

The Path Choice of College Students' Socialist Core Values Cultivation under the New Media Environment

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Abstract: The 20th National Congress of the Communist Party of China has made strategic deployment for the extensive cultivation and practice of socialist core values, while the development of digital platform and network technology has made the cultivation of core values face opportunities and challenges. Focusing on the new media environment, how to realize the cultivation and innovation of the socialist core values of college students is an important topic in the ideological and political education of college students in the new era. On the basis of theoretical explanation, this paper analyzes the influence of new media on the cultivation of socialist core values of college students, and then puts forward the path and strategy of cultivating socialist core values of college students under the new media environment.

Keywords: New Media; Socialist Core Values; Path.

1. Introduction

The Party's 20th National Congress made strategic arrangements for the extensive cultivation and practice of socialist core values, and paid special attention to the innovation of the communication methods of core values. Nowadays, the rapid development of new media reflects the earth-shaking changes in contemporary information and communication technology, and has also brought profound impacts on economy, politics, society, culture and other aspects. How to cultivate the socialist core values of college students under the background of new media is a major topic to promote moral cultivation and cultivate people in the new era, and also has important and far-reaching strategic significance for college students to become new people of The Times and shoulder the responsibility of national rejuvenation.

2. Overview of New Media and Socialist Core Values Theory

2.1. New Media

"New media" first appeared and became widely used in the middle of the 20th century. Goldmark gave modern meaning to the concept of "new media", which he defined as "innovative applications of electronic media". At the beginning of this century, with the rapid development of science and technology, domestic research on new media is becoming more and more hot. However, regarding the connotation of new media, the academic circle has not yet reached a unanimous view. At first, some scholars regarded new media as a medium for information dissemination and exchange based on network digital technology. They regard new media as a relative concept, which is different from traditional media and has some new characteristics. Some scholars also put forward that "new media" is a "diachronic" concept, and its connotation and extension are undergoing profound changes with the rapid development of digital and mobile networks in China. Some scholars also put forward new media as digital media from the overall perspective of universal relevance, reflecting the "Internet of everything" or "mobile interaction".

It can be seen that the current academic circle has carried

out multidimensional analysis and definition of the basic connotation of "new media" from different angles. Based on the above theories, the concept of new media discussed in this paper is holistic, and its basic connotation is that new media is a new type of media different from traditional media. It takes digital and network technology as the medium of communication, and has significant characteristics such as strong interaction, high integration and complex diversity.

2.2. Core Socialist Values

According to authoritative discussion, the connotation of socialist core values can be divided into three levels, among which prosperity, democracy, civilization, and harmony show the value goal of national construction, and are at the highest position of the core value system and have a fundamental leading role. Freedom, equality, justice, and rule of law, demonstrating the value goal of social construction, are the basic value attributes of our socialist society, and are also the value pursuit and governing orientation of our party's governance. Patriotism, dedication, integrity and friendliness are the interpretations of the basic moral norms and value concepts that every citizen should abide by at the individual level. This moral value orientation covers many areas and links of all citizens in the social moral life, and constitutes the basic value basis for the evaluation of citizens' moral behavior.

2.3. Cultivation Principles of College Students' Core Values under the New Media Horizon

The network environment is becoming more and more complex. In order to ensure that college students can still have a firm belief in the ideal of socialism with Chinese characteristics in the face of complex information, the core socialist values must run through their education. It is necessary to grasp the inherent law of cultivating the socialist core values of college students under the background of new media, and sum up specific principles to better guide educational practice.

(1) We must adhere to the principle of combining dominance with diversity

First of all, mainstream media should be built into the key communication channel of socialist core values in the new media era. Only in this way can we ensure the healthy

development of the whole social environment and better guide college students to take socialist core values as their life direction and daily behavior standards and norms. Secondly, it is necessary to fully consider the personality differences of students and develop diversified teaching content and teaching methods to promote students to better understand the guidance of socialist core values.

(2) Adhere to the principle of combining the advantages of new media and traditional media

New media and traditional media are actually an "online" and "offline" relationship. With the help of the Internet, the new media platform realizes the rapid diffusion of "online" information, but at the same time presents the characteristics of "virtual". Therefore, in order to cultivate socialist core values among college students, it is necessary to adopt the "physical" way, that is, the traditional media, such as: reading clubs, themed class meetings, singing competitions, debates and so on. Adhering to the combination of "new and old" has effectively enhanced the effectiveness of "practice in action".

(3) Adhere to the principle of combining theoretical guidance with practical application

In the new media environment, to let the socialist core values take root in the hearts of college students, we must follow the principle of combining theoretical guidance with practical application. Combining theory with practice is the "living soul" of Marxism, and it is also a valuable experience that our Party has explored in the long-term practice of revolution and construction. Only when theory is combined with practice can our socialist core values be truly internalized in the mind and externalized in practice. Therefore, in the usual teaching, in addition to learning basic theories, but also actively carry out a variety of extracurricular activities in the school, so that students can better deepen the understanding of socialist core values in practice.

(4) We must adhere to the principle of combining inheritance with innovative development

First of all, we should inherit and carry forward the fine traditional Chinese culture. Five thousand years of civilization has nourished the fine traditional Chinese culture, which has given birth to the socialist culture with Chinese characteristics and given it a new connotation of The Times. Therefore, as the reserve army of socialist construction, young college students should not only inherit and innovate the excellent traditional culture, but also establish "cultural self-confidence" in order to glow with new cultural vitality. Secondly, the inheritance and development of new media and traditional media. Compared with traditional media, new media has a series of advantages such as easier access to information, faster transmission speed and greater content coverage. However, its fragmented and hidden characteristics make the new media platform "mixed", making the true and false information of the platform difficult to distinguish. Therefore, in the process of educating college students on socialist core values, the two must be organically combined in order to maximize its effect and achieve the effect of "1+1 is greater than 2".

3. Analysis of the Influence of New Media on the Cultivation of College Students' Socialist Core Values

In the new media environment, the contemporary college students show new cognitive characteristics and acceptance habits, and need to use new media to innovate the cultivation

of college students' core values. The cultivation of core values serves a dual purpose, creating opportunities as well as challenges. We should take moral cultivation, soul cultivation as our own responsibility, dialectically understand and analyze the impact of new media on the cultivation of core values of college students, not only to grasp the opportunity to play its positive role, but also to actively respond to challenges and avoid its negative impact.

3.1. New Media Brings Opportunities for College Students to Cultivate Socialist Core Values

Core values are the dominant ideology of our society, and to truly exert its value role of casting souls and educating people, we need to rely on new media as an important platform and channel. With its unique advantages, new media combines content and form, audio and text, breaking through the limitations of time and space, and improving the coverage, accessibility and vividness of cultivating core values.

(1) Broaden the coverage of core values cultivation

The openness and wide coverage of new media have played a comprehensive, in-depth and positive role in the core values education of college students. Based on digital Internet technology, the openness of new media improves the participation of college students in cultivating core values. It breaks through the restrictions of time and space, and enables students to choose positive values independently in the face of various cultures and values with quick and diverse forms of expression. In addition, new media is in line with the cognitive characteristics and acceptance habits of contemporary college students, therefore, Expand the teaching field of ideological and political courses, so that the teaching of ideological and political courses is not trapped in textbooks, classrooms, and schools, but to practice the concept of "changing from time to time, advancing from time to time, and becoming new due to the trend", effectively promote the integration of ideological and political courses teaching and new media, accurately push forward cutting-edge knowledge, trends of thought, and examples, etc., to supplement the calcium of spirit and avoid the erosion of wrong ideological trends.

(2) Strengthen the affinity of core values

New media has richer communication content, more diverse forms, and a style closer to the public. Compared with traditional media, new media is more approachable, expands the communication meaning of traditional media, and is more conducive to cultivating core values. It can be said that the environment of new media and its own teaching means as a carrier are consistent with the personalized and diversified acceptance habits and information needs of contemporary college students. The advantages of new media provide an effective carrier and channel for college students' personality development and social communication, enabling them to receive and exchange information more smoothly on new media platforms, and sublimating life values in the dissemination of knowledge and information. To cultivate core values in the context of new media, for college students, everyone is their own subject. Therefore, the cultivation of core values must be people-oriented and student-centered. From the perspective of students, the importance of new media in the cultivation of core values must be re-examined to truly meet the needs of students' growth and development, promote their personality development, make full use of the advantages of new media, and promote college students' self-

awareness to be more perfect. Highlight the advantages of new media in cultivating core values.

(3) Enhance the vitality of the cultivation of core values

Through the dissemination of new media, students can improve their perceptual understanding and intuitive cognition of core values, so as to improve the effectiveness of their cultivation. In the process of promoting ideological and political work in colleges and universities, it is necessary to integrate new media and traditional media, make full use of the advantages of new media, make up for the shortcomings of traditional media, transform the education of core values from abstract preaching to perceptual enlightenment, and effectively improve the vitality of college students in the way and form they like to hear and see. In the digital, mobile Internet, big data and other new media environment, to strengthen the cultivation of college students' core values, we should pay attention to expanding carrier channels, innovating ways and methods, and focusing on cultivating college students' subjectivity and self-awareness. Creating an equal and free external environment enables students to educate themselves on the basis of new media and creates a favorable environment for the cultivation of core values.

3.2. New Media Challenges the Cultivation of College Students' Socialist Core Values

With the development of new media and the existence of complex network environment, the right to speak of traditional media has been weakened, and the current university's ability to regulate and guide new media is insufficient. All these have posed a severe challenge to the cultivation of college students' core values.

(1) The complex network environment has an impact on the cultivation of core values

The openness of new media makes the transmitted information mixed, which is easy to produce negative effects and affect the dominant position of socialist core values; Pragmatism, hedonism and other value tendencies are widely prevalent in the new media culture, which makes the establishment of socialist core values face more risks and obstacles. In the environment of new media, everyone is a participant and can express their own views. The dissemination of information in the context of the Internet is characterized by decentralization, which makes the advantages of traditional media, authoritative experts and mainstream platforms in the education and cultivation of core values weaker and weaker. Therefore, when college students use new media to exchange knowledge and information, they cannot distinguish effectively in the complicated Internet information environment, which makes them have deviations in the reception and selection of information, and further affects the cultivation of their core values.

(2) The development of new media technology weakens the discourse power of traditional media

Although the new media conforms to the trend of digital and network technology development, compared with the traditional media, its business model shows a clear tendency of commercialization and entertainment, and its openness and virtuality also form a complex and diversified cultural ecology. Coupled with the lack of supervision of new media and network environment, the dissemination of knowledge and information in the process of market-oriented operation of new media will inevitably have good and bad. These unhealthy information will inevitably affect the values and moral orientation of college students, and even affect the

mainstream values of society. Thirdly, the virtuality of new media also makes the network information content appear arbitrary, which is bound to weaken the discourse power of mainstream values. The strong interactivity of new media can indeed improve the enthusiasm of college students to cultivate core values, but it also requires them to have better information processing, the ability to distinguish right from wrong, as well as a certain sense of unhealthy information and subjective ability.

(3) The current new media in colleges and universities is not strong in terms of standardization and guidance

At present, China's universities are still lacking in public opinion guidance, and there are still some backward ideas and means in coping with the impact of the complex environment of new media networks, especially in coping with the crisis of public opinion and values. Therefore, it is necessary for universities to conduct in-depth research on the communication rules of new media, master their information receiving habits, strengthen their infrastructure construction, lay a solid foundation for professionals, and enhance the standardization and orientation of new media, so as to effectively improve the effectiveness of the cultivation of college students' core values. In the new media environment, colleges and universities should actively cope with the situation that information dissemination is difficult to control, actively carry out research and exchange, build a long-term mechanism of multi-department cooperation, and formulate relevant public opinion early warning and handling measures.

4. The Path Selection of College Students' Socialist Core Values Cultivation under the New Media Environment

In the new era, in the new journey of building a modern power, we should pay special attention to cultivating the socialist core values of college students. In the new media environment, we should consciously and actively use the new media platform, give full play to its positive functions, and promote the construction of socialist core values of college students.

4.1. Innovative Cultivation Methods with the Help of New Media Platforms

With the rapid development of new media, college students' thinking mode and behavior habits have been affected to a certain extent, which inevitably makes it difficult to cultivate core values. We should make full use of the advantages of new media, innovate the training mode, give full play to the characteristics of new media in information dissemination, pay attention to the guidance of mainstream media, so that the core values of college students can be better cultivated.

(1) Give full play to the communication advantages of new media

Compared with traditional media, new media has richer content and forms. As a communication medium and channel, new media can enhance the appeal and appeal of core values. First of all, ideological and political workers in colleges and universities should explore the advantages of new media, take core values as the guidance, enhance the value implication and ideological connotation of new media knowledge transmission, improve the campus cultural ecology of new media communication, and enhance the enthusiasm and consciousness of college students to cultivate core values.

Secondly, it is necessary to build a good public opinion guidance group for new media platforms in universities. In colleges and universities, it is necessary to strengthen the training of opinion leaders, so that ideological and political teachers, counselors and student cadres can actively participate in it, improve students' network information quality and new media application ability, and master the use of new media as a medium and platform. Finally, students are encouraged to innovate independently in the new media environment. To put the people-oriented teaching concept into practice, we should not only improve their new media technology and quality, but also let them give full play to their creativity. On the premise of absorbing useful knowledge and information, we should use the platform of new media to create a mainstream ideology with rich value connotation.

(2) Attach importance to the leading role of mainstream media

Although mainstream media shows a trend of decline in the era of new media, we cannot ignore the important role of traditional media and mainstream media in cultivating college students' core values. Therefore, it is necessary to reform and innovate the traditional mainstream media to adapt to the trend of digital network environment, improve the discourse power of mainstream media on the Internet, build the commanding heights of network thought, and guide the core values of new media. Through new media channels and digital cyberspace, the mainstream values will be presented to college students in a way that is popular with college students, so that they can understand the Party's governance and policy guidelines, the value orientation and ruling philosophy adhered to in the construction of a modern power, and improve the mainstream media's voice and guiding ability of values on the Internet. Strengthen college students' ideological identification, emotional identification and political identification of core values in the new media environment.

(3) Innovate the content and methods of communication

With the rapid development of digitization and mobile Internet, especially the rise of new media, the traditional media has a severe challenge. Therefore, we should give full play to the advantages of traditional media while strengthening the core values education of college students. That is to say, the content and methods of communication should be innovated, the combination of traditional media and new media should be developed, the channels of communication of college students' core values should be expanded, and the effect of cultivating core values should be improved. In the process of disseminating socialist core values, college media need to further strengthen the planning of hot topics, the setting of communication topics, and the operation of media matrix, so as to enhance young students' cognition and identification of socialist core values with high-quality content that contemporary college students enjoy. Guide young people to take the initiative to become "firm believers in socialist core values, active disseminators, and model practitioners".

4.2. Improve the Supervision Mechanism and Purify the Cultivation Environment

With the rapid development of new media and its pivotal role, in order to truly promote the cultivation of college students' core values by new media, it is necessary to study the imperfect supervision mechanism of network information transmission in new media. We should improve the

supervision and management system and create a good environment for development.

(1) Establish and improve Internet legislation

It is necessary to strengthen the construction of the network laws and regulations system of new media, reflect the value orientation of core values, integrate the core values into the entire process of network legislation and system regulations, and combine the new media network legislation with core values to ensure the institutionalization, legalization and standardization of the value orientation of new media. According to the communication characteristics of new media and the cognitive psychology of contemporary college students, colleges and universities should build a self-discipline convention of new media and shape the network moral personality of college students. In the era of new media, it is necessary to promote the legal, orderly and standardized operation of the Internet, formulate laws and regulations conducive to the sound development of the Internet, provide institutional guarantee for the application of college students, and effectively supervise and control new media while cultivating core values, so as to lay a solid legal foundation for the cultivation of socialist core values of college students by new media.

(2) Maintain the security of Internet ideology

Under the current situation of media integration and development, the rapid dissemination of information requires that the mainstream ideological security work can timely construct the discourse paradigm of socialist ideology, ensure the safety of public opinion, and effectively send out the strong voice of The Times of Marxist thought and theory, and then tighten the defensive line of ideological security and public opinion security. Enhance the predictability of mainstream ideological security crises and the scientific nature of mainstream ideological security governance. In the new media environment, it is necessary to strengthen the network legislation and system construction, and keep the network ideological security. Strengthen the education and training of new media managers, at the same time, schools should also strengthen the publicity of college students, strengthen the training of new media talents, shoulder the responsibility of cultivating core values, and guide the development of new media network values with correct values.

(3) Guide network public opinion in the right direction

Our Party has always paid great attention to the work of network public opinion, especially with the rapid development of new media, the network space represented by mobile Internet and new media has become the convergence point of values and the battlefield of values. Especially for colleges and universities, new media, with its rapid and extensive communication mode, has a profound impact on the value judgment and choice of contemporary college students. Take the new media as the carrier, take the core values as the guidance, take the new media as the main content, and give play to the positive role of the new media. It is necessary to pay attention to college students' network public opinion work and give full play to the communication characteristics of new media in order to resist the bad values in society. On this basis, further strengthen the guidance of ideological and political education for college students, so as to promote the development of college network ideological and political education to a benign direction.

4.3. Enhance Media Literacy and Cultivate Consciousness

Under the background of new media, it is necessary to pay attention to the media ability and accomplishment of college students. Strengthening the media quality of college students can improve the consciousness and initiative of the cultivation of core values, so that the moral education in colleges and universities can achieve results.

(1) Enhance college students' ability to process new media information

As the main body of cultivation, the information quality of college students will directly affect their recognition of the core values in the new media environment. At present, when encountering bad information on new media, some college students have some improper behaviors, such as spreading rumors and making inappropriate remarks on the Internet, which just shows that their media quality, network moral cultivation and awareness of rule of law need to be improved. In view of the low media quality of college students in the new media environment, the ideological and political staff of the school is required to pay enough attention to guide them to correctly use new media platforms through courses, lectures, publicity and other means, and improve their ability to use and distinguish network resources.

(2) Strengthen college students' self-discipline awareness of network ethics

Universities can set up courses, lectures and other ways to carry out network moral education for college students, so that they can correctly understand the virtual nature of the network. Whether the ideological and political courses in colleges and universities are attractive to students, the core issue is whether the course content itself has refreshing characteristics for students. In the digital age and new media environment, students should be aware that the healthy development of the new media environment and the network world requires the guidance of core values, a view on the use of new media that is legal, ethical and in line with correct values, and ensure that the knowledge and information released and disseminated is correct. To realize the moral self-discipline of college students, we should also improve their awareness of political participation. In essence, network political participation refers to the ways and means for college students to assume social responsibility and participate in network political activities in the new media environment. In order to improve college students' awareness and ability of network political participation, it is necessary to extend ideological and political teaching to the Internet, improve college students' political participation quality, and cultivate college students' political outlook, moral outlook and democratic outlook on this basis, so as to improve their identification with socialist core values.

4.4. Strengthen Curriculum Construction and Consolidate Cultivation Position

The teaching of ideological and political theory is the main channel to cultivate the socialist values of college students. Through the integration of network resources and new media platforms, the construction of online ideological and political courses can be enhanced, and the construction of college curriculum construction, network platform and campus culture can be promoted through new media, so as to consolidate the position of cultivating core values.

(1) Promote college curriculum construction with the help

of new media

Teachers are the main force in the education of socialist core values. We should strengthen the interdisciplinary communication between teachers of ideological and political courses and teachers of specialized courses, strengthen the interaction between teachers and students, and give play to the integration effect of collaborative education. The teaching of ideological and political courses in colleges and universities should give full play to the powerful advantages of new media, combine the hot Internet issues concerned by college students with the classroom teaching content, study the hot Internet issues from the standpoint, viewpoint and method of Marxism, and guide students with correct values. Only in this way can the authenticity of information be identified, and the questions raised by students should be convinced by reason. Give students correct political guidance and scientific explanation of the truth on the issues of concern. On the basis of ideological and political courses, media education should also be integrated into the ideological and political courses. It is necessary to improve students' ideological and moral quality, political quality and rule of law quality, and improve their media literacy. At the same time, ideological and political courses can be reformed and innovated.

(2) Strengthen university network platform and cultural construction

All departments of colleges and universities should make use of the construction of new media to enrich the network resources of ideological and political education of college students, establish a multi-channel and multi-platform way to cultivate core values, and enrich ways and methods on the premise of ensuring the quality of content, so as to effectively improve the communication content under the new media environment, win by quality, and strengthen political guidance. On the new media platform, the network supervision should be strengthened. Establish an Internet information exchange mechanism, set up a section on hot topics, and highlight the truth of core values through debates and struggles with incorrect values and social trends of thought, so as to enhance the ideological charm and value guidance of core values for college students. At the same time, we should strengthen the construction of campus culture. Under the background of new media, it is necessary to create a good campus cultural atmosphere to cultivate the core values of college students. Standardize and guide the application of new media in campus cultural activities, integrate media literacy education into colorful campus cultural activities, and carry out new media education for college students by means of debate competitions, publicity activities, and various performances.

5. Conclusion

The new media era constitutes the environment and circumstances for the ideological and political education of college students at present. The cultivation of socialist core values of college students and their reform and innovation under the new media environment are of great and far-reaching strategic significance for college students as new people of The Times and to assume the great responsibility of national rejuvenation.

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