

Research on the New Characteristics System of New Media Technology

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Keywords: New characteristics and countermeasures, College students' values, New media era, Core value.

Abstract. Sparse literature exists on the topic of college students' core values education via new media, so in this study the theory of communicative ideological education was applied to build the mode of college student's core value education via new media. This was also based on the characteristics of college student's new media using. The three main purposes of college students' new media using are: amusement, communicating with others, obtaining information. Besides, they also like to link different medium together, link the virtual society and reality together. The above said make it possible that educators can induce students to accept the implicit view by providing services to college students. Hence, we conclude that to foster the faith in core values, educators should construct an interactive mechanism on new media, which consists of communication, service and theme activities. In the interactive mechanism, an educator must be a new media expert, a skillful service provider, an opinion leader and an original organizer. The interactive mechanism also has three media levels which play different functions in core values fostering.

Introduction

New media is in the traditional media development based on the use of digital technology, network technology, mobile technology of new media forms, with the advent of the Internet, the popularity of mobile phone and Wbe2.0, 3G technology advances, new media after newspaper, radio, television and other traditional media developed after the new media forms, new media for the mode of transmission of a high degree of autonomy, extensive participation, to the center of the interaction characteristics, so that the majority of people involved in the production and dissemination of information in the process, bring a new virtual life style, but also brings to students ideological and moral levels of positive affect and grim challenge. Hand to enable students to enhance democracy, equality, independence of modern ethic consciousness, on the other hand, because of the new media content complexity, mode of transmission of concealment, the impact on College Students' ideology of college students, moral self-discipline, moral judgment, moral behavior presents challenges, new media to create a virtual and reality coexist in the environment, to the traditional concept of moral education means, brought grim challenge and good opportunity. How in the new media to the informationization, globalization of the modern environment, innovation of College Students' moral education, has become a significant task [1].

With the development of human society, the media experienced a form from newspapers, radio, television and other traditional media to the network, mobile phone, digital television and other new media developing process, the new media is the main types of network media, mobile phone media, digital television, new media interactive and real-time, autonomy and participation, sharing and community, personalized and audience de-differentiation, information content of a plurality of such features, with the spread of popular culture, caused people to contact and social organization transformation, the construction of the public sphere, to promote social democracy, affect social public opinion and other functions. The development of new media on the traditional moral education ideas and methods presented a challenge, but also for the moral education provides development education, dissemination of moral value, to promote education and interaction of subjectivity and other opportunities [2]. At the same time moral education innovation under the new media

environment to realize moral education ideology function requirement, promote college students' all-round development choice inevitably, is also the modern moral education development needs.

The moral education under the new media has brought new change in education, the ways of beneficial exploration and attempt, obtained certain result. But there still exists the use of new media consciousness is not strong, did not play school, family, society and new media education resultant force, the new media law grasp the inaccurate problem, the reason of these problems is the main moral education guiding idea, mode, content, method, approach, team building, the new media management mechanism, the system of educational evaluation and new media environment adaptation.

In the new media to create virtual and reality coexist, diversified environment, should innovate moral education guiding idea, set up the combination of virtual and reality of the overall concept of educating people, an element dominant and accept diversity concept, moral education value orientation and social ethics overall development trend consistent philosophy, moral education content, style, method, ways and new media law consistent with the philosophy; should be based on the new media environment changes, new media virtual and realistic space combination mode of moral education, the establishment of schools, community, parents, students of four in one of the new media with combined three-dimensional educational mode; should note to media environment moral education content innovation, strengthen college students' socialism core value education, citizen moral education, moral education, promote students' overall moral ability and level; college students moral education method, the form of innovation, the use of online media, mobile phone media and other new media platform to innovate moral education method, using independent moral education, moral education, selective participation moral education, moral education, moral education subjectivity embedded new moral education should form.

The Cultivating of the Core Values of College Students in New Media Era

The education under new media era should pay attention to the moral education of college students ways of innovation in new media environment, strengthen college students' moral construction of subject under the new media environment, strengthen the construction of ethical standards, the media literacy education of college students, strengthen the new media and traditional media act with united strength, play the media 's function of moral education; to innovation in new media environment moral education of the college students team construction, build government, society, colleges and universities team construction network system, enrich the educational team composition, clear quality requirements, strengthen new media management team, new media guide public opinion, moral education team construction of three team; should focus on optimizing the environment of moral education for college students, Chinese traditional social ethics in the new media in the era of globalization of information, modern transformation. Optimization of moral education social environment, establishing the new media management, monitoring mechanism, optimize the environment of new media, the school to strengthen the campus network management and construction, optimization of school education environment; we should innovate the moral education of College Students under the new media environment evaluation mechanism, establish the new media environment, society government the school, parents, four grade joint moral Education evaluation system, perfect government mechanism of rewards and punishments to moral education.

The realistic background of ideological and political education in the new media era is twofold: on the one hand, the social environment and cultural environment of ideological and political education have become more and more complex with the educating subjects, modes and teams being attacked and the life, study, ideology and value concept of college students being greatly influenced and challenged; on the other hand, there are also unexpected opportunities in ideological and political education as the new media technology has become an effective form of ideological and political education to positively influence the formation of the college students' ideological and political consciousness, moral concept and value scale due to its big reform in terms of information collection, information contents and forms, and information dissemination channels. To make full use of the positive effects brought about by the new media, and to analyze profoundly the causes of negative

impacts will provide the basis for the choice of ways to strengthen ideological and political education in the new media era.

Cross-border thinking is a new starting point to strengthen the thinking transformation of ideological and political education in colleges and universities in the new media era. The proposed cross-border thinking in this dissertation refers to a mode of thinking to break the inherent framework, to jump off a familiar position, to deal with problems and put forward solutions using multiple angles and perspectives. In the new media era, cross-border thinking, as a rational orientation to seek and find the new point of intersection and positioning in ideological and political education, reflects the requirements of realizing the values of generative mode of thinking, the necessities of talents cultivation, the need of curriculum reform and demands of man's all round development. It emphasizes the cross-border integration between theory and practice, among teaming resources, protoplast fusion among departments, cross combination of education subjects and cross-border joint of spiritual culture.

Discourse reform is a new means to strengthen the effectiveness of ideological and political education in colleges and universities in the new media era. Discourse innovation of ideological and political education in the new media era is a systemic engineering, which should be carried out from several aspects: to respect the students' right of discourse and strengthen the consciousness of equal dialogues of ideological and political educators; to pay attention to the life dimensions and realize the regression of discourse of ideological and political education to college students' real life; to actively expand the discourse resources of ideological and political education by means of network discourse; to focus on humanistic care and psychological counseling and strengthen discourse appeal of ideological and political education through active service; to advocate three-dimensional guidance and improve the management level of the discourse of ideological and political education; to promote the quality of ideological and political educators and enhance the ability of discourse innovation; to improve supervising mechanism in the new media information and enhance the effectiveness of discourse of ideological and political education; and to adhere to new development of discourse of ideological and political education and strive to build a new discourse system.

Optimization of structures of contents is a new need to strengthen ideological and political education in colleges and universities in the new media era. Having introspecting the development and adjustments of ideological and political education of colleges and universities China has experienced over the past years, we can find that they are mainly in the form of content, and there is no fundamental change in real

"Carrier force" is a new platform to strengthen ideological and political education in colleges and universities in the new media era. In order to choose the suitable ways to form carrier force in ideological and political education, it can be done from the following several aspects: to create "network teaching platform and teaching resource center" in the aspect of course vectors, to establish a navigation system and special website in the aspect of material carrier and management support, to enrich and extend the functions of campus culture in the construction of campus culture, to create a fast information delivery channel for teachers and students in the aspect of team construction, and to attach special importance to the relevant media platforms in terms of the extension of functions of carrier force. The model to construct a sharing community is a new way to strengthen ideological and political education in colleges and universities in the new media era. In order to implement ideological and political education in colleges and universities in the new media era, it is necessary to take "sharing" as the basic way, and "community" as the common community. This kind of "sharing community" embodies sharing of knowledge, life, resource and process, which is a type of moral cultural circle in colleges and universities in the new media era. , and which is a new model for the realization of ideological political education. The construction of such a new model is to adapt to the objective requirements of the new media era and to function as a new foothold for the innovation of ideological and political education. To ensure effective implementation of the sharing community model in ideological and political education in the new media era, it is essential to build a sound evaluation mechanism of sharing community, which is not only the need to correctly evaluate the effects of sharing community in ideological and political education and the need to realize the control

of educators on the process of ideological and political education, but also the guarantee to achieve the goals of ideological and political education in the new media era.

The Implementing of the Cultivating Core Values

On the foundation of defining the concept and explaining the role of the communication, service, activity, the following will suggest how an "interactive mechanism" works in the process of fostering the core values via new media. It also will reveal the needed abilities of an ideological educator, the specific functions of the various new medium and the different levels contained in the "Interactive Mechanism".

Process Description First of all, "interactive mechanism" contains many types of new media, such as Virtual community, blogs of teachers and students, SNS, QQ group, cell phones, searching engines, wild, online games and other forms. These types of new media can meet different needs of students. Some websites, search engines, school web sites can offer information and entertainment; blogs, cell phone newspaper, wild, RSS, can provide students with socialization assistance and personalized learning services. In the process of the above, educators should impose the core values on the students secretly and softly, putting the ideas into "eyes, ears, and hearts ". They also should strengthen their control over students' organizations, building a good interpersonal relation by which we can persuade students to take part in activities containing core values successfully. Finally, when they are using new media, students always like the type of web-media and eager to get a positive evaluation. So educators should organize and conduct some activities with vivid theme and participatory approaches. The functions of different levels in "Interactive mechanism"

"Interactive mechanism" could be viewed as the combination of the layers of organizers, we-media, and the propaganda system. Organizers layer can control the students and guide them to take part in the activities. Organizers include online instructors, online commentators, opinion leaders, etc. Organizers should provide psychological counseling; academic guidance, career guidance, they can influence students by strengthening the positive public opinion, make students educate themselves self-consciously by organizing activities. The function of the layer of web-media: educators should prompt students to produce and put out information about the activities, which actually is student's self-ideological education. The student's web-media includes: the blog, pod casts, instant messaging via cell phone, Wiki, etc. The above web-media producing help in learning materials, knowledge sharing, expression of feelings and thoughts, information of the ideological education activity, etc. Only when the educator succeed in attracting student in the activities can he change student into a web-media contents and information provider, which requires that the organizer meet the student's demand, and have the strength to influence and guide students.

Conclusions

Nowadays, the values of pluralism have become the features of the culture of Internet and new media. Bad values played a role in misleading the youth. Hence, building the core value system is an urgent task. New media technology provides us with an opportunity and challenge. Only the idea and method respecting for the law of new media communication and embodying inter-subjective relationship between teachers and students, will help us to win the youth on Internet and New media. Here the interactive mechanism with the core of communication will provide us with new ideas and will be the only way to foster the core values of college students via new media.

References

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