

A Research on the Effects of Cell Media upon Ideological and Political Education of University Students and Countermeasures

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Abstract—Cell media, as a new carrier of information communication, has not only posed severe challenges but also brought great opportunities to the ideological and political education of students in universities. Educators in the field should take active action to make full use of the functions of cell media to promote the ideological and political education of university students.

KeyWords—Cell Media; Ideological and Political Education; Countermeasure Research

Li Changchun, former standing committee member of the CPC's Political Bureau and director of the Central Spiritual Civilization Development Steering Committee, required that five advantages be made full use of at the 8th congress of China Ideology and Politics Research Association, of which the second is that "new media such as internet and cell media should be give full play to explore the channels of ideological and political work and expand its influences." The reason why the leader of CPC defines cell media as a new medium is that cell phones have become an important means of information communication and held a significant position in theoretical propaganda since an increasing number of people are using them and being influenced by the new medium. In this situation, the ideological and political educators in universities should attach great importance to the education on university students by means of the new medium by using it appropriately and effectively to make it a favorable foothold for the ideological and political education of university students and an important way in which they can promote their qualities and self-education.

I. THE EFFECTS OF CELL MEDIA UPON THE IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

1. Positive effects

a. Cell media provide a new carrier and mode for ideological and political education. Through cell media, information is transmitted fast and conveniently in numbers, and users can interact with each other equally. Such characteristics help the media become a new carrier of ideological and political education in universities and a new mode for relevant educators to instruct and take care of the students. At the same time, cell media offer a new channel to release the announcement of certain incidents and provide job instruction and service to university students. In addition, cell media can help to create a new mode of

ideological and political education. First, cell media are easy, convenient and safe to use. Second, users' participation and interaction in the use of the media can create a one-to-one or one-to-many bilateral mode for interpersonal information communication so that time and space restrictions can be neglected. Third, the use of the media is able to help users to develop interpersonal relationships with others and expand their social interaction with others in real life.

b. Cell media enhance the effectiveness of ideological and political education. The media have a positive influence upon the ideological and political education in universities shown as below: Firstly, universities can release correct and timely authoritative messages, esp. about those incidents so as to ensure students' legal right to know about them and maintain a stable campus environment. Secondly, educators of ideology and politics can send SMS congratulations to the students on their birthday or certain festivals, which will help to win their recognition, trust, understanding and supports of the business. Thirdly, privacy in communication through cell media can help with mental counseling in universities, which will not only relieve students' psychological stress, but enhance the effectiveness of morality education in universities.

2. Negative effects

a. Cell media challenge the traditional mode of ideological and political education as a new media. On the one hand, cell media challenge the traditional mode of ideological and political education as a new medium; On the other hand, the new medium challenges the process of ideological and political education in universities.

Because it is difficult to control the dissemination of information over cell media, messages are often found in a state of confusion. This has weakened the pertinence of ideological and political education measurably and brought a great challenge to university educators in this field.

b. Cell media challenge the students management system and the development of style of study

A fine style of study is the mirror of a university's educational idea, cultural tradition and academic spirits, so that it plays an important role in high-quality talent cultivation. However, the popularity of cell media has challenged the construction of style of study in universities. According to relevant surveys, 100% of university students own a mobile phone and 97% have had telephone conversations, chatted via WECHAT, surfed the internet,

played games and read e-books with their phones in class. These inappropriate behaviors do not only interrupt the teaching process and undermine the learning of other students, but stopped their own learning and thinking. It is even worse that some students may totally immerse themselves into their cell phones and ignore everything about their teacher's lecture. Another negative point is that some students take them as a tool for cheating in the exam due to their more and more powerful functions. They will send and receive answers via SMS and even search for reference answers online via cell phone or bring their phones with pictures about the examination stored inside into the examination room. All of these have proposed a great challenge to university's construction of style of study.

c. Cell media undermine students' physical and mental health as a new medium

Cell phones have become a symbol of fashion and individuality for university students. Some of them like to flaunt their popular phones as well as their spending on cell phones. As a result, many students are encouraged to try to keep up with others. Influenced by mass media and social practices, university students are easy to affect and imitate each other because of a sense of conformity since they have not developed a correct judgment over the rich and colorful cell culture owing to their special group living mode and special developmental mental stage.

For many university students, it is unimaginable for them to be separated from their cell phones. And what's worse, some of them have even been suffering a serious "Internet Addict Syndrome", which means that they will take a look at their cell phones to read QQ or WECHAT messages or update information at www.renren.com every few minutes. Such a life that they indulge in the virtual world created by cell phones all day long leads to some serious mental problems or blocks which hinder themselves from normal communication with others.

II. Countermeasures should be taken by an ideological and political educator

In response to the effects, positive or negative, of the new cell media upon current university students, an ideological and political educator in universities should make use of the resource reasonably and effectively and attach great importance to the education pertinent to university students. In other words, an ideological and political educator should take effective action actively to utilize this important propaganda tool.

1. Establish and expand a cell media platform for ideological and political education

The Central Committee of the Youth League has required that "new media should be employed as a new tool and carrier for the Youth League's work to attract and unite young people by keeping in touch with and offering service to young people by way of internet interaction communities, blog, real-time communication systems, SMS and cell

newspapers in accordance with young people's characteristics in communication, contact and gathering; new media should be used to guide and educate young people effectively so as to generalize useful experiences to mobilize young people via the platform of internet." To meet the requirements, ideological and political educators in universities can make use of cell media's advantages in convenience and privacy to find out students' ideological trend and promote daily education and management with the aid of the platform. At the same time, they can also depend on cell internet business to develop a new platform for ideological and political education. First of all, an instructor can offer ideological and political education via SMS, WECHAT, Fetion or telephone. If a student is found to be depressed or lag behind others in study, the instructor may inquire about what is happening to him and give certain guidance. Secondly, an instructor can inform the students of those important issues and news or the good deeds by good people around them via SMS, email, Fetion, WECHAT or QQ to offer a pertinent education or organize them to present their own comments or have a discussion in an interactive way.

Thirdly, educators can release those hot news, current affairs, cultural ideas and employment information, etc. to help students widen horizon, increase knowledge and find ideal jobs via cell micro-blog. Finally, cell media can help ideological and political educator communicate with university students in time.

2. Strengthen the construction of campus culture through cell media

At present, most university students are of the generation born in the 1990s with striking and rebellious personality. They are willing to make a judgment according to their own observation, comparison and analysis. With a variety of interests, these high-spirited young people have a strong aversion to the boring, redundant and monotone classroom teaching. Therefore, the traditional mode of ideological and political education will have to be changed to gain a better effect, i.e. the instillation and commanding method should be replaced by imperceptible or intangible persuasion. Educators can send the information concerning ideological and political education to the cell phones of university students so as to introduce the boring, profound and dull ideological sermons to them by means of both texts and pictures. This simple and vivid type of education will be able to promote the students' ideological and mental quality unconsciously but more effectively.

Apart from communication with others, cell phone is a major recreation for university students after class. In this case, universities can organize meaningful activities such as a writing contest of revolutionary micro-blogs, civilized short text messages writing and civilized online behaviors, etc. on the basis of the unique features of cell media. In this way, university students can make use of their spare time

more effectively; furthermore, they can receive a better education on ideology and politics. At the same time, they can also promote their capabilities in writing, creation and innovation as well as communication through writing short text messages, micro-blogs and WECHAT messages.

Another use of cell media is that universities can make those outstanding people and their unusual deeds, esp. those whom students are familiar with, known to everyone via WECHAT or MMS.

This new type of ideological and political education will not only expand the positive influences of those advanced figures and their deeds in a more interactive way, but also appeal to current young people.

3. Train educators of ideology and politics to acquire their capabilities in using cell media

In such an age of cell media, whether educators of ideology and politics in universities are skilled enough in the application of the campus information platform based on cell media will determine the level of ideological and political education for university students to a certain degree.

It is a prerequisite for educators in this field to be proficient in using the cell media to perform their task in the information age. They should take the application of new media and new technology seriously and give full play to them in combination with old media so as to improve and innovate the ideological and political education in universities. For them, two cell media techniques as below should be mastered: On the one hand, they should learn to use the tools which help to fulfill the functional advantages of cell media, e.g. those message sending and receiving tools such as cell email box, cell internet explorers and internet accessing tools; instant communication tools such as Fetion, WECHAT, Cell QQ, Cell micro-blog and Cell Renren, etc., resources sharing tools such as Bluetooth or infrared transmission, cell reading software such as Ebook or cell magazine; cell multimedia tools such as cell camera, cell MMS, Cell music and cell video, etc. On the other hand, they should acquaint themselves with technical theories related to the functions of cell media, e.g. the principles of the construction and application of cell newspapers, knowledge like 3G related to mobile communication technology, principles of communication protocols such as WIFI, knowledge relevant to the construction and application of WAP websites and so on. If they are skilled in using these technologies, it will help to enhance their reputation and prestige among the students directly and offer a technical support to the operation of cell media platform on which the ideological and political education for university students are provided.

4. Guide the students to cope with cell media in a rational way

It is generally recognized that the ideological and political education should be conducted by persuasion

rather than by force. Thus, universities should try to improve their moral education in order to equip the students with the awareness of self-discipline so that they can use their cell phones in a healthy, civilized and appropriate way.

Firstly, universities should offer psychological counseling service actively to help solve the emotional disorders of some students and guide them to use cell phones rationally. Educators should keep a close watch on students' behavior. If a student is found to be addicted to cell media, they should provide timely instruction or education. Secondly, universities should offer ethical and moral education on the use of cell media to help university students to form a rational and lofty consciousness of citizenship in modern society and build a better campus culture via cell media. This will be a new channel for the expansion of campus culture. For ideological and political education itself, students can be really touched only when what they are told is deeply rooted in their mind. Owing to their strong sense of independence and morality, it would be fairly possible for educators to guide university students to restrain their behaviors in using cell media self-consciously. Finally, educators should try to help university students to improve their ability in telling whether a cell media message carry any good or evil intention and choose a correct position. Furthermore, students should be guided to use available information and treat those messages with evil intentions rationally so that their sense of social responsibility and moral qualities in using cell media can be improved. Only when a university student has built a rational and noble consciousness of modern citizenship can he or she enhance their sense of responsibility in using cell media as well as their sense of social morality.

In conclusion, cell media have become an important channel for university students to communicate with each other, broaden their horizon, update their knowledge and improve their capabilities as a new form of medium. The new media have brought a wide and profound influence on university students' life, study, communication and thought patterns. Educators of ideology and politics in universities should pay sufficient attention and give full play to this new platform in their daily work with university students. They should try to develop new cell media applications and create new carriers for the ideological and political education for university students to establish a new platform for campus culture construction.

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