissemination environment, influencing and changing people's outlook on life and values. In a virtual world, people can freely express themselves, and the speech is not restricted, which can show individual character. The impact of the multicultural shock brings challenges to the values of education and training. New media information is complicated and personification is more popular, which marginalizes mainstream values, while

non-mainstream cultural values constantly reduce the recognition of socialist core values. Weibo, WeChat, client and other new media brought the pluralistic culture and values of the collision and clash. Western foreign cultures enter, and the use of movies, music and so on propaganda the values of western individualism, money worship, hedonism, cultural erosion, and confuse the college students' political beliefs. With the development of new media technology and the wide application of mobile phones and computers, the amount of information reading increases greatly. People can choose their favorite reading in the fragmented time, which makes the information they receive "complicated", "fragmented" and "liberalized".

2) *Lack of information discrimination ability of students:*

Network information are complicated, and multiple network culture affects college students' ability of logic thinking, value judgment and choice, and makes some college students' values warped in the political beliefs, ideal and faith, sense of national pride and self-confidence. Lack of the profound rational knowledge, students increasingly interests, and the ideal faith lost. As a virtual space, network media can spread information without limit, which brings severe challenges to the construction of national mainstream ideology and social core values. In the new era, college students like online information platforms and focus on the virtual world of the Internet for communication, which may easily lead to emotional indifference, poor expression and even psychological crises such as personality disorder and so on. College students are users of original works of new media. With their growth, new media environment is influenced by variety of network information. New media communication also has a significant impact on ideological and political education in colleges and universities. There are serious ideological conditions among college students, such as nihilism of ideal, wavering of political belief, lack of cultural belief, weak collective concept and prominent individualism concept. Some extreme thoughts or bad behaviors divorced from the core socialist values are growing in the group of college students. As a result, some college students play down the individual social subjects, lack the sense of responsibility, and frequently present network anomies, which endanger social stability.

3) *Core values education in colleges and universities still needs to be deepened:*

Ideological and political education in colleges and universities mainly focuses on ideological and political education courses and the ideological education of the party and the youth league. The head teachers are part-time teachers who are busy with daily teaching and routine work. As a result, students' values education is insufficient, which leads to the weakening of students' core socialist values education. Although colleges and universities combine socialist core values education with ideological and political education, they only deal with it as routine teaching tasks, lacking systematicness, comprehensiveness and depth. At the same time, some colleges and universities take education of socialist core values as the party organization, student work department and counselors, and fail to form a mechanism to

educate all the students in schools. Due to insufficient ideological positioning, education tends to be sluggish.

B. *New Media Should Broaden the Platform Channels of Socialist Core Values Education in Colleges and Universities*

Ideological and political education of college students should take advantage of new media technology, use new means and methods to occupy the mainstream media position, and constantly innovate the way to cultivate values. By using QQ, weibo, WeChat and other social software, students can have the most contact to increase communication with students and master students' trends. With the development of new media technology, the school should establish department's official website, update the website content, solve students' confusion and preferences, and the ideological and political theory should be combined with the university students' favorite news and information. Information should be delivered targetedly, and news reports, BBS post bar should be made use of to enhance content appeal through the path of socialism core values to foster innovation and content. The cultivation and internalization of socialist core values are for college students to provide open social environment to achieve better education effect. It is necessary to improve the supervision of network construction, innovate propaganda and ideological work by means, form a student's self-management mechanism of heterology and self-discipline mechanism, effectively spread positive social energy, and jointly maintain a new media environment conducive to the education of contemporary college students' socialist core values.

Network new media become the important way of learning of contemporary college students' life. The college combines the Internet, the campus network, new media such as weibo, WeChat, the traditional newspaper, radio and other traditional media, and makes full use of new media, fast information transmission and mass storage resource advantages, and integrate information from different cultural ideological trend. Educators screen the frontier theoretical knowledge of socialist core values, the traditional visual, vivid and modern education material resources, and make it easy to be stored in computers, mobile phones and other mobile devices to download and learn online. The aim is for colleges and universities to carry out integrated information platform of the ideological values education of being functional, be of wide coverage, large volume, and strong influence. College students' socialist core values education must be integrated to provide the convenient information service for education, and provide a convenient way for college students in the complicated information to select the best education resources.

IV. "CULTURAL CONFIDENCE" ON THE PROMOTION OF SOCIALIST CORE VALUES EDUCATION IN COLLEGES AND UNIVERSITIES AND INNOVATIVE IDEAS

General Secretary Xi Jinping has put forward that carrying forward the education of socialist core values and enhancing cultural self-confidence is an important cultural strategic core of national governance. Socialist core values

and cultural self-confidence education are mutually complementary. Culture is the foundation for the establishment of the core values of a country and a nation, while the core values are the core of culture. To strengthen the importance of cultural confidence in the education of socialist core values and the mutual nature between the education of cultural confidence and the promotion of socialist core values is helpful to enhance the promotion of self-confidence education and the education of socialist core values through the power of culture.

A. Strengthening Cultural Confidence Education and Raising Ideological Awareness

Cultural confidence is the affirmation of cultural value. The inheritance and development of cultural confidence affect the depth of the promotion of socialist core values. Starting from the three dimensions of cultural consciousness, cultural self-confidence and cultural self-improvement, cultural self-confidence contains full affirmation of the Chinese nation's traditional culture, modern advanced socialist culture and other values, and firm support for the latest development achievements of Marxism, which is the fundamental guarantee for the development of cultural undertakings. With the profound social transformation and the further development of new Internet media, the life state, thinking mode and value concept of college students are constantly affected. The old teaching mode has long been unable to meet the needs of current teaching development. The education of socialist core values of college students should keep pace with the times. Colleges and universities should not only train students with solid theoretical knowledge and professional skills, but also guide students to establish correct socialist core values. Therefore, college educators should take the initiative to innovate the education mode, strengthen the construction of ideological and theoretical positions, occupy the high ground in the field of ideology, and master the discourse power of ideological work in colleges and universities. It is necessary to strengthen the cultivation of socialist core values for college students by strengthening the cultural beliefs of contemporary students and conform to the needs of the development of socialist core values education era. Cultural confidence should be integrated in the system of socialist core values education in colleges and universities to strengthen college students' way of confidence, the theoretical system of self-confidence and cultural identity, lead students for the identity of socialist core values on thought and practice, make the value pursuit of college students from the individual level to the social and national level of conscious action, and make it become the effective means of innovation and development of socialism core values education in colleges and universities.

B. Using New Media Platforms to Strengthen the Position of Socialist Core Values Education

With the development of the Internet, the ways of media information dissemination have become diversified. It is necessary to recognize the duality of new media, which is not only a tool of information technology, but also an overall social environment. Everyone is the publisher and receiver of

new media information. New media provides a convenient channel for the public to know current political news and social hot spots, and also provides a variety of educational methods and resources for college teachers. Teachers in colleges and universities should pay attention to the communication role and social influence of new media, strengthen the supervision of students' media opinions, guide online media opinions with socialist core values, and take online public opinion work as the top priority of propaganda and ideological work. By taking advantage of new media technology and information advantages, we will build a digital campus platform for new media and strengthen the main front of cultivating college students' core socialist values. The college should change from the traditional static teaching to college students' convergent daily learning life, comply with the laws of news dissemination and the development of new media law, strengthen the Internet thinking, promote the integration of ideological and political education work with network information technology, make the teaching contemporary and attractive, and build practice platform of identification and cultivating of college students' core values.

C. Making Use of New Media to Innovate Various Campus Cultural Activities Themed with Socialist Core Values

Education of social core values is a gradual process from outside to inside. As an important educational front of socialist core values, colleges and universities shoulder the important mission of educating people. Campus culture is a concrete manifestation of socialist core values. Schools should take campus culture as the support with the new media platform, carefully consider the academic teaching style, and form the soil for cultivating socialist core values with colorful campus activities. The continuous exploration and practice in life is the bridge and link to build the internalization and externalization of college students' core socialist values. Colleges and universities should take new media as a platform to carry forward campus culture and show the positive spirit of teachers and students on campus, build a department, a website, a department, a brand, and carry out various activities that students are interested in and willing to participate in. Brand columns are used to guide public opinion, strengthen practice, better enhance pertinence, and further expand the education of socialist core values. The attraction of the communication content is the key. How to make the abstruse and obscure content popular, vivid and vivid by means of pictures and pictures is easy to be accepted. The combination of mainstream media with class weibo, WeChat, subscription number and post bar can effectively amplify the communication effect and enhance the audience. The education of socialist core values needs to be subtle, skillful, lively and flexible, so that students can gradually internalize the theoretical knowledge they have acquired into correct core values through practice, resonate from the bottom of their hearts, and use the new media practice platform to grasp the new media communication position.

V. CONCLUSION

With the continuous development and progress of new media, college workers need to make good use of new media technology and means to integrate the cultivation of socialist core values into the whole process of ideological education. Cultivating and practicing core values is a process of continuous understanding and deepening, and it's also a gradual course. The core of cultural confidence is having confidence in values and the achievements of the country's traditional culture and modern civilization. College students are the main force in the future of the motherland, and the communicator and creator of advanced culture. Constantly improving college students' cultural confidence is the internal guarantee of China's social development. Educators in colleges and universities should realize the duality of new media, strengthen theoretical research and promote the innovative development of ideological and political education in colleges and universities. The college should conduct values education activities with the theme of cultural confidence, pay special attention to the new media platform and important carrier for cultural confidence and values education practice, and use the spread of new media skills. The aim is to make the college students accept the influence and training of the mainstream values in the equal exchange, finally realize college students' conscious identity and active promotion of the core values, so as to resist erosion of western culture and cultivate students' cultural confidence.

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