



Analysis of the Real Challenges Faced by Network Ideology in Higher Education

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Abstract. In the digital age, new challenges have been brought to the work of network ideology in higher education. Specifically, the network ideology work in higher education is facing four challenges: The first is the challenge of information generation; the second is the challenge of information content; the third is the challenge of communication structure; the fourth is the challenge of communication discourse. Comprehensive preparation to grasp the challenge is of great significance for strengthening and improving the current higher education network ideology work.

Keywords: Digital age · Higher education · Network ideology

1 Introduction

Marshall McLuhan pointed out: “Any technology will gradually create a brand-new human environment. The environment is not a negative packaging product, but a positive mechanism of action. [1]” Since the term “ideology” was introduced, ideology and its related issues have been receiving a great deal of attention from the theoretical community. In the digital age, with the continuous changes in network information technology, network ideology has received extensive attention from the academic community. The material means by which morphological communication is realized has reshaped the new media structure and public opinion ecology, and caused irreversible major changes in the exogenous environment of college network ideology construction. From the perspective of information generation, information content, communication structure and discourse, the construction of network ideology in colleges and universities is facing multiple challenges.

2 Realistic Challenges of Internet Ideology in Higher Education

2.1 Personalized Information Generation

In the traditional media era, information producers and information receivers are often completely separated, and there is no interaction between them, and information receivers receive information in a passive and indoctrinated position [2]. However, with

the rapid development of information technology, mobile terminal devices have become a frequently used social tool, and a wide variety of self-publishing applications have emerged in spurts. The emergence and wide application of self-media has promoted the “privatization” and “individualization” of information production subjects. From a technical point of view, self-media has low barriers to use, simple and convenient operation, and wide coverage, which can be reached by ordinary members of society. At present, ordinary individuals can easily produce images, texts, audio, video and other content with the help of self-media platforms. “Everyone has a microphone”, “everyone is a reporter” and “everyone is a communicator”, which has greatly changed the traditional. The new information production model redefines the subject of information production, subverts the elitist tradition in information production, and popularization has become a prominent feature of We Media. Gone are the days when information and news were monopolized by a small number of professional media. Self-media has found a way in the traditional and closed communication circle, and the production rights and desires of ordinary people have been stimulated like never before.

On the other hand, with the deep evolution of the new generation of technological revolution and industrial change, On the other hand, with the deep evolution of the new generation of technological revolution and industrial change, the network ideology of colleges and universities has become richer with the development of network technology, and college students are no longer satisfied with exchanging ideas on platforms such as Baidu tieba, QQ, Weibo and WeChat. 5G, 4K/8K, big data, cloud computing, blockchain, artificial intelligence, meta-universe and other technologies continue to develop, ultra-high definition, immersive, interactive, VR/AR/MR and other audio-visual content forms continue to innovate, and new media forms such as network audio-visual have gradually replaced traditional media such as radio and television, newspapers and magazines as new mainstream media. Facing the diversified ideological communication platforms, universities are also taking the initiative to adapt to the development of the times and the needs of college students, to accurately grasp the current content preferences, social platforms, learning interests and speech behaviors of college students, to achieve accurate user portraits in the information overloaded Internet world, and to improve the efficiency of content supply.

2.2 Diversified Information Content

The Internet has created an era of diversified and fragmented information, and mobile terminals have become the most important terminals for self-publishing [3]. With the development of microblogging, WeChat, short video and other self-media platforms, the identity of users as “producer-consumers” is becoming more and more obvious, and more and more Internet users are involved in the dissemination of information, no longer just consumers of content, but producers of content, becoming an important node in the communication chain and an important connection point in the communication circle. According to statistics, the number of WeChat public numbers in China has exceeded 20 million, and the number of domestic daily active users of Tictok has exceeded 150 million, with more than 300 million monthly active users. Self-media is increasingly becoming the main platform for exposure of hot events, often becoming an independent source of public opinion. The importance of video in particular is being highlighted,

and it is easy to cause “public opinion shock” if you are not careful, which puts higher demands on the ability to improve public opinion guidance.

Cyberspace presents a digital era with “digital concept + digital development + digital governance + digital security + digital cooperation” as the main form, and “traffic” has become the most commercialized digital value in cyberspace. The Internet not only provides a huge amount of information, but also spreads all kinds of values. Driven by capital interests, people ignore the status of mainstream values, neglect the value rationality of the network content itself, and only care about traffic cashing and profit maximization. If not correctly identified and applied, the network information received by college students will gradually be deformed and value diversified, which to a certain extent interferes with the cultivation and identification of mainstream values and aggravates the negative effects brought by network algorithms. At the same time, the entertainment and “non-political” tendency of discourse content has caused college students to be indifferent to politics and lack a sense of national and social responsibility, which has increased the difficulty of building mainstream ideological identity [4].

2.3 Multi-dimensional Communication Structure

The Internet is a virtual space, and network information dissemination is instantaneous, free, open and covert. As online and offline, virtual and real, software and hardware overlap and intertwine, and influence across borders, the ideological field inevitably becomes a collection and distribution center for various interests and an important channel for mutual penetration and attack between countries and groups. The Internet is a virtual space, and network information dissemination is instantaneous, free, open and covert. As online and offline, virtual and real, software and hardware overlap and intertwine, and influence across borders, the ideological field inevitably becomes a collection and distribution center for various interests and an important channel for mutual penetration and attack between countries and groups.

Internet media has broken the monopoly position of traditional media and is no longer controlled by traditional “gatekeepers”. The discourse authority and dissemination effectiveness of traditional media continue to decline. Every individual netizen has become a source of information and a subject of discourse. Information dissemination is divergent and derivative. The controllability and compulsion of ideological dissemination has been greatly impacted. The top-down method of ideological indoctrination has gradually declined. The central position as the main body of ideological dissemination and the role of “gatekeeper” are rapidly weakening.

In the self-media era, ideological communication channels in colleges and universities show a trend of integration, and organizational communication, mass communication, interpersonal communication and group communication will appear on one or more media platforms at the same time. The combination of multiple communication modes, and the same carrier has several communication modes at the same time, has become the mainstream of the current information dissemination mode, which has a profound and extensive impact on the network ideology propaganda pattern and public opinion ecology in colleges and universities. In the network society, people’s social interaction turns to rely on social network platforms such as QQ, Weibo, and WeChat [5]. The communication tools in these social platforms have the function of agglomeration, and

it is technically easy to unite netizens into specific network circles, which is conducive to the establishment of various relationships between different social groups. Internet circle groups are not only oriented by factors such as power and geography, but also based on common interests or common needs of netizens. On the one hand, the existence of “circles” creates conditions for social interaction and information acquisition, and the dissemination of online ideology is more time-sensitive and targeted. On the other hand, different “circles” have formed a nesting relationship, and individuals can jump between heterogeneous circles extremely conveniently and quickly, resulting in a “nesting effect”. The connection between “circles” has greatly increased the breadth and depth of information dissemination on the network media platform, which has brought great difficulties to the supervision of network ideology in colleges and universities.

2.4 The Communication Discourse of “Joking” and “Visualization”

As a networked response to social existence and a networked expression of people’s ideology, cyberspace ideology is a discourse system with a complete narrative. However, in online communication, college students like to express their emotions and inner feelings by using symbolic expressions that are simple in form, rich in content and easy to use. In the online society, the Internet has provided college students with a new right of expression, and the new generation of young people’s discourse environment has become more complex, richer and more bizarre than the traditional media environment in which the “post-70s” and “post-80s” people formed their perceptions of expression. It is a richer and more diverse environment.

College students are the main participants and promoters of the network society [6]. The network society extends the discourse space of college students, changes the discourse form, discourse mode and discourse power of college students, and endows them with greater understanding of various national affairs, social affairs and campus affairs. Discourse power for free expression. Under the influence of the unique civilian and open characteristics of we media, the development and popularization of network audio-visual technology, and the individual characteristics of college students’ own identity, age stage, and psychological characteristics, the content, form, and structure of Internet discourse of contemporary college students and netizens. They all present the characteristics of “bantering” and “visualization” that are different from the traditional ones. The phenomenon of “bantering” and “visualization” of college students’ online discourse is rampant, not only transforming or negating correct language norms, but also vulgar interpretation of existing culture, and even the undesirable phenomenon of online violence. These anomie of online discourse have caused serious ethical Moral issues put forward new requirements for ideological construction.

At the same time, from the perspective of communication content, visualization is also one of the important signs of youthful discourse communication. According to statistics, as of December 2021, the number of online video (including short video) users in my country has reached 975 million, accounting for 94.5% of all Internet users [7]. Visualization is not only a sign of a shift in cultural form, but also a paradigm shift in people’s thinking. Due to the unsound rules in the field of network audiovisual, the system construction of communication discourse is not deep, and college students lack the ability of information screening, which makes it easy to pass negative, vulgar,

corrupt and contrary to public order and morality social trends to college students through the emerging media, resulting in wrong social trends guiding college students' values. Even, some short video platforms are full of works that contain pornographic and violent elements and promote the lifestyle of luxury and luxury. After being distributed in large quantities through algorithm recommendation technology, these works attract millions of fans, resulting in wrong value orientation. And managers pose serious challenges.

3 Conclusion

In summary, colleges and universities are responsible for important functions such as personnel training, scientific research, social services, cultural inheritance and innovation, and international exchanges and cooperation, and are important positions for ideological work. The network position is the carrier of the mainstream ideology of the network. Where there is a position, the influence of the mainstream ideology is there; if the position is lost, the influence of the mainstream ideology will dissipate. Grasping the main front of the Internet is the key to enhancing the influence of the mainstream ideology on the Internet.

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