Evolution and Reconstruction: Research on the Cultivation of College Students' Socialist Core Values from the Micro-propagation Perspective*

Yongsen Cai
Zhejiang College of Security Technology
Wenzhou, China 321506

Weiguo Hu
Zhejiang College of Security Technology
Wenzhou, China 321506

Abstract—**Based on the Internet, micro-culture has become the main front of public opinion production, cultural communication and ideological confrontation with its micro-culture extension. The contemporary post-90s college students pursue it fervently. And it is profoundly changing the living environment and educational environment of college students. Also, it has created great challenges to the cultivation of the socialist core values of college students. This paper deeply analyzes the challenges faced by the cultivation of socialist core values in the micro-cultural environment, and proposes strategies for constructing the socialist core values of college students with the micro-culture.**

Keywords—micro-culture; college students; socialist core values; coping strategy

I. INTRODUCTION

With the wide application of mobile Internet technology and the rapid spread of new things such as WeChat, Weibo, micro-movie and micro-public welfare, the micro-culture rises in response to the proper time and conditions. Based on the Internet, micro-culture has become the main front of public opinion production, cultural communication and ideological confrontation with its micro-culture extension. The contemporary post-90s college students pursue it fervently. And it is profoundly changing the living environment and educational environment of college students. Also, it has affected the formation of college students' values, outlook on life and world outlook as well as the cultivation of thinking mode. While actively constructing the core values of contemporary college students, micro-media is also accompanied by the crisis of identity of socialist core values. Therefore, it is of profound practical value to actively explore the practical value of micro-media in cultivating college students' core values, and cope with the opportunities and challenges brought by micro-culture to the construction of college students' core values.

II. MICRO-CULTURE IS REMODELING THE COLLEGE STUDENTS' LIVING STYLE

A. Young College Students Have Become the Main Force of Micro-cultural Consumption

On August 4, 2017, China Internet Network Information Center (CNNIC) released the 40th "Statistical Report on China's Internet Development Status" in Beijing. The report showed that the number of Chinese Internet users reached 751 million by June 2017, of which mobile Internet users reached 724 million, an increase of 28.3 million compared with that of the end of 2016. The number of instant messaging users reached 692 million, an increase of 25.35 million compared with that of the end of 2016, accounting for 92.1% of the total netizens. In terms of occupational structure, the middle school students accounted for 24.8%, the highest proportion. [1] In addition, in "2015 Weibo User Development Report" released by Sina Weibo Data Center, the number of monthly active users (MAU) of Weibo reached 212 million by September 30, 2015. Young people aged from 17 years old to 33 years old constitute the main users of microblog, accounting for 83% of all users [2]. In addition, according to the investigation of 90,000 people by relevant departments, netizens under 35 years old account for 78.8% of the netizens who often express their opinions on the Internet, those with college education or above account for 79.2**%**, 68.6% of monthly incomes below 2,500 yuan, and those working in the enterprises account for 36.9%.

It is not difficult to see from the above that young college students have become the main force of micro-culture. They have active thinking and individual character. They are keen on online life, and have natural affinity for micro-culture. They are involved in the construction of network micro-culture, and deeply influenced by micro-culture, becoming an important driving force for micro-culture communication and development.

B. Micro-culture Deeply Affects and Changes the Cultural Form of Campus

One person has one mobile phone, and one person has one WeChat. They would send three to five pieces of WeChat moments every day, forward and give a like to the

moments. Micro-culture has become an inseparable part of the current life of college students. With its superior openness, sharing and interactivity, the micro-culture represented by WeChat injects fresh, fashionable and personalized elements into the construction of campus culture, making the campus cultural form more flexible and diverse. At present, various organizations such as the Party Building Group in colleges and universities have opened micro-media such as Weibo and WeChat. They often use Weibo and WeChat to organize activities, carry out exchanges and interactions, express appeals, reflect problems, convey emotions, and exchange ideas. It breaks the traditional space and time boundary, greatly enhances the autonomy and equality of student participation, extends the tentacles of campus culture construction to a new field, and realizes value guidance and cultural construction.

III. MICRO-CULTURAL "NEGATIVE ENERGY" TRIGGERS THE IDENTITY CRISIS OF COLLEGE STUDENTS' VALUES

On December 23, 2013, the Opinions on Cultivating and Practicing the Socialist Core Values issued by the General Office of the CPC Central Committee made several points. We should focus on the fundamental tasks of strengthening moral education and cultivating people. It is necessary to integrate the socialist core values into the overall plan of the national education, which runs through basic education, higher education, vocational and technical education, and adult education. It is implemented in all aspects of education, teaching and management services. Therefore, to effectively carry out the identity education of college students' socialist core values and make the socialist core values truly "internalize in the heart and externalize in the behaviors" is not only a major theoretical issue, but also a major political task faced by the colleges and universities.

However, in the micro-environment, the convenience and immediacy of information dissemination has turned the field of people's life into a state of "compressing time and space". As communication becomes more convenient than ever, the impact of multiculturalism on the socialist core value system becomes stronger than ever. As we all know, the student group is in the period of developing values. The desire for knowledge is strong but lacks the stability, making them extremely vulnerable to interference and confusion of various kinds of information. The various negative news and decadent culture prevailing under micro-culture are serious against the ideal of young students. The socialist core value system has severe challenges in the construction of campus culture.

A. The Root Cause of "Negative Energy"

1) Generalization leads to distortion of information dissemination: One of the most important features of micro-media is low threshold, and everyone can be a topic host. This generalized feature makes the expression of "self-voice" a major trend. However, limited to the knowledge level, subjective intention and content integrity of the communicators and other factors, for the recipient, what he sees may be a "fact" with fragmented content and one-sided

statement, resulting in misunderstanding of the information. In addition, due to the low threshold of micro-media communication, it is easy for the information published by the user to be "processed" and falsified by other users. The information is artificially decomposed, and the recipient receives the distorted information content.

2) Poor Supervision leads to overload false information: Micro-media makes rumors spread faster, cheaper and more confusing, leading to an endless stream of fake news. It is precisely because of the anonymity of micro-media. The communicator hides behind the network, and it is more difficult to be supervised and restrained. The users do not have to worry about the social responsibility caused by information transmission errors. In addition, in the era of micro-media, people's willingness to participate in social interaction is more intense. When most people receive a message, the first thing to consider is not the source and the true and false, they would quickly forward it to seize the focus at the first time. For example, the WeChat moment information such as "seeking missing people" and "micro-truth" is popular. However, after forwarding, many of them are often found to be false information. The false information not only pollute the network environment, but also damage social order and even cause social instability.

3) The crowd-watching lead to the psychological breeding of "onlooker": The spatio-temporal virtuality of micro-media has led to the indifference of interpersonal interactions, and has also brought a new form of expression to the spectator culture. People don't have to talk about it in the street alleys. They just click on the screen of the mobile phone, and can watch it anytime, anywhere. People can keep up with the pace of public opinion and the trend of the times. The cases such as "Rabbit abuse", "Hiding and seeking", and "Yanzhao incident" are vivid manifestations of the crowd-watching under the micro-culture. The crowd-watching simultaneously help solve the incident. We can't ignore the problems that come with it. The network information is easy to copy, spread quickly and cost is reduced. The crowd-watching become easier. "The crow-watching would be the power". This sentence is the shield to avoid the responsibility of Internet violence incident. The distorted "onlooker" psychology will greatly undermine the order and good customs of the society and impact the construction of the entire national value system.

B. Consequences of "Negative Energy"

1) Impacting traditional culture and eroding moral identity: Xi Jinping emphasizes that the cultivation and promotion of socialist core values must be based on the fine traditional Chinese culture. Strong core values have their inherent roots. Abandoning tradition and throwing away the roots is tantamount to cutting off their spiritual lifeline [3]. The popular fast-food culture of micro-media poses great challenges to the accumulation and inheritance of traditional cultural knowledge. The language of micro-culture

advertised the "new", "odd", "cute", "weird" and "bias", showing typical hip-hop color. It has seriously diluted college students' understanding of traditional culture. At the same time, it also takes up the time of college students' reading of humanities classics, and the time of learning humanities knowledge, leading to the lack of cultural background and narrow historical vision of some college students. The college students may have wrong moral identity. They prefer to crying in the BMW rather than laughing on the bicycle. Also, the college students believe that "today's wine I drink today".

2) Dispelling government authority and weakening mainstream value: In micro-media, everyone has the right to publish personal opinions, which are the main body of information dissemination. That is, "everyone has a microphone", and "everyone is a commentator." Information dissemination no longer has absolute authority. It will inevitably lead to the loss of traditional media audience and the tendency of mainstreaming micro-media. It reduces the authority of the government to a certain extent. At the same time, the freedom and openness of micro-media make it difficult to check the information. Internet rumors, false statements and "spoofs" are full of micro-platforms, causing pollution and forming "information public toilets", eroding the outlook on life of college students, and dispelling the spread of mainstream values.

3) Weakening rational thinking and hindering knowledge development: In micro-media, the diversity of communication subjects, the fragmentation of communication content, the disintegration of communication methods, and the low cost of communication make the student be in the information environment with "wide channel, no center, more information, no authority, no focus, no depth" [4]. In the collision between mainstream values and Western thinking, traditional culture and modern viewpoints, it is easy to form network follow-up phenomenon and blind obedience because of the limitations of knowledge experience, which greatly influences the choice of college students' core values and judgment. It is not conducive to the formation of rational thinking ability.

IV. EFFECTIVE PATH TO CULTIVATE COLLEGE STUDENTS' CORE VALUES IN MICRO-CULTURAL ENVIRONMENT

At present, the information dissemination of traditional news media has gradually migrated to mobile platforms, which has become a basic trend of information dissemination. Mobile Internet has become the first source of information for netizens to understand news and current affairs. Social public opinion is generated on Chinese mobile phones to a certain extent. Facing the micro-cultural era of "no center, no authority, and pluralism", the cultivation of youth values must be extended from the traditional field to the new media. We must make full use of the advantages of micro-media communication, especially the use of microblogging, WeChat, and mobile client. And then, it will achieve ideological and conceptual innovation, management mechanism innovation, communication method innovation, and talent training innovation.

A. Building "Micro-media" and Seizing the Propaganda "Micro-position"

First, we must actively enhance the media literacy of educators. In the era of micro-media, the flow of information is fast and the means of interaction are diverse. Teachers, as the main implementers of socialist core values education, must enhance media literacy and pay attention to the use and research of micro-media. They should actively integrate into the "micro" atmosphere, make good use of "micro" tools, integrate socialist core values into micro-culture, and gradually infiltrate the majority of young people. Second, the teachers must actively occupy the "micro" positions, fundamentally solve the confusion of youth growth in the micro-environment, and solve practical problems. The government and the education department should establish a mainstream and influential "micro" carrier to ensure the richness of the content, enhance the user appeal, and interpret the socialist core values presented on the media platform in a vivid way by innovating and optimizing the content design of micro-media.

B. Strengthening "Micro-supervision" and Creating Healthy "Micro-environment"

Government departments should purify the media environment, take the initiative to establish and improve the supervision and management mechanism, strengthen the guidance of network public opinion, clean up the source, create a healthy "micro-environment", and build a gravitational field of socialist core values. Also, the departments should establish micro-media access mechanism and assessment mechanism to avoid the impact of bad information on youth values. The education departments must strengthen team management, allocate full-time personnel, and work together to form a three-level supervision mechanism of network situation that connects schools, departments and classes. They should do a good job in the construction of three teams such as counselors, class teachers and information workers to create a comprehensive emergency response and intervention mechanisms. The education departments will build a "micro-cooperation" at the three levels of family, school and society, achieving the social interaction among the family, school and society. The core values of youth will be formed.

C. Strengthening "Micro-education" and Cultivating "Micro-power"

Educators should actively promote the online and offline linkage development of value education, and integrate the online and offline related work. The educators should give full play to the advantages of controlling resources, use micro-media to guide the core values, and make the youth group develop reasonably online. At the same time, it is necessary to do a good job of integration and upgrading with traditional media, forming strong positive network energy in the communication system. The teachers should use the main

channel of classroom teaching, and integrate micro-media into the classroom of ideological and political education. Through "micro-story", "micro-reading", "micro-film" and other popular "micro-education" methods, the students can understand the essence and meaning of core values during the participation process. The teachers should develop "micro-league lesson", "micro-party lesson", "micro-works", creating a vivid situation in which micro-education and traditional classroom education complement each other and promote each other. Then, it improves the affinity and pertinence of cultivating college students' core values.

D. Creating a "Micro-brand" and Forming Characteristic "Micro-culture"

It is necessary to have a sense of quality. Through brand construction, we can create a narrative field for developing the education of socialist core values under the network environment. We can actively attract and gather young people to the main position of value education. The government and education departments should actively refine the distinctive educational model, build a well-known "micro-brand", and foster "micro-culture" that students love. Also, they can drive and absorb the student through the band, enhance the participation rate, and effectively play the micro-media education function, leading the correct establishment of the college students' core values.

V. CONCLUSION

Micro-culture has its own characteristics of the times, and it has no good or bad attributes. The government and the education departments must grasp the development trend, avoid the unfavorable factors, and take the characteristics and laws of micro-media as the direction to explore the positive role in the construction of the values of college students. The negative impact is eliminated. It can help college students firmly establish socialist core values, internalize in the heart, and externalize in the behaviors.

REFERENCES

[1] Statistical report on the development of Internet in China [EB/OL]. [2017-08-03]. China Internet Network Information Center (CNNIC). Http://www.cnnic.net.cn/hlwfzyj/hlwxzbg/hlwtjbg/201708/t20170803_69444.htm (in Chinese)

[2] 2015 Weibo User Development Report [EB/OL]. [2016-11-10]. Sina Weibo. http://data.weibo.com/report/reportDetail?id=333 (in Chinese)

[3] Xi Jinping. The basic project of cultivating and promoting the socialist core values as a solid foundation for the gathering of souls [EB/OL]. [2014-02-26]. People's Network. Http://cpc.people.com.cn/n/2014/0226/c64094-24464564.html (in Chinese)

[4] Tan Xiaoxiong, Deng Xiying. Analysis of the "positive and negative" effect of Micro-media on the cultivation of college students' core values and its construction of new mechanism [J]. Shandong Youth. 2017(6):170-171 (in Chinese)