

Research on the current situation and Countermeasures of College Students' classic reading under the new media environment

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Abstract. College students read classics, can inherit the spirit of national culture, and cultivate a sound personality and noble moral feelings. In this paper, students in four colleges and universities in Jilin Province as the sample, using the method of questionnaire, analyzes the classic reading of contemporary college students under the new media environment, the results show that the overall situation is not optimistic for college students to read classics, are fragmented, utilitarian, entertaining reading and other issues, according to the characteristics of the current trend of new media reading the environment and the students showed a classic, puts forward some improving measures.

Keywords: New media; College students; Classic reading.

1. Introduction

New media means "in digital technology, network technology, Internet technology and mobile communication technology as the foundation, to provide users with information, new media content and services". Compared with the traditional media, new media's media form the huge transformation, mainly embodied in the network media, mobile media, interactive TV media, such as different forms. Its main features are interactivity and timeliness, mass and sharing, multimedia and hypertext, personalization and socialization. The emergence of new media, so that college students are no longer subject to the restrictions of time and space, books, reading the way more flexible and diverse. At the same time, because of access to information channel, transmission speed, transmission way, mass of disorderly information impact reading behavior of college students, affect their reading of classic, classic reading a series of changes have taken place.

2. The difference between new media and traditional reading

Famous scholar Marshall McClure according to the definition of the media to provide information, clear degree and the recipient the play of imagination space, the participation of the receiver in the information interaction will medium into two categories cool and heat medium. Heat medium of high resolution, accuracy of the information provided is higher also, but the participation in the process of information transmission is low transmitted objects, the space of imagination play a little. The opposite is the cold medium, which means low clarity, low clarity, in the dissemination process of the spread of the object of participation and imagination to play a relatively high degree of imagination. Such as "dream of the Red Chamber" as a book is a cold medium, as a television drama is a hot medium. According to the division of Marshall McClure, we believe that the traditional paper, book reading is read under the cold media, and the new media is the hot media.

The new media is rich in resources, large amount of information, easy to find, easy to store and carry. "Electronic media has a completely different time, space, symbols, and the physical structure of the bias, one way of thinking by the flat face stereo change, although the intuitive, image of media forms, expand people's image thinking ability, but in imperceptible in to kill people read print patience, make people are used to accept a jigsaw, clouded information, meet with the appearance of this kind of shallow thinking, and loathe to deep thinking, similar to the mass knowledge of harvesting the crops harvester, cannot realize every one plant fresh life. This kind of "shallow reading" focuses on the sex and entertaining, search type, headline read, skip reading become the main form of new media reading, rapid, pleasure, and quickly has become the important characteristic

of shallow reading. The traditional reading mainly refers to paper media as the carrier of a way of reading books. In the process of reading, the finger and a comfortable sense of touch the readers of the paper, the scent of ink to build an atmosphere of reading. Traditional reading under the new media than reading more rigorous, accurate, objective and fair, their reading experience of authenticity and is better than new media. In addition, the traditional reading can reduce the impetuous mentality, make readers receive business reading experience, and network reading can make people get rich quick, network words lack of complex and realistic, so without reading without texture, lack of taste.

3. The current situation of college students under the new media environment

3.1 Survey on the current situation of College Students' Reading Classics.

During May to June in 2016, the author into the Jilin agricultural university, Changchun university of Chinese medicine, northeast normal university, Changchun Guanghua School of four different batches of college students of institutions of higher learning, the classic reading situation has carried on the questionnaire survey. The questionnaires were issued 500 copies, issued by the counselors, so that students fill in the questionnaire based on the project closed. After the investigation, a total of 483 valid questionnaires were recovered, and the effective rate was 96.6%. The survey results showed that: (1) reading time: 88.5% of the students in their spare time for the Internet, only 10.5% of the students reading books and magazines, including reading classic works of students is less and less. (2) The amount of reading of the classic works of paper: 45.6% of the students can read the 1~4 this semester, reading 5~6 accounted for 19.8%, reading more than 7 of the 18.3%, reading 0 of the 16.3%. (3) The purpose of classic reading. Out of their own interests and hobbies accounted for 48.2%, to improve their self-cultivation accounted for 18.6%, to expand the knowledge of the 20.3%, knowledge of the history of the station 10.1%, the professional needs of 2.8%. (4) Access to the classic paper books. (Subject for multiple choices) to buy printed books in 76.2%, 84.3% went to the library to borrow, to friends save 34.5%, other 2.8%. (5) Select the paper on the basis of classic books (ontology for selected topic): their interests by 94.2%, the teacher recommended by 65.3%, the share of 56.3% of the classmate, net friend evaluation 37.5%, 27.7% best-seller list, library of recommendation 11, 4 %, other 3.6 %. (6) Reading paper books often every day. Half an hour and a half hours of less than 5.4%, to 33.2% in 1 hour and 31.4% of the 1 ~ 2 hours, 2 ~ 3 hours of standing 14.6, 3 ~ 5 hours of 5.3%, more than 5 hours (4.2%), the study of basic accounted for 5.9%. (7) The understanding of the classic collection of books in our school library. More understanding of the accounting for 43.2%, 39.8% of the students said it was not clear, 13.1% of the students did not pay attention to answer, and 3.9% students do not want to know. (8) The demand for classic books, 87% of the students hope that the library can provide more and better classic books, 13% of the students feel that there is No.

3.2 The current situation of College Students' classic reading

(1) Utilitarian reading is obvious

Exam-oriented Education University away from the classic, practical need and the cruel reality of the employment pressure force students to put more energy on the so-called practical reading. Heavy practical useful, light humanistic literacy is one of the main features of the contemporary college students to read. Reading and studying pragmatic, became the general state of mind that college students, they have not usual keep a peaceful state of mind of reading, reading as to enjoy life, and is more of it as a kind of to seek personal higher social and economic status of "ticket". College students in the process of reading will be the preferred language, computer grade examination counseling, one's deceased father grind, civil service exam tutoring research class coach book, etc. Schools around the bookstore, all kinds of test teaching books to break goods sell like hot cakes, and literary classics class books only takes up a very small corner space, confinement.

(2) More entertainment and leisure reading

The appearance of new media has changed the way of thinking and reading tendency of university students, and the reading of the new media has the characteristics of life, entertainment and fragmentation. Heavy studies and increasing pressure of employment, increases the students inner

pressure, which will suppress their reading interest, in addition to academic reading and practical reading wouldn't want to study and ponder. Popular leisure reading, easy to understand, entertainment, do not need a very deep thinking, to relax, but also to obtain a certain spiritual comfort, and thus become the favorite college students to read.

(3) Understanding of the meaning of classical reading is not enough

Classics are those beyond time and space, with standard and authoritative works or works, for the most basic quality of a person, the most core part of the values, aesthetic, moral values and outlook on life plays an important role in the formation of. Reading is the best way to college students to acquire knowledge and improve themselves. But the author in the survey found that although the value of college students to read literary classics generally has certain cognitive, but not in the actual reading behavior on the show to the attention of the classic reading. Most students complete a year reading the number of less than 5, there are even students don't read 1; Read the classic student in common narrow, also listed in the readings focus on some more prominent and easy to read classic. In addition, when a lot of students are reading classic not to read the original, but rather direct reading interpretation adapted works, although these adaptation and interpretation work has a certain value, but is, after all, people's understanding of connotation of the classic, cutting and reshaping, will limit the reader in a way not to read the original itself deep understanding of the original and independent thinking and free imagination. More seriously, there are quite a few students to watch TV series and comic adaptation instead of reading, originally used to passively accept information, and cancelled the plumages with meditation, even willing to read those words, boiled, containing a spoof on "classic", such as distortion of classic reading intention misunderstood.

4. Approaches to the realization of classic reading of College Students

4.1 Strengthen the propaganda of classics reading

College students improve reading literacy and humanistic quality is important life stage, the university has an obligation to have more responsibility for improving the students' mental state to make the necessary contribution to help college students form an unyielding life creed and patriotism is more profound than static book knowledge learning effects of education. School can the importance of library, classroom, community activities and other means of publicity ways of reading classic reading, let the students targeted. At the same time, the university should also be able to provide a reading of the classic cultural sites and quiet atmosphere for students, open reading places, expanded the number of classic books, let the students to read, reading, love reading, classic reading.

4.2 Advocate the classic reading incentive mechanism

The famous scholar Ji Kang in his "hard nature of" said: "people are not good, if a man can do nothing but eat, just do not love reading about. "Return of the college students to read classic need some incentives. Such as reading can adopt credit system, the quality of reading to learn students' credit assessment, students must read classic books list, with independent reading, writing reading notes and report of substance in the form of defense credits, to regulate the system to strengthen college students' classical reading behavior. Open a lot of classic reading courses, set up as an elective course for students to choose according to their own needs, teaching to take independent reading combined with interactive teaching, in order to mobilize the enthusiasm of students to read, think, exchange and writing. The university library can also introduce reading method of integral system, get rid of different readers' borrowing authority rigid restrictions, to actively participate in the library, reading activities and auxiliary library readers have been able to score bonus, upgrade, with integral convertible borrowing authority reading services or other incentives to expand, the fair and competitive incentive measures to attract students to actively participate in reading activities and reading literary classics, make students from less reading and read books to read the classical state.

4.3 Multi linkage to create the atmosphere of the classic reading

Some scholars think that reading is an ecological system, it includes countries and the relevant administrative departments, colleges and universities, publishing industry, the reader, such as

multiple subsystems, if we just asked the big system of a subsystem - reading terminal - how should college students how to value chain, it is not too realistic, more feasible way is that the forces of the value chain integration to collaboration. Expand the social space and create a good classic reading atmosphere, the first thing to relevant departments to guide public opinion, correct concept of reading. Second, college teachers can encourage and guide the student to the bookstore, into the public library, in the world of books to appreciate the charm of classic works. Finally, extended network space, increase the college students to read classic channels. By the organization of the network reading group, reading group of reading, reading circle, tribal forms such as efficient interactions between the clubs and communication, this can make the students really enjoy the pleasure of reading.

5. Conclusion

Due to the current society into the era of consumerism, the cultural reflection is the prevalence of popular culture, consumer culture is the characteristics of a commercial, popularity, popularity, entertainment and mass media, the dependence of these subtle influence and change the students' reading habits, but as long as the society, schools and families to form a linkage system, purposefully and systematically to guide and promote students' classical reading behavior, believe that the classic reading in improving college students' ideological education and mental education and aesthetic education will play a more and more important role.

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