

Influencing Factors of Reading Effect of College Students' Red Classics in Intelligent Media Environment

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Abstract: Reading red classics is an important way of patriotism education in the new era. Guiding college students to read red classics is conducive to cultivating their red values and shaping their patriotic conduct. The development of intelligent media technology reshapes the way of thinking and behavior of college students, and also changes their reading methods to some extent. The progress of technology provides a new opportunity for the popularization of red classics. By analyzing the current situation of reading red classics among college students in the new situation, this paper sorts out the factors that affect reading promotion, including media space-time factors, content factors, scene factors and psychological factors. It is pointed out that the promotion of reading in colleges and universities needs to strengthen the construction of digital resources and brand of libraries, improve readers' digital literacy and ability, give full play to the role of reading promotion of red classics in colleges and universities, carry forward red culture and enhance the comprehensive quality of college students.

Keywords: Intellectual Media, Red Classic Reading, Media Environment.

1. Introduction

1.1. Research background

Red classic reading is a bridge to acquire red knowledge and a link to inherit red genes. When reading red classics, college students can understand, increase their trust and guide their behavior by reading. The development and popularization of media technology has brought opportunities for college students to read red classics. Intelligent media has changed the reading habits of college students by virtue of its advantages in information release, content, service level and service mode, and has gradually become the mainstream way of students' daily life and study.

In this paper, by understanding the current situation of college students' reading of red classics in the era of intelligent media, the factors influencing the reading effect of red classics are studied. By analyzing the significant relationship between factors and the effects affected by these factors, the corresponding solutions are put forward, so that intelligent media can better play its advantages in promoting reading of red classics and promote the inheritance of red culture.

1.2. Research purpose and significance

1.2.1. Research purpose

Red classic reading is a bridge and link to carry forward red culture and inherit red genes. Promoting college students to read red classics is conducive to their construction of red knowledge, cultivation of red culture and firm patriotic belief. However, at present, the reading effect of red classics in colleges and universities is declining. With the development of Internet technology, the era of intelligent media has quietly arrived, and various media terminals have changed the way people contact information. Reading is an important form of expression. Intelligent media has changed the original way of information dissemination and presentation, constructed a brand-new reading situation for users, changed users' reading habits, and affected the reading effect to some extent.

This paper analyzes the influencing factors of college students' red reading effect under the intelligent media environment by understanding the communication prospect of intelligent media, so as to maximize the advantages of college students in reading red classics by relying on intelligent media, and provide practical promotion strategies and methods for college education departments to enhance college students' red classics reading.

1.2.2. Research significance

(1) Theoretical significance:

This project analyzes the influencing factors of the reading effect of red classics among college students from the theoretical level, which is conducive to expanding the existing academic theoretical achievements. The rapid development of digital media has deepened people's understanding of information, and users' reading behavior has also shown new characteristics. This paper analyzes the influencing factors of college students' reading effect of red classics in the intelligent media environment, which is conducive to the birth of new research results. At the same time, it provides reference for college workers to make systematic reading plans, and also provides theoretical guidance for improving college students' information literacy in the era of intelligent media.

(2) Practical significance:

Improve the reading service system of red classics in colleges and universities, and further enhance the ideological, theoretical and enlightening education of patriotism. Through literature review, user interviews and questionnaires, this paper analyzes the current situation of reading red classics in colleges and universities in the new period, so that college administrators can find the shortcomings and gaps in reading red classics, and then put forward practical suggestions to promote the improvement of reading service level from top to bottom.

2. Overview of the Basic Theory of Reading Red Classics in The Intelligent Media Environment

2.1. Concept definition

2.1.1. Intelligent media

Yu Guoming (2020) defined intelligent media as: "Using artificial intelligence technology to transform the business chain of news production and communication, and performing specific tasks such as news clue acquisition, news writing and editing, news fact review, news distribution and push, so that the media can act like intelligence.[1]Peng Lan (2019) defines smart media as: "The application of intelligent technology in the media industry will bring new productivity from information collection, processing, integration, verification, collaborative production and content distribution. The content production with machine participation has certain advantages in objectively presenting things, efficiently processing information, promoting knowledge production and accurately guiding production decisions."

2.1.2. Red Classic

At present, the concept of red classics in China is still inconclusive. Professor Meng Fanhua put forward that "red classics refer to works with national style, national manners and being loved by workers, peasants and soldiers" created by literary and artistic workers under the guidance of the spirit of Mao Zedong's Speech at the Yan 'an Forum on Literature and Art since 1942. Even the State Administration of Radio, Film and Television defined "red classics" in 2004 as "revolutionary history that once caused great repercussions throughout the country".[2].

2.2. Relevant theoretical basis

2.2.1. Media is information.

Media is information is a concept put forward by McLuhan in his book *Understanding Media: On the Extension of Man* published in 1964. It means that from the long development process of human society, the truly meaningful and valuable "information" is not the content of communication in various times, but the nature of the communication tools used in this era, the possibility it created and the social changes it brought. The emergence of every new media has created a way for human beings to perceive and understand the world, and promoted the change of social structure.[3]

2.2.2. Use and Satisfaction Theory

The theory of use and satisfaction regards the audience as individuals with specific needs, and their media contact activities as a process of using media based on specific demand motives, so that these needs can be met. Smart media can provide personalized, customized and accurate information for college students through big data and artificial intelligence technology to meet their reading needs and improve their initiative in reading red classics.[4]

2.2.3. Compensatory media theory

The compensatory media theory emphasizes that "the reason why people choose the latter media is a kind of compensation and a remedial measure for the inherent function deficiency of the previous media." In addition, on the basis of "compensatory media", Levinson also pointed out that people can rationally choose technology and actively choose and improve media, and the development of media will become more and more humanized.[5]Introducing intelligent media into the construction of digital libraries in colleges and

universities can make up for the defects of the original single digital platform and make intelligent media better serve teachers and students in colleges and universities.

3. Analysis of the Reading Status of Red Classics Among College Students

The survey started on April 15th, 2023 and ended on April 30th, 2023. College students in Anhui Province were investigated by distributing questionnaires. A total of 500 questionnaires were distributed online, and 479 valid questionnaires were collected. Among the 479 subjects, 232 were boys, accounting for 48.4%, and 247 were girls, accounting for 51.6%. There are 30 questions in this questionnaire, involving reading motivation, reading content, reading channels, reading time and frequency. Through analysis, it is found that college students read red classics as follows.

3.1. Reading motivation

Reading motivation affects the motivation of college students to read red classics. Among them, 78.16% of them read red classics for the purpose of broadening their horizons, enriching their spiritual world and improving their cultural literacy. 41.09% read in order to improve their conversation resources; 31.73% read passively based on the course learning requirements; 65.33% read based on relaxation and leisure; 42.34% read based on personal interests.

3.2. Reading Methods and Understanding Channels

Regarding the reading methods of red classics, 69.6% of them read by borrowing paper books from the library; 20.6% of people read text through mobile phones; 3.6% people read online through computers; 5.5% read through e-books. At the same time, 64.4% of college students are recommended to know through relevant WeChat official account, forums and group chats; 45.3% browse through bookstores or libraries; 43.4% of the students recommended reading by teachers and classmates; There are also 24% through the popular TV series adapted from novels.

3.3. Reading frequency

In the aspect of reading frequency survey, the survey results show that only 28.6% of college students have read red classics in the past month, and in the short term, only 38.72% of students have read red classics in a week, and 13.69% of them basically don't. The main reason is that I don't have enough initiative to read red classics, and I basically read them for completing related learning tasks or homework.

4. Factors Influencing the Reading Effect of College Students' Red Classics in The Intelligent Media Environment

4.1. Time and space factors

Under the new situation, the progress of media technology and science and technology has greatly improved people's ability to obtain information, and it is also the technological progress that has changed people's view of time and space. The compression of time and space has become more obvious,

and people's reading time is characterized by fragmentation. In the past, college students basically relied on the library or borrowed from others to read red classics, but in the era of fragmented reading, students can obtain red classics more conveniently, and they can read online or download offline by relying on the mobile digital library, which provides convenience for college students' reading behavior. At the same time, college students can choose to read at any time and place, and they can also choose a few short red books to finish reading in a short time.

The discontinuity brought by fragmentation will also lead to the fragmented thinking and behavior of college students. Today, with the rapid development of intelligent media technology, college students' attention has become a scarce resource. Although the fragmentation time makes college students read more freely, it is a kind of "shallow reading" and "browsing reading", which is stress-free, casual and without deep thinking, and college students will not have too high expectations for the reading effect. In the long run, it is not conducive to college students' learning and understanding of the deep connotation of red classics.

4.2. Content factors

The carrier of traditional reading products is usually single, mainly text, sound or video, and the content presented to the audience is also a thousand people's side. In the era of intelligent media, the content is multimodal, integrated and interactive, so the content ecology also presents the characteristics of personalization and diversification. The spread of red classics is no longer a single paper book or publication, but a combination of text, pictures and videos. The rich forms of expression make the content itself more vivid and help attract readers' attention. At the same time, the audio reading of red classics is also a direction of future content presentation, and many audio apps are constantly emerging to meet the diverse reading needs of the audience, such as Himalayan FM, Dragonfly FM and Litchi FM, which have a large audience.

With the diversification of content presentation, the reading of red classics has also shown a trend of pan-entertainment. Neil Pozmann said: "There are two ways to make the cultural spirit wither. One is to make culture a prison, and the other is to turn culture into a stage for entertainment to death." In the new media environment, various social media platforms are constantly emerging. Short videos are more popular among college students because of their characteristics such as lightness, popularity, entertainment and gossip. Browsing short videos greatly occupies the time for college students to read red classics, and fragmented reading will also dispel the connotation and deep value of red classics to some extent.

4.3. Scene factors

In the era of intelligent media, scenes have become a new entrance for content presentation, and gradually become a more important factor than time and space. Scene communication is essentially based on personalized communication and precise service of specific scenes. At present, the scenes that constitute college students' reading mainly include online and offline levels. The online scene communication is mainly based on big data and algorithm technology. At present, social media has become an important platform for college students to use, and the social media platform can collect and analyze users' real-time data, and accurately push relevant content to relevant users based on

users' needs and hobbies, so as to realize multiple links between reading scenes and users and meet the reading needs of students' personalized scenes.

Offline scenes can immerse readers in an activity or scene, and gain a deeper experience through constant interaction and exploration. At the present stage, digital media technology can connect people's vision, hearing and touch with content products, build a scene of user's personal experience and bring users a sense of immersion. However, at present, the offline scene construction of the library is still in the initial stage.

4.4. Psychological factors

In the era of intelligent media, the motivation of college students to read red classics is also influenced by sociality. As socialized individuals, college students need to meet their own development needs through interpersonal communication. Under the new situation, the social circle of college students has changed from traditional offline to online, and red classic online reading has promoted the stability and development of their interpersonal relationships. Specifically, it is mainly manifested in two aspects. First, the red stories and related contents that college students have learned through reading can become their conversation materials in interpersonal communication. At the same time, college students' social behaviors can also promote their better and more reading behaviors. When individuals read online, they can put forward their own opinions or questions through comments. Through online interaction, they can not only meet their social needs, but also help them better understand the red cultural content itself.

In addition to satisfying their social attributes, college students also pursue certain practicality when reading red classics. Reading red classics is mostly carried out for personal needs, which are mostly information needs to solve the problems in a certain stage of their life and study. For example, in order to complete the homework in daily study, college students usually collect relevant papers and digital books through the school database to achieve their own goals.

5. Optimization Strategy of Reading Red Classics for College Students

5.1. Strengthen the construction of digital resources in university libraries

University libraries should establish and improve the digital service system based on the needs of students. First of all, the library actively accepts new technologies, moderately introduces virtual technologies such as mining multimedia, audio digital, multi-dimensional presentation, AR/VR, and builds new reading scenes to enhance students' reading experience. Secondly, adapt to the mobile reading trend of college students, enrich the existing digital collection resources and provide convenience for students. At the same time, library digital resources construction should also attach importance to personalized service, relying on big data and algorithm technology to analyze students' reading preferences, time, habits, etc., to provide personalized services and enhance the effectiveness of reading promotion.[6]

5.2. Pay attention to the brand building of library reading promotion

University libraries should form their own brand characteristics in the promotion of red classics reading.

Enhance the attraction of red classics to college students through staged, long-term and personalized activity planning. Colleges and universities can reach cooperation, share resources, strengthen exchanges and lead a new mode of digital construction in colleges and universities. Schools should strengthen communication with students, know the effect of digital library construction in time through questionnaires, pay attention to students' concerns in time, and improve the service level.

5.3. Enhance readers' digital literacy and ability

Teachers and students in colleges and universities are the main users of digital libraries. Under the new situation, improving the digital literacy and ability of this group can better improve the reading effect of red classics in colleges and universities. First of all, colleges and universities can offer digital information courses or hold lectures regularly to improve their information education ability. At the same time, colleges and universities should provide rich digital learning resources and scenes for college students, provide professional equipment and environment, and encourage students to actively improve their digital ability.

6. Conclusion

As an important part of Chinese classics, red classics are an important carrier for college students to relive their red memories, continue their red veins, cultivate patriotic feelings and draw strength from struggle. Firstly, this paper analyzes

the present situation of college students' reading of red classics, and expounds the factors affecting the promotion of red classics reading in university libraries from four aspects: time and space factors, content factors, scene factors and psychological factors. It is proposed that the library should improve the reading ability of red classics from the construction of digital resources, brand building and students' personal literacy.

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