

Research on College Students Network Media Literacy from the Perspective of Ideological and Political Education

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Abstract: With the rapid development of mobile network technology and New Generation of information technology, college students have become the most frequent use of the network group, network media has a profound impact on college students' ideological understanding, moral concepts, behavior habits, good network media literacy has become an important prerequisite for college students to access and use the internet well. Under the new situation, it is an important link of ideological and political education in colleges and universities to strengthen the cognition of college students' network media, improve their network media literacy and standardize their online behavior, with the help of the related contents of ideological and political education, strengthen the college students' network cognition, standardize the college students' network behavior, and promote the development of college students' good network media literacy.

Keywords: College students; Network media literacy; Ideological and political education

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Introduction:

In the digital and Information Age, the new media, represented by wechat, Weibo, QQ and so on, have become indispensable social tools for college students to communicate, bilibili, tiktok, quickhand and Toutiao have become the most direct and convenient channels for college students to obtain information. The network has a profound impact on the work, study and life of college students, at the same time, it also changes the cognitive style, thinking habits, value orientation and behavior choice of college students. Faced with the impact of massive network information, the ability of college students to choose and handle media information is facing a new test, how to make college students evade problems in the network world, and constantly enhance the network media literacy, is an important part of ideological and political education. Therefore, the use of ideological and political education-related theories to improve college students network media literacy has become one of the important issues of ideological and political education.

1. Definition of related concepts

1.1 Media literacy

In 1992, the American Media Literacy Research Center defined media literacy: "Media literacy refers to people's ability to choose, question, understand, evaluate, create, produce and respond to different kinds of information in different media."^[1]The so-called media literacy, mainly refers to the public can correctly and constructively enjoy the ability of mass media resources, make full use of media resources to improve themselves, participate in social progress.

1.2 Network media literacy of college students

In the early 1960s, the concept of "Informatization" was put forward. It is generally believed that informatization refers to the increasing role of information technology and the information industry in economic and social development, and play a leading role in the dynamic development process. And the information society is also called the Information Society, the Information Society is based

on the electronic information technology, takes the information resources as the basic development resources, takes the information service industry as the basic social industry, a new society based on digital and networked social communication. Informationization has promoted the adjustment of industrial structure, become an important means to promote economic growth, deeply affect people's way of life, under the impact of the rapid development of information technology, college students know the convenience brought by the network, but with the rapid development of information technology, it has brought many negative effects to college students, depending on the network, indulging in the network, network behavior disorder and so on to promote the university student network media literacy puts forward the new request.

The network media literacy of college students means that they can make correct value judgment and choice, look at the network dialectically and use the network correctly when they acquire knowledge and information through the network media, improve network reasoning, standardize network behavior, develop good network habits, create a healthy network environment, promote the orderly and healthy development of the network.

1.3 College students network media literacy in the perspective of ideological and political education

"The ideological and political education means that the society or the social group exerts the purposeful, planned and organized influence on its social members with certain ideological concepts, political viewpoints and moral norms, to make them form a certain social, a certain class of ideological and moral needs of social practice."^[2] From the perspective of ideological and political education, the network media literacy of college students refers to the application of the relevant content of ideological and political education, the targeted education of college students, and the effective role of the main channel of ideological and political theory courses as the main position, strengthen the education of college students' Network Media Literacy, guide college students to set up correct network knowledge, standardize their own network behavior, develop good internet habits.

2. Under the ideological and political education visual field strengthens the university student network medium accomplishment the necessity

Since the outbreak of covid-19, the "War of public opinion" and "War of information" have become more and more intense, the internet has penetrated the whole "Global Village", and the full coverage of media functions urgently needs to solve the problem of college students' good network media literacy, in order to keep a good political position, transmit the voice of China, improve the network media literacy of college students, ideological and political education workers put forward new requirements and challenges.

At present, ideological and political education is facing many new circumstances, new problems, new challenges, new changes and new possibilities, we must follow the law of ideological and political education, the law of Students' growth, the law of teaching and educating people.

The starting point of ideological and political education is man, and its foothold is also man. Putting people first runs through the whole process of ideological and political education. Talent is the important wealth of social development, social construction and development needs a large number of high-quality talent, college students are very valuable talent resources, is the hope of the nation, is the future of the motherland. From the perspective of ideological and political education, we should strengthen the network media literacy education of college students, strengthen the ideological and political education of college students, give full play to the role of the main channel and position in the course of ideological and political theory, and guide college students to firm their ideals and beliefs, to foster noble moral sentiment, strengthen network consciousness, standardize network behavior, improve college students' ideological and political quality and moral quality, and train college students to be builders and successors of socialism with Chinese characteristics, in the face of fierce international competition can be invincible, to be able to take on the national rejuvenation of the new era.

3. Analysis of the status quo of college students' network media literacy from the perspective of ideological and political education

At present, college students contact and use the network earlier, network enthusiasm is high, network participation is big, in skilled mastery and use of the network, with a certain network of media learning ability. However, the impact of network information on college students, such as the induction, resulting in their network media literacy does not match the current level of practical needs. In order to understand the current situation of college students' network media literacy and the existing problems of college students' Network Media Literacy, a questionnaire on the status quo of college students' network media literacy from the perspective of ideological and political education was designed, through the empirical study to propose feasible solutions.

3.1 College students' network media cognitive literacy is fuzzy

The survey found that quite a number of college students do not have a clear understanding of network media literacy and the definition of "Network media literacy and function," the proportion of college students is 12.53% , 22.51% of them didn't know anything about it, 42.36% knew something about it, and 22.60% knew something about it. Through the research, we found that although college students use the internet frequently, they can get more information from the Internet, but the understanding of network media literacy is not clear, not comprehensive. At present, most college students use the information directly after they get it from the Internet, and lack of filtering and screening of the information, the false information, false information and induced information in the network impact on the cognitive thinking of college students. The ability of college students to obtain information rationally, to analyze information dialectically and to use information correctly is relatively lacking. According to the survey, 52.14% of college students are often affected by false information, 34.21% are occasionally affected by false information, and 13.65% have never been affected by false information.

3.2 The university student network media resources use the accomplishment to be somewhat deficient

The network has already completely covered the university student's study, the work, the life, the social interaction and so on, the information is massive, the fish and dragon are mixed, faces the massive network information impact, it is very important for college students to select, screen and use network media resources. If they are not careful, they are easily influenced and corroded by negative and negative information. It is found that about 70% of college students spend an average of 3-5 hours on the internet every day, and 49.6% of college students use media resources directly without filtering College students believed deeply in the network information and the network media resources, "The network information is completely credible" accounted for 3.6% , "The network information mostly credible" accounted for 76.3% , "The network information is completely not credible" accounted for 22.8% .

3.3 The emotional literacy of network media of college students is relatively weak

"Emotion is the core and flesh of moral belief, principle and spiritual power."^[3]The network world is changing, the network content is mixed, the network language influence is far-reaching and so on, according to the Investigation Discovery Current University student network moral is not standard, to some news reports, news hot spots and so on existence joke, ridicule and so on attitude, the vast majority of university students use the uncivilized language in the network world, for example, "QNM""Completely OBJK" and so on, the survey found that 61.4% of college students think it is very normal, used, 25.2% of college students think it is normal, not used, 13.4% of college students think it is unacceptable, not used. According to "The forwarding and comment of the hot, focus and breaking news events on the internet", 17.4% of the college students commented and forwarded, 19.7% of the college students only forwarded and did not comment, 21.1% of the college students only commented and did not forward, and 41.8% of the college students did not comment and did not forward.

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