ATLANTIS PRESS

Research on the Optimization of College Students' Political Socialization Path Based on Digital Technology

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ABSTRACT In recent years, with the rapid development of new media, digital lifestyle has covered almost all fields and has a profound impact on people's daily life. Political socialization is a process in which members of society gradually converge with the social system in political thought. As the main force of Chinese youth, the level of political socialization of college students is directly related to the smooth progress of various undertakings of our party and country. New media has exerted a great influence on the political socialization of college students. While it has exerted many positive effects, it has also brought some problems and challenges. In this regard, the government, schools and individual college students should comprehensively analyze the role of multimedia in the political socialization of college students, seek advantages and avoid disadvantages, and innovate the path of political socialization of college students, so as to effectively promote the development of political socialization of college students. Specifically, at the government level, the security and control system of digital technology should be constructed. At the school level, digital technology teachers and teaching systems should be built. At the individual level, the quality and ability system should be constructed to adapt to digital technology.

1. THE POSITIVE EFFECT OF DIGITAL TECHNOLOGY IN THE POLITICAL SOCIALIZATION OF COLLEGE STUDENTS IN THE NEW ERA

1.1. Digital Technology Is The Revolution Of College Students' Political Socialization Cognition

Political cognition refers to people's cognition, judgment, evaluation and understanding of various political phenomena and events. Under the new media environment, the acceptance of political theory by college students is no longer limited to paper media, classroom learning, social practice and other traditional learning forms. New media has the characteristics of fast communication speed and the coverage of diverse political and cultural information, which helps college students more easily acquire rich political views and knowledge, broaden their political horizons, and promote the improvement of political theory and political ideology cognition. Traditional media in the era of the unidirectional dominant pattern of political socialization is replaced by the multidimensional interaction, in terms of political knowledge and skills acquisition, young college students are no longer passive recipients in the form of origin distribution, but become active active recipients. They have changed the former learning form that the origin does not move, so that their subjectivity and initiative have been greatly released and enhanced. [1]The identity of cognitive subject in the process of political socialization of college students has been confirmed.

1.2. Digital Technology is a Revolution in the Development Of College Students' Political Socialization Consciousness

Political consciousness is the political cognition, political attitude and political belief possessed by certain political subjects. College is an important stage for young people to form and establish political consciousness, so colleges and universities pay close attention to the cultivation and guidance of political consciousness of college students. The political information acquired by college students is directly related to their political consciousness. In the past, college students acquired political knowledge mainly through textbooks and classroom learning, and political consciousness showed the characteristics of unity.[2]However, in the open environment of new media, mass information brings political and cultural information from multiple perspectives, levels and fields to college students, enriches their political practice, exercises their independent thinking ability, and promotes their political consciousness to develop towards diversification.

1.3. Digital Technology is a Revolution in the Form of Political Socialization of College Students

The forms of political expression mainly include institutional expression and non-institutional expression, such as political assembly, political petition and political speech. In the traditional media environment, college students have fewer ways to express politics and are subject to more restrictions. The disunity of traditional media makes it difficult for college students to realize their political demands immediately and effectively. Therefore, it is easy to damage the enthusiasm and initiative of political participation of college students. New media builds and provides a virtual space, effectively evade split between space-time characteristics of the traditional media, everyone is from the media. This makes it safer and more convenient for college students to freely express their political views on the Internet, discuss their political views, express their views on political events and express their political positions. It makes political expression more immediate and, to some extent, helps to release personal bad feelings and political pressure. In a word, it provides convenience for the political expression of college students and realizes the immediacy of political expression.[3]

1.4. Digital Technology is the Revolution Of College Students' Political Socialization Participation

Political participation refers to the behavior of social members expressing opinions, putting forward Suggestions and participating in decision-making in the major political life of the country and society. It is also the political behavior of citizens directly or indirectly influencing government decision-making in certain ways.[4] In the traditional media environment, the direct political participation of college students is limited, usually only through the party and group activities organized by the school, lectures and forums, etc., and they tend to be indifferent or negative to political participation. In the new media environment, they can express their political opinions and opinions in more diversified ways, from national affairs to school and personal development. For example, college students can form groups or youth organizations to express group opinions on the Internet media, as well as participate in the discussion of politics and supervision of public opinion on the Internet, which all realize the organic integration of new media and political participation. At present, national departments and school organizations also attach great importance to the collection of public opinions through new media to promote the process of social democratization. Therefore, new media has enriched the ways of political participation of college students, greatly enhanced their enthusiasm for spontaneous political participation, enhanced their political practice ability, and ultimately contributed to the improvement of their political socialization level.

2. The Realistic Challenge of the Digital Technology Path for the Political Socialization of College Students in the New Era

2.1. Digital Technology Diversity Challenges

With the new media comes the great enrichment of information and the borderless dissemination. With the development of Internet forums, QQ, WeChat and weibo, the dissemination of information has gradually gone beyond the effective control of society, government, school and family compared with the traditional media. This will increase the difficulty of judgment and choice for college students with insufficient social experience, and easily lead to the phenomenon of vague political cognition. Especially at present, globalization has become the general trend, countries are closely linked, different political cultures collision and integration. Among them, it is inevitable that some countries and organizations that have differences with our ideology will use the convenience provided by the new media to incite us politically and confuse public opinion for their own interests. The information conveyed by new media to college students is increasingly overflowing, presenting the characteristics of good and bad, some of which will seriously impact the culture of our country. College students are in the booting stage of political socialization, and their political cognition, political skills and political beliefs are all in the immature stage, which are highly susceptible to interference from different political trends of thought and social information. If some wrong political ideas and political ideals cannot be identified effectively, it is very likely to lead the political socialization of young college students to the wrong path, thus forming the wrong political values.[5] This is not consistent with the fundamental mission of establishing morality and cultivating people and the great mission of cultivating socialist construction and successors. Information inflation is accompanied by the era of mobile Internet, which brings great negative challenges to the formation of correct political cognition, political value and political belief of young college students.

2.2. Unified Challenges Of Digital Technology

In the traditional media environment, most of the necessary knowledge, skills and information in the process of political socialization of college students are acquired through classroom lectures, newspapers, periodicals, television broadcasts and other forms. Most of the dominant discourse and control power of these traditional media are in the hands of the authorities. Therefore, the release and dissemination of knowledge and information are approved by the authorities and meet the requirements of the authorities. Most of the political socialization through this way belongs to the orthodox mainstream interest demands. In the traditional media environment, college students mainly receive ideological and political education in school and are less influenced by the outside world, which ensures that they have a correct direction, that is, they stick to the mainstream ideology of marxism. In this case, ideological and political educators can easily grasp the political consciousness of college students. Under the new media environment, the rapid and divergent dissemination of massive information, coupled with the increase of information channels for college students, undoubtedly increased the difficulty of ideological and political educators in colleges and universities to grasp the political consciousness of college students, the whole process is more complex and more challenging. In addition, could not be timely according to the actual situation of college students receive information to targeted education, and the thought of all stripes on the network for a long time can make students become more confused, to make their political beliefs produce differentiation, make marxism "unified" political beliefs, there are college students on the political beliefs of communism nihilistic tendency, the political beliefs were skeptical.[6]

2.3. Irrational Challenges Of Digital Technology

Political responsibility refers to the responsibility and consciousness of social members to give priority to the overall interests and overall interests of the country, nation and society in social activities, and to self-restraint, self-regulation and self-management in various environments. In the traditional media environment, college students are mostly influenced by school education. Through learning, they can understand, recognize and inherit China's excellent culture and traditions,

cultivate their own excellent qualities, and focus on national affairs. In this case, college students' political expression is relatively rational and they have a strong sense of responsibility. However, with the development of new media, the virtual environment is likely to make students with insufficient political sensitivity relax their vigilance, lower their standards, indulge and indulge their behaviors, which will lead to their loss of rationality, loss of self, and loss of the right direction.[7] For example: in the network media for some political events, there are excessive emotional expression, abuse netizens, blindly follow the trend and so on. In the long run, emotional expression of politics will lead to a lack of political responsibility, and in serious cases, to cyber violence.

2.4. Challenges Of Digital Technology Liberalization

In the past environment, the traditional moral code, social public opinion and so on virtually form a kind of restriction to people's behavior, which is helpful to standardize the political behavior of college students. However, after the emergence of new media, it is difficult for this restrictive effect to play its former role.[8] College students in the network environment of the virtual, hidden, greatly increase the freedom of political participation, coupled with the current relevant laws and regulations in the field of new media also in the process of perfecting, inadequate supervision and management methods lack and so on a series of questions are easy to make college students' political behavior is blind, radical and impulsive, and so on and so forth, will eventually cause political and social disorder. All parties should pay enough attention to this situation, strive to create a healthy and orderly new media environment, and guide college students to participate in politics more rationally and exercise their rights.

3. Improvement and Optimization of the Political Socialization Path of College Students Based on Digital Technology

3.1. Government Level: Construct The Security And Control System Of Digital Technology

In the era of mobile Internet, the government plays a leading role in the research, development and control of digital technologies and high-tech products, which is of great significance to the integration of various forces in society. Under the new media environment, the government needs to take the following measures.

On the one hand, the government should improve the management system of mass media and strengthen the supervision of new media. The government should strengthen the network legislation and the network rule of law, ensure the network security, purify the network environment, severely punish the spread of damage to the national political consciousness of the website staff. In addition, the government staff should also actively respond to the national policies, create a good network atmosphere, play an example role, to create good conditions for the political socialization of college students.

On the other hand, the government should strengthen college students' sense of identity to the dominant political information and give full play to the advantages of new media.The government should actively use the advantages of new media, to realize the ideological and political education work and the fusion of the two new media advantage, control error social ideological trend and the spread of political information, actively spread obeys the law of social development in our country political culture, the promotion of mainstream ideology of the right in our country, strengthen the public media to correctly guide and education of college students, to further accelerate the pace of construction of red website, realize the diversification of college students' political socialization, real-time and interactive.

3.2. School Level: Construct Digital Technology Teachers And Teaching System

Schools play an important role in the process of ideological and political education for college students and the realization of political socialization. At present, the ideological and political theory course is still the main channel for the education of college students. Therefore, in the process of political socialization of college students, we should give full play to the role of the university.

Schools can improve the political socialization level of college students mainly through the following ways.

Improve the comprehensive quality of ideological and political educators. The professional knowledge accomplishment, political belief, political attitude and political ideal of ideological and political educators in colleges and universities will directly affect the political socialization of college students. In order to let people with faith speak faith, educators must first receive education. Therefore, if ideological and political educators want to use new media to guide college students correctly, they must have a thorough and comprehensive understanding of new media.

Colleges and universities should form a "dialogue" education concept. First, to develop the educational concept of "equality". The relationship between the subject and object should be transformed into the relationship between the two subjects. Secondly, pay attention to "life" education content.[9]Educational theory workers should accurately grasp the ideological trends and practical conditions of college students, increase their enthusiasm for political participation, and solve theoretical and practical problems. Finally, the "interactive" education is emphasized. Educators should strive to provide college students with an atmosphere of scene blending, democratic exchange and mutual discussion, build a platform, build a "learning community", and let education play a role in the subtle influence.

3.3. Personal Level: To Construct A Quality And Ability System That Can Adapt To Digital Technology

College students should constantly strengthen their own moral practice. Good moral cultivation can promote the political socialization of college students, and moral cultivation is also an important indicator of political socialization. The youth with perfect political personality should have higher moral quality. College students should internalize moral principles into their own code of conduct. Only by constantly improving one's moral accomplishment and constructing a perfect moral personality can it be called the beginning and development of political socialization.

We should learn to screen political and cultural information in the new media environment and improve our ability of political discrimination. College students must be based on the social reality of our country, based on the excellent political culture, choose the political and cultural information that conforms to the overall interests of our society, not affected by the wrong ideas, and make a correct discrimination and judgment based on the right and wrong, so as to realize the benign development of college students' political socialization.

The political faith of socialism with Chinese characteristics should be firmly established by the ideal and faith of Marxism, which is the political determination that the majority of young college students must establish. In the process of political society, the majority of young college students should make full use of digital technology in the era of mobile Internet, and integrate their personal ideals into the great process of the great rejuvenation of the Chinese nation. Contemporary college students should constantly strengthen the ideals and beliefs of Marxism, the common ideal of socialism with Chinese characteristics, the confidence of socialism with Chinese characteristics and the belief that the communist party of China leads the people to great victory.

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