

Socialist Core Values and Practice Analysis under New Media Era

He Dongjian

Hainan College of Software Technology, Hainan, Qionghai, 571400

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Abstract. The world has entered new media era. New media have many characteristics and advantages, and play a positive role in the aspect of socialist core values education, but new media have the spread characteristics of means diversification and spread trend diversification. New media itself also have the characteristics of openness and interactivity. These characteristics can make the good and the bad intermingled, and new media mainly use network technology. Network technology has the characteristics of virtual sex, which has a negative effect on socialist core values education. In view of the above problems, we need to adopt the method of positive means to carry out socialist core values education to make college students set up socialist core values and make practical action to practice.

I. THE CONNOTATION OF NEW MEDIA

New media is mainly relative to traditional media, which is a new kind of media form. new media form mainly uses digital network technology, and through the Internet, communication network, satellite and mobile phone, computer and some other means, provides customers with all kinds of required information and entertainment services. New media in today's society, more accurately, is a digital media. This technique is based on digital technology and network technology, and uses multimedia, video text integration and combination to present information. It has the characteristics of all-weather and all aspects of new media, which also has the characteristics of innovation, intuitive, vivid, virtual, fast information transmission, and large amount of information. Concept of new media is a relative concept. From media evolution process, radio and newspaper are new media, television is new media than radio, and Internet is new media than television. We can conclude from these that the forms of new media mainly include news web site, network community, some social networking sites and blogs, in addition to this, now we often used social tools, such as QQ, WeChat, fetion, etc. [4]

The connotation of new media plays its role and function in reality, which has been increasingly accepted by people, and has penetrated into all aspects of life. It becomes a good platform and media access to information, at the same time, the production, learning and so on have a great influence on various aspects of people's lives. The biggest group which also is affected by new media is college students. College students are the most active groups in the society, and also new media information main communicator and recipient. New media has been used by general college students. It covers all aspects of college students' life. New media, like many things, are a double-edged sword, which have two effects in the process of college students' growth and function. We need to avoid disadvantages by active use of new media, with the full combination of socialist core values education.

II. NEW MEDIA AGE IMPACTION ON IDENTITY EDUCATION OF COLLEGE STUDENTS' SOCIALIST CORE VALUES

Party's 18th has explicitly put forward to strengthen the construction of socialist core values, strengthen the education of socialist core values, make whole society citizens form correct socialist core values, strive to cultivate qualified successors of socialism in our country, give a full play to the superiority of new media positive role, and enhance the effectiveness of education. But in real life, new media environment brings to people not all good effects. There are some bad influence and

role. We must analysis them, exert a positive influence, and eliminate negative impact. Let's make detailed analysis of positive and negative influences under new media.

A. NEW MEDIA AGE MAKES POSITIVE INFLUENCE ON SOCIALIST CORE VALUES EDUCATION FOR COLLEGE STUDENTS

The characteristics of new media itself make positive affect on college students, and new media has a comprehensive openness and transparency. Without being limited by space and time, college students in new media access to large amounts of information and different culture, which can form a diversified thinking concept. College students can further learn to respect different cultures and thoughts, learn to be independence. The era of information network technology is together as a whole, and the world of all things and information are in the network. College students often surf the Internet to access to information, which is beneficial to the formation of college students' international vision and international awareness with ideology and behavior of college students which can breakthrough the limitation of nation, thus form the right views. In addition, the promptness, synchronicity, and use simplicity, low cost of new media operation make students form active participation of efficiency concept and behavior. New media is interactive by expanding the scope of human communication, network communication without too many restrictions and authority. People can make public self personality on the Internet, especially more introverted personality, lack of self-confidence. New media communication interaction more is able to get a kind of self-confidence and satisfaction, and their relations in real life can also be confident performance, at the same time some setbacks are in reality of college students. New media can also get some mental and spiritual comfort, enhance the confidence of life, show the characteristics of these new media which are able to meet the needs of human self-realization and the needs of the development of human emotions, personality, promote the development of college students' personality, and form correct self-consciousness. [4]

B. NEW MEDIA AGE HAS THE NEGATIVE INFLUENCE ON SOCIALIST CORE VALUES EDUCATION FOR COLLEGE STUDENTS

The main body of new media ideas transmission is diversified, which violently impacts college students. College students, under the diversified trends, produce a confused mind. New media as a way of communication, sets up a kind of brand-new information communication structure and environment. This kind of communication makes the body of the communicators showing diversification, which breaks the monopoly of traditional media news release. A variety of personalized websites are made, and micro-blogging, blog, and other forms of new media emerge endlessly. It is easy to appear the mix of information, and appear some negative information. Negative information circulating on the market may influence college students. The instrumental function is shown clearly, and new media professional technology has been converted into a common use of people's life, including college students. This transformation can make college students' excessive pursuit of computer network technology and software. The college students' excessive fascination of network products make them ignore the humanistic spirit and traditional culture in real life, and the essence of socialist core values have mostly came from traditional culture learning. So in this respect, the pursuit of this is bad for socialist core values education. Most other new media are combined with the network, and information on the network of good and evil people may mix up. The good and the bad are intermingled, and it is virtual and concealment. Bad information is more easily spread on the Internet, and negative influence is easier put on college students. These bad information mainly has three categories: pornographic violence information and decadent decadent and western hostile political information, and they make serious damage to the network information of green health. [4]

III. PRACTICE PATH OF SOCIALIST CORE VALUES

After analyzed the influence of new media on socialist core values, we should clear the direction of positive efforts, strengthen socialist core values education in the field of ideology, and cultivate qualified successors of socialism. The socialist core values practice on the design and

implementation of the path must follow the rules of certain education science in accordance with the laws of science. In this way can we succeed to do a good job of socialist core values education.

A. INSTILL IN THOUGHT COGNITIVE

Socialist core values education first needs in mind a correct understanding of cognition. Teachers in the education of colleges and universities, should combine socialism core values education and college courses together, and create a platform for teaching, social practice and culture education. In class, the teacher should put socialist core values permeate into every link of education and management, build socialist values into teaching materials, walked into the classroom and students' heads. College students' education courses must innovate teaching methods. Class discussion, interaction between teachers and students, and the method of situation setting are necessary in order to deepen students' understanding of socialist core values and understanding. They should give lessons according to college students aptitude, combine the background and development, and put forward some hot or difficult problems. Socialist core values are to be used to solve problems to enhance their awareness of the importance of putting theory into practice. MAO lectures for this concept, should pay attention to national level of socialist core values, for the prosperous, democratic and civilized and harmonious, and basic principles of Marx's class should concentrate on the core values of society, advocating freedom, equality, the rule of law, etc. The social practice of college students in university club activities as the main carrier should insert socialist core values into them. Students are encouraged to feel socialist core values in practice with the combination of theory and practice. [5]

B. ENHANCE MODEL DEMONSTRATION EFFECT

In order to make socialist core values more into life, make the students more truly feel that socialist core values are ubiquitous, and enhance the understanding of socialist core values, educators must first lead exemplary role. College teachers should first actively learn state government and the party's relevant instructions, strengthen school leadership and teacher's theory of ideological and political education work, and put socialist core values into the center of party committees of colleges and universities study group, and the content of party committees of colleges and universities instructor team, and the party's style guide school spirit to further affect the style of study. University teachers should play a leading role in demonstration, especially ideological and political teachers should be more so. They should not only actively study socialist core values, and present a good ideological and political courses for students. Teachers in all subjects should incorporate socialist core values in the curriculum to be taught. Their words and deeds must conform to the specifications, talk and teach at an organic whole, and infect students with good teacher view.

C. THE ORGANIZATION RELATED ACTIVITIES

The form of socialist core values needs not only theoretical knowledge but more practice in social practice. Social practice deepens the understanding of socialist core values and understanding, and prepares relevant practice. School should make some efforts. First school should set up a perfect practical education teaching system, create a learning environment for students, let college students be blended in among them, and then combined with actual and practice class, help college students set up correct ideas. And schools should offer some practical curriculum and activity curriculum, make full use of resources in school itself and social resources. With both strength of school and society, establish a practice base, strengthen the contact between the enterprise and schools, and enhance the ability of students in socialist core values practice. [5]

D. BUILD A PERFECT THOUGHT BELIEF SYSTEM

Socialist core values education aims to cultivate students' ideological beliefs. College students are the future of the motherland and nation. College students have the belief, and nations and people have a future. Core values of socialism have pointed out the direction of colleges and universities to cultivate talents, which put forward a scientific and correct faith. Colleges and universities should cultivate the students to have the right beliefs and values, which must incorporate socialist core values in students learning and life, and convert the idea into students' beliefs and ideas. Socialist core values are our country people's common thought belief and ideal, the epitome of Chinese

people's ideal faith, thus guides students to establish communist beliefs, guides them into the construction of socialist modernization. Practice socialist core values is necessary. Effective ideological and political course should be the scientific nature of socialist core values education. It is not divine and scientific. For example, Mao course should be emphasized on our country system's self-confidence, constructions self-confidence, and a series of ideas related to socialist core values to make the students fully realize personal needs faith and social support and guidance of socialist core values. [5]

IV. CONCLUSION

Now we have entered information age, and all sorts of technology are in rapid development. New media is a significant performance, which has many advantages, such as good openness, information dissemination means diversification, transmission speed, and good interactivity. These advantages make it widely applied to every aspect of production and life which bring convenience to people. Also, socialist core values education in colleges and universities can't depart from the support of new media to realize the combination of both. First of all, clear connotation and characteristics of new media, analyze the influence of new media on socialist core values education in colleges and universities, and develop a specific path and method for socialist core values education by combining the reality of colleges and universities.

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