

## **A Communication Effect Evaluation of Socialist Core Values in College Students from the Perspective of "New Media"**

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**Abstract:** With the rapid development of information technology, new media has been favored by college students with its unique advantages, and has had an important influence on the life, study, communication, thinking and values of college students. New media development and information dissemination characteristics have a high degree of fit with the contemporary college students and the formation of personality characteristics. With the use of new media information carrier, to strengthen the ideological and political education of young college students, it is significant to cultivate and practice the socialist core values.

With the rapid development of information technology and the advent of the Internet era, network media, mobile media, Internet TV and other new media came into being, the radio, television, newspapers and other traditional media have had a profound impact people's learning, life, thinking, the formation of values. Relevant data show that at present, mobile phones, networks, etc. as the representative of the new media has replaced the radio, television and other traditional media and has been the primary channel for contemporary college students to obtain information and communication. As an important member of the youth group, college students are in the important period of rapid formation of ideological cognition and values. It is of great significance to strengthen the education of socialist core values and improve their comprehensive quality and cultivate innovative talents.

### **The main advantages of new media in the cultivation of college students socialist core values**

With the progress and development of science and technology, network, smart phones, Internet TV and other emerging media continue to emerge, the advantages of information dissemination have gradually been recognized and accepted. Compared with the traditional media, new media in the dissemination of information has an unparalleled advantage. First, the massive amount of information resources, new media storage of information resources is very large, compared with the traditional media, both in the editing of information resources or access to the lower cost. Second, it has good interactive features. Through the new media platform, Internet users can not only free and

equal access to information, but also disseminate information, and interested in the topic of comment, any person can select information according to their own wishes and preferences, and at any time to release their own feelings to communicate with others. Third, with the development of information technology, mobile Internet has become the main form of network terminals, making the dissemination of network information more efficient and efficient. Smart phones, laptops, Internet TV and other new media are becoming the main platform for information dissemination. How to play these new media in college students to strengthen ideological and political education, cultivate the socialist core values in the special advantages, has become an important issue of common concern. Specifically, the new media in the cultivation and implementation of the socialist core values have the following characteristics:

The core values of socialism as the mainstream ideology, with the inherent stability, but its external manifestations are rich and vivid, and only with a certain media platform in a timely manner to spread out these information to make the masses better understanding of socialism. The emergence and application of new media, breaking the traditional media under the limitations of time and space and the limitations of the lack of time, and making the form of communication, dissemination of content, communication means more diversified.

Socialism core values as a mainstream ideology, in the process of communication cannot be confined to the concept, but also should be vivid and rich form and typical examples combined to express, recognize and accept. Although the current part of the traditional media is still constantly expanding the scale of innovation and development, and some newspapers have several sections of the past expanded to dozens of layout, television broadcasting channel expanded to hundreds, but with the network, mobile phones and other new media, its information resources, storage, information dissemination speed have a gap.

In the traditional media, the way of information dissemination is relatively simple, especially for the socialist core values and ideological and cultural theory, more likely to give a monotonous boring feeling. New media as a new way of information dissemination, can put voice, images, animation, music and other ways together, giving a vivid image of the feelings, so that monotonous theory of teaching can become specific and lively, effectively improving the dissemination of the socialist core values and enriching the ideological and theoretical external manifestations.

In the new media, due to the openness, freedom and equality of the network, citizens can enter the cyberspace to search anytime, anywhere to find their own interested information or content, to achieve a public opinion and official public opinion of the effective docking. During the spread of the socialist core values, it is easy to improve the spread of the values by giving full play to the characteristics of the new media.

### **The main reason of socialist core values in the effective transmission of students under new media environment**

China's Internet technology since the eighties in the last century, to the late nineties of last century entered the stage of rapid development. China's contemporary college students are mainly the 90s, so the development of Internet technology of new media has the similar age with contemporary growth of college students. The contemporary college students are accompanied by the development of new media such as network development, their Internet, smart phones and other new media applications compared with other age groups have superior adaptability, at the same time, along with the Internet, Internet TV, the popularity of smart phones, college students learning and living inextricably linked to the new media, forming a close relationship between nature.

In the traditional media, the information collection, processing and dissemination need a process, and there are many links, the cycle is longer, so the dissemination of information lags compared with new media, but the new media technology have no time and space restrictions, and can easily spread mass information. Now, with the deepening of China's reform and opening-up, college students are influenced by many factors in the ideological, consciousness and behavior, and have distinct individual seeking self and self-realization. They are reflected in the attitude of information resources. Especially they are willing to obtain and pass the latest information to highlight their own personality and pursuit, which is the new media information dissemination of the inherent consistency.

New media network platform provides a broad space for their expression of self-awareness, self-view to meet their voice and the need for the realization of self-worth, so the new media on behalf of the favor by the students. To strengthen the ideological and political education of contemporary college students and cultivate the concept of core values, we should give full play to the role of new media and make the development of new media into a powerful platform and carrier for ideological and political education of college students, and become important to spread the mainstream values and gather positive energy channel.

### **The main way to cultivate and practice the socialist core values of college students in the new media environment**

As the ideological educators, they should adapt to the new media era of environmental requirements, to take the initiative as a comprehensive understanding of the new media based on the new media in the dissemination of ideas on the positive role of thinking, cultivate students correct value concept, which requires the ideological workers to take the initiative to adapt to new changes, more active and in-depth study and understanding of the main features of new media, so

contemporary college students in the new media environment cognitive characteristics can take targeted measures to strengthen the socialist core values of college students education and guidance, to explore an effective way to cultivate the values.

It is important to study and analyze the operation method of the new media in the cultivation of college students' socialist core values and to play an important role in improving the educational effect of college students' values. Combined with the development of new media status, the current impact on college students a large new media platform mainly in the following areas.

Microblogging platform. Microblogging, also known as micro-blog, is a short text through the exchange of interactive social networking platform, microblogging information can lead to other users in a short period of time. Microblogging has become an important channel for information dissemination. For example, on the eve of the sixty-fifth anniversary of the establishment of the Republic, the Central Committee of the Communist Youth League (CDC) launched a volunteer essay on the microblogging, promptly aroused the positive response of the students, and passed their own voice on the microblog, passing the positive energy, resulting in a positive social impact.

Instant messaging tools such as smart phones, portable computers. With the development of network technology, mobile Internet has become the main form of network development, if the user has a certain use of mobile Internet knowledge, you can at any time and place the use of smart phones and other terminal equipment to operate, which for the ideological and political education and socialism core values education breaks through time and space constraints and provides convenient conditions. The current communication between the students communication tools mainly QQ and WeChat and other network platform, in the contemporary college students to carry out the core values of socialism in the education process, you can play the role of these real-time tools, by one to one interaction , or groups to discuss the exchange of ways to improve the value of education targeted and efficient, at the same time, you can also use WeChat public number of college students to carry out the characteristics of special education, to expand the ideological and political education channels and channels.

network virtual communities. To develop core values education for college students. Network community as a network of virtual space, network users can publish information, other network users can own a view of the event or views expressed to focus on the discussion. Network virtual community is college students' favorite, in the online community, any user can hide their identity, their own true view of the expression. As an ideological educator, this information should be given timely attention to understand the changes in the ideological behavior of college students, especially for some of the high degree of concern or hot topics to maintain a high degree of sensitivity, and information content and authenticity identification, according to the actual situation to take effective

measures to deal with and guide.

It is necessary to enable students to understand the community, understand life, understand national conditions, and actively participate in various social welfare activities, strengthen practical training, in practice, enhance talent, broaden horizons, cultivate sentiments, training moral, enhance the sense of responsibility and sense of responsibility to enhance the overall quality and ability through the organization of various forms, rich variety of social practice activities. The core values of socialism come from social practice and guide practice. Under the same time, undergraduates can deepen their understanding of the socialist core values, and use the core values of socialism to guide their own ideology. In the new media environment, we should pay attention to the use of WeChat, microblogging, online community and other network tools to enhance the influence of social practice to achieve the socialist core values of education at zero distance.

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