Research On Countermeasures of Campus Culture Construction to Meet the Requirements of New Media Era

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ABSTRACT
Nowadays, with the rapid development of mobile communication technology, network technology and digital technology, the emergence of new media makes the campus culture of colleges and universities possess new characteristics. Based on the concept of new media, this paper expounds the characteristics of new media, analyzes the opportunities and challenges faced by the construction of campus culture in colleges and universities in the new media era, and explores strategies to strengthen the construction of campus culture in colleges and universities by using new media, so as to realize the healthy development of campus culture in colleges and universities in the new media era.
Keywords: New media, higher education, campus culture construction; countermeasures

1. OPPORTUNITIES AND CHALLENGES FACED BY CAMPUS CULTURE CONSTRUCTION IN THE ERA OF NEW MEDIA

1.1. Opportunities Brought by New Media to Campus Culture Construction

1.1.1. New media enriches the content and carrier of campus culture

With its unique advantages, new media has gradually become a new environment for campus culture construction. The rapid spread of network technology and media technology breaks the traditional boundary of time and space, improves work efficiency and enhances the timeliness of cultural exchange. New media provide inexhaustible materials for campus culture construction and enhance the appeal of teaching. New media not only enrich the content of campus culture, but also provide more diverse carriers of campus culture. Social software and E-mail have become new ways of communication between teachers and students, while microblog and blog have become new platforms for college teachers and college students to show their personalities[1]. The content of campus culture has become richer and more diversified with the promotion of new media.

1.1.2. New media creates an innovative atmosphere of campus culture

The interactivity and unrestricted communication of new media not only bring abundant information and fresh cultural blood to colleges and universities, but also help cultivate the values of freedom, equality and democracy of college students and promote the development of the subject spirit. With the aid of new media, college students can freely in this paper, the individual's subjective idea, freely reveal true feelings of the individual, easily pleased to publish original works of the individual, show personality glamour, really hold, with free way of learning, life, work to carry forward university campus culture of the spirit of freedom. On the new media platform, the subject is stimulated with keen thinking, broad vision and full creativity, which promotes the cultivation of the innovative spirit of teachers and students, improves the scientific and technological content and development level of campus culture, and creates an innovative atmosphere of campus culture.

1.1.3. New media promotes the development of campus cultural inheritance mode

With the gradual introduction of new media into the classroom, due to the subjectivity of the subject receiving information and the diversity of information resources, new media has weakened the influence of the traditional teacher-centered cramming teaching model. Therefore, the

personalized learning and self-directed education mode of college students have been developed.

College students show more enthusiasm for self-directed inquiry-based learning with high levels of participation, so as to develop their ability to browse, collect and process information, as well as self-management and self-restraint. All these indirectly promote the emergence, development and maturity of the new mode of campus cultural inheritance.

1.1.4. New media promotes the opening up of campus culture

In the age of traditional media, universities are relatively isolated from society. The campus culture is closed, just like the orchid blooming alone in the ivory tower. However, in the era of new media, due to the highly unimpeded information channels, information exchanges inside and outside the campus are more frequent, and the degree of campus culture socialization is getting higher and higher. On the one hand, new media has become an important way for teachers and students to understand the society, and the influence of off-campus social activities and values on teachers and college students is increasing. On the other hand, with the help of new media, campus activities often become new public activities. Campus culture is presented to society in unprecedented attitudes and ways, many of which are gradually accepted and absorbed by the public[2]. It can be said that new media not only builds a bridge between campus culture and social mainstream culture, but also provides a stage for students to guide themselves and receive social cognition.

1.2. Problems And Challenges Of Campus Culture Construction In The New Media Era

1.2.1. The main melody of campus culture is impacted

The important task of building campus culture is to make full use of the educational function of campus culture to impart specific values to college students, so that they know what to pursue and what to refuse, rather than go with the flow. The educational function of campus culture has always worked well, but in the era of new media, it faces various difficulties. The openness of new media makes colleges and universities in a state of heterogeneous culture interwoven. In particular, the negative thoughts such as extreme liberalism, money worship, anarchism and extreme utilitarianism permeate into the campus and make the campus theme suffer a huge impact. For college students who have not fully formed their world outlook, outlook on life and values and have low judgment ability, it is more difficult to make correct value judgment and value choice. To some extent, the emergence of new media has led to the gradual transformation of the cultural

construction of colleges and universities from collective to individual, from tangible space to virtual space. The leading right of colleges and universities to the construction of campus culture has been weakened, and the core value of campus culture has been constantly impacted, which has also made it extremely difficult to maintain the campus cultural tradition.

1.2.2. The interpersonal network of campus culture is distorted and fractured

New media not only reshapes college students' ideas, but also exerts a profound influence on their behaviors. On the one hand, E-mail and social media have gradually replaced the traditional way of social communication, and people are becoming more and more distant from each other. The interpersonal relationship in the virtual space is fragile and unstable. If the subject stays in the virtual world for a long time, it will be separated from the real world and weaken the affection with friends. Some college students with poor self-control are prone to various problems such as "mobile phone text-message mania" and "Network syndrome". On the other hand, excessive dependence on the interpersonal communication in virtual space may lead to the degeneration of interpersonal communication ability, social communication disorders and even psychological diseases. At present, campus phenomena such as "women who don't go out for a long time" and "stay-at-home men" to some extent reflect the distortion and alienation of interpersonal relationship in the new media era. These bad habits lead to the distortion or even rupture of the interpersonal network within the campus, which also causes great harm to the campus culture.

1.2.3. It is increasingly difficult to supervise and guide campus culture

The guidance function of campus culture depends on the authority of campus leaders, the maintenance of core value system, and the comprehensive influence and penetration of campus culture on college students' learning and communication. But in the new media era, these are facing huge challenges. The uncontrollability of information release and the non-barrier of information dissemination have impacted the orientation of public opinion on campus. The popularization trend of information disseminators and the subjective initiative of receivers are also very obvious[3].

The emergence of new media has changed the way college students acquire knowledge across the ages, greatly changing their learning methods and means. This to a large extent reshaped the relationship between teachers and students, and clashed violently with the traditional cultural ecology of the campus. At the same time, we can also see that the new media contains a lot of information, the sand has fallen. Some of the "junk" information not only occupies the minds and time of college students, but also

erodes their minds and leaves them in a confused state. It can be said that new media has become or is becoming a new management force on campus, which may break the core elements of traditional campus culture, resulting in the continuous erosion of the guiding function of campus culture.

1.2.4. The influence of traditional campus culture construction methods and means is gradually declining

In the long run, colleges and universities have accumulated a lot of effective ways and means of campus culture construction, but with the arrival of new media, these ways and means are dwarfed and dwarfed. The new media represented by the Internet competes with the traditional campus culture construction mode and subtly influences the thinking and behavior mode of college students, which indirectly weakens the influence of the traditional campus culture construction methods and means. Under the circumstance that campus culture construction gradually becomes rich in content, diversified in subject, long-term in time and broad in space, traditional campus culture construction methods and means are faced with great challenges. If it cannot be changed in time, the dominant position of campus culture construction may be lost. The challenges posed by new media are not only technical but also ideological. The immediacy, equality and openness of new media require campus cultural workers to change their attitudes, thinking and ideas, readjust the roles of college students, and optimize the strategies for building campus culture.

2. STRATEGIES TO STRENGTHEN CAMPUS CULTURE CONSTRUCTION IN THE ERA OF NEW MEDIA

2.1. Actively Change Ideas, Adapt to The New Media Environment, And Establish A Correct View Of Campus Culture

New media has the most profound impact on colleges and universities at the conceptual level. In order to strengthen the construction of campus culture to meet the threat and challenge of new media, it is necessary for colleges and universities to cultivate the concept of adapting to the characteristics of The Times and establish a new campus culture concept. Based on the characteristics of new media, campus culture in the new media era can be viewed from five perspectives: from the perspective of time, I should gradually improve my ability to deal with difficulties, never be short-sighted, and look into the future; From the perspective of space, to get out of the "ivory tower", facing the society, to obtain a broader vision, is not limited to the narrow campus space; From

the perspective of content, we should make the content of campus culture construction more diverse, take active actions to understand social dynamics, and never isolate ourselves. From the point of view of means and means, pay attention to interaction, avoid single reasoning and indoctrination; From the perspective of subjects, it is necessary to be more diversified, especially to respect the status and role of college students as the subject of campus culture, avoid friction and contradiction with college students, and stimulate their enthusiasm, initiative and creativity.

2.2. Strengthen Ideological Education, Cultivate The Spirit of Universities, And Highlight The Core Values Of Universities

Although the subject of campus culture is becoming more and more diverse and values are becoming more and more diverse in the new media era, it does not mean that colleges and universities should give up their core values. On the contrary, colleges and universities need to consolidate and improve ideological and political education, strengthen the education of socialist core values, form joint efforts, realize ideological leadership, and enhance immunity to extreme liberalism, anarchism and other adverse social trends of thought. In addition to making full use of traditional media such as radio, TELEVISION and newspapers, in the process of educating college students to form socialist core values, it is necessary to attach importance to new media education mode and organically integrate traditional education mode in combination with college students' ideological status and preference for new media. Under the guidance of ideology and the spirit of The Times, it makes the content of socialist core values education lively and makes full use of instant communication technology to open up new space for the education of socialist core values for college students[4]. Pay attention to the shaping of social practice and the cultivation of campus culture, and further enrich and innovate the ways, means and approaches of socialist core values education for college students.

2.3. Organize Campus Cultural Activities, Repair Interpersonal Relationship Network, And Guide Students to Become Talents

The most direct impact of new media on traditional campus culture is that it changes the communication mode of college students. The hollowness, fragmentation and virtualization of interpersonal communication simplify college students' understanding of society and degrade their interpersonal communication ability. When college students enter the society, the virtual world and the real world will inevitably be broken, which may be difficult to meet the needs of the position. Therefore, it is necessary to carry out different forms of campus cultural activities to divert college students' interest in the virtual world, re-

understand interpersonal relationship and rebuild interpersonal network in the real world. At the same time, campus cultural activities must follow the principle of equal interaction, respect the choice of college students, turn unilateral indoctrination into two-way communication, and establish a convenient platform for them to participate in social interaction and social practice. Adhere to respect college students, guide them to show their talents, serve their overall development, and closely relate to the reality of their own development, seize the interests and characteristics of college students, and attract college students with popular forms and colorful content.

2.4. Improve The Supervision Mechanism of Public Opinion, Prevent The Spread of Bad Information, And Build a Healthy Campus Spiritual Culture

A lot of information in new media is directly released without the approval of relevant departments, while the information of traditional media must be examined by relevant departments, so there are few bad information. New media, in contrast, the convenience and openness of information is very strong, the regulators can't to the entire audit information, lead to many widespread information is hard to get effective supervision and management on campus, a lot of bad information spread unceasingly, had a great negative impact, seriously affected the construction of college campus culture, also has restricted the new media advantage into full play. Therefore, the competent authorities of the information industry should strengthen the supervision and management of the Internet, mobile phones and other new media, promote the legislation and law enforcement of information technology and the information industry, and launch the media platform of legal education. Improve the pertinence and quality of new media publicity, timely understanding of new media information, strengthen the monitoring and guidance of new media information, mandatory inspection and filtering of information, from the source of purification of the network, to provide a positive and healthy service for ideological and moral education of college students network environment.

2.5. Strengthen The Construction of New Media Management Team and Improve the Enthusiasm of Campus Culture Construction

Improving the attraction and cohesion of campus culture is an important task of building a harmonious campus. In the era of new media, high-level ideological and political educators are the leaders of campus culture construction, and responsible information technology researchers are the guarantors of campus culture construction. Workers to improve their own quality of campus culture, to understand the current situation of the new media and

campus culture construction and characteristics of new media communication skills effectively, to explore the construction of campus culture under the new media era of new ideas, new methods, new way, make full use of new media rich campus culture life, build a positive, healthy and harmonious campus culture atmosphere[5]. To strengthen the construction of campus network infrastructure, good at using new media platform to carry out the work, such as through media such as weibo, school site, campus BBS platform release information, and college students' positive interaction, timely grasp the ideology of college students, the use of network discourse for public opinion guidance, promote college students' ideological quality, strengthen the identity of the mainstream culture.

3. CONCLUSION

Compared with traditional media, new media has the characteristics of diversified communication subjects, diversified communication forms, virtual space and time, immediacy of information, and abundant communication resources. New media plays a decisive role in the ideological communication, study and work, life and leisure of college students. In the new media era, colleges and universities must strengthen cultural consciousness, seize opportunities, meet challenges, and master the dominant right of campus cultural construction. Therefore, campus cultural workers should actively change their ideas, adapt to the new media environment, and establish a correct view of campus culture; Strengthen the ideological education, cultivate the spirit of colleges and universities, highlight the core values of colleges and universities; Organize campus cultural activities, repair interpersonal network, and guide students to become talents; Improve the supervision mechanism of public opinion, prevent the spread of bad information, and build a healthy campus spiritual culture; Strengthen the construction of new media management team, improve the enthusiasm of campus cultural construction.

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