

Research on Strengthening Patriotism Education of College Students in the Age of Media Integration

Rongbin Gao, Xiaoyan Li

School of Marxism, Xi'an Technological University, Xi'an 710021, China

Abstract: In the perspective of media integration, we should strengthen college students' patriotic education, expand the time and space of college patriotic education, enrich the content of college patriotic education, and conform to the development needs of the new era. By using the research method of literature analysis, this paper starts with the current situation of patriotic education in the era of integrating media, builds a harmonious media integration environment, changes the existing teaching concepts in colleges and universities, improves the media literacy of students, enhances the pertinence and sense of The Times of patriotic education, mobilizes the subjective initiative of college students, and enhances the inheritance of patriotism spirit among college students.

Keywords: Financial media; College students; Patriotic education

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The new requirement of patriotic education in Chinese colleges and universities is to "focus on cultivating new people who take on the great responsibility of national rejuvenation". Patriotism education is an important part of ideological and political education in colleges and universities. In the age of media integration, we should make use of the advantages of media integration to carry out college students' patriotic education, innovate the content and methods of patriotic education, and make patriotic education into the ears, brains and hearts.

1. The advantages of strengthening patriotism education in the age of integrating media

Financial media make full use of various media carriers, integrate the resources of traditional media such as radio, television, newspaper and other emerging media such as we-media, with the characteristics of immediacy, openness, regionalism and integration. To carry out college students' patriotic education in the era of media integration not only conforms to the trend of The Times, but also provides new possibilities for college students' patriotic education, and promotes the innovative development of college students' patriotic education pattern.

1.1 Expanding the time and space for patriotic education

In the era of rapid information transmission and wide communication channels, everyone is both a receiver and a disseminator of information. People can receive or disseminate information anywhere, at any time, which makes patriotic education not limited to classroom learning; Colleges and universities can rely on the network platform to release patriotic education trends and educational resources, set up patriotic education classes, and carry out patriotic education discussions; Students can obtain educational information through mobile phones, Internet and other carriers, learn the corresponding knowledge, and then apply the knowledge into practice; College teachers and students rely on the omni-regional integration of media, break the spatial barriers, and make the patriotic education in colleges and universities achieve the spatial role of educating people in the whole process and in all aspects.

1.2 Enriching the content of patriotism education

The deep integration of media makes information resources no longer limited to the previous single media resources, and the mode of information transmission is no longer limited to text or pictures. Instead, it begins to shift from static expression to dynamic and dynamic image presentation, forming three-dimensional information transmission covering graphic, video, audio, AR and other forms. In addition, the information transmission characteristic of “thinking what users think” is pushed by big data. It greatly improves the efficiency of information dissemination and enriches the content of patriotic education in colleges and universities.

1.3 Responding to the needs of The Times

“Patriotism, as a historical category, has different specific contents in different stages and periods of social development.” In ancient China, the monarch was not only the ruler of the country, but also the symbol of the country and the nation. People’s belonging psychology to the country naturally evolved into the consciousness of attachment to the monarch. In the agricultural social structure combining natural economy, absolutism and patriarchal ethics, the cultural tradition and patriotism based on local complex and with loyalty to the monarch and patriotism as the main form were formed.

2. Problems and challenges of strengthening patriotic education in the age of media

2.1 The financial media environment needs to be improved

China is in a period of social transformation in which the economy, politics, social relations and social structure are undergoing changes at various levels. The information transformation has incubated many information communication media, and students have more abundant and convenient ways to obtain information, which broadens their horizons, but also brings some negative effects. In the era of media integration, everyone is the disseminator of information, and complex and diversified information will form a network mimicry environment. The so-called “mimicry environment” refers to the fact that mass communication is not a “mirror” reaction to the real world, but a news fact presented to the public after filtering and screening according to its own intentions and communication purposes.

2.2 The practice of patriotism teaching in colleges and universities needs to be strengthened

In the era of financial media, colleges and universities have basically applied multimedia technology, digital technology and network technology to all aspects of education and teaching, but it is still mainly at the application level, and deeper models and methods have not been really established, which makes the application of financial media more based on the traditional education model.

2.3 The network literacy of college students needs to be improved

Today’s college students, who grew up in the period of rapid economic reform and development in China, enjoy the benefits of The Times. They are open, confident, patriotic and responsible, able to develop themselves freely, and have more opportunities for social practice and exercise. They have independent thinking, and dare to express themselves, and have enough confidence in their own nation; They no longer blindly admire foreign things in some areas. However, their patriotic feelings are more emotional, there is a cavity of patriotic enthusiasm, the lack of rational cognition of patriotism, easy to be affected by external bad information.

3. The practical path of patriotism education through financial media

3.1 Creating a harmonious environment for media integration

Marx and Engels pointed out: man creates the environment, and the environment also creates man. It is necessary to improve the complex network environment in the era of financial media and create a clean, healthy and positive network environment for college students’ patriotic education. The relevant state departments should improve the corresponding laws and regulations, and give strict legal penalties to those individuals and enterprises who use financial media platforms to spread unhealthy online information, and even endanger social stability and security in order to seek excessive profits. Internet companies and platforms should enhance their sense of social responsibility and improve the audit system of the platforms to avoid the spread of false information through the platform on the Internet at will, resulting in bad effects.

3.2 Changing the concept of university teaching practice

“Understanding and accepting the motherland’s long history and profound culture is an important condition for the cultivation and development of people’s patriotic feelings.” Culture is the most fundamental characteristic of a nation, and different nations will have different cultures, which will be imprinted on each member of the nation. Cultural identity is ultimately a kind of “self-identity”, which answers the question “who are we?” The problem is the spiritual bond that unites this national community and the spiritual basis for the continuation of the life of this national community. Schools can use the power of media to promote traditional Chinese culture

into the campus, so that students can better feel the charm and connotation of the national spirit, so as to increase the cultural identity of college students and cultivate patriotic feelings.

Patriotism is not only a deep love for the country's good rivers and mountains, history and culture, customs and habits, and compatriots, but also based on the rational level, showing a high degree of recognition and trust in the national system, political civilization, ideology and culture, and governance model. Therefore, to strengthen the patriotic education of college students in the age of media, we should take into account the unification of cultural identity and political identity. College educators can teach national policies, systems and road theories to students, so that students have a correct understanding and understanding of their motherland, and clearly what to adhere to, what to oppose, what to tolerate and what to improve, so as to form a real national identity.

3.3 Improve students' own media literacy

In the age of media integration, the information environment is diverse and complex. Students should strengthen their own media literacy, learn to distinguish good and bad information, avoid being harmed and corrupted by false information on the Internet, and strive to create a good patriotic atmosphere for themselves and others. At the same time, we should learn legal knowledge and enhance legal awareness. In the face of bad information on media platforms, we should learn to apply legal weapons to protect the legitimate rights of ourselves and others.

The age of financial media provides convenient conditions for college students to learn independently. College students should actively mobilize their own subjective initiative, use authoritative network platform to learn Marxist theory, and timely supplement the new theory, constantly fill the theoretical knowledge, strengthen their own ideological and political foundation. The epistemology and practice view of Marxism holds that social practice is the driving force for the formation and development of human thought and the only standard for testing whether human thought is correct. In short, social practice is the fundamental way for people to form a correct world outlook, outlook on life and values, and plays an extremely important role in cultivating people's ideological and moral character.

College students are the backbone of social development. Strengthening college students' patriotic education in the era of media integration, making use of the advantages of media integration to innovate the content and form of patriotic education in colleges and universities, and constantly improving the practice of patriotic education in colleges and universities will help college students establish correct patriotic concepts and become new people in the era who can bear the heavy responsibility of national rejuvenation.

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About the author:

Rongbin Gao (1992-), female, Master of Marxism, Xi 'an Technological University, Research interests: Ideological and political education;

Xiaoyan Li (1973-), female, professor, master tutor, School of Marxism, Xi 'an Technological University; Research direction: Mental health education of college students.