The Cultivation of Advanced Network Culture and the Coping of College Students' Network Living Style

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Abstract: With the gradual extension of the tentacles of the Internet to all areas of social life and the trend of more and more in-depth direction, more and more college students in their life and learning also increasingly show the characteristics of the network survival style. Based on the perspective of postmodernity, this paper reconsiders the network survival mode of contemporary college students, showing the characteristics of anti-authority, anti-center and anti-tradition in the aspects of daily behavior, language communication and entertainment activities. On the one hand, these characteristics reflect the objective requirements of cultural diversity, and on the other hand, they also have a certain impact and influence on our construction of socialist culture with Chinese characteristics. It is still a long way to go to cultivate an advanced network culture guided by socialist core values.

Keywords: Network mode of existence; Post-modernity; Network culture

While the Internet is more and more widely and deeply applied in all fields of social life, the Internet has also shaped a new digital, information and networked social space. Contemporary college students, as an important part of the Internet users, are very active in the aspects of network entertainment, network communication and network business, so that the network survival mode has become a realistic choice for their study and life. How to face up to the current situation of the network survival mode of contemporary college students, how to deal with the challenges brought by the cultural diversity dilemma caused by post-modernity to the cultivation of the socialist core values of contemporary college students, and how to cultivate the advanced network culture of contemporary college students have become an important content of the construction of socialist culture with Chinese characteristics.

1. Current situation of college students' networked living style

According to the 52nd Statistical Report on the Development of the Internet in China by the China Internet Network Information Center, as of the end of August 2023, the number of Internet users in China has reached 1.079 billion, of which young Internet users account for about 60% of the total number of Internet users, and college students, as a youth group with a higher cultural level, have become the most dazzling family of "new human network". The survey shows that more than 90% of today's college students are connected to the Internet, and the Internet has become an important part of college students' life, becoming an important way for them to obtain knowledge, transmit information, communicate ideas, exchange emotions, enrich life and experience life. The network survival mode has become a major feature of contemporary college students' life and study. Contemporary college students are active in thinking and easy to accept new things, especially willing to try new things to more directly understand the world around them. As an unexpected way of survival, the Internet has been warmly welcomed by contemporary college students. It is undeniable that the Internet has gradually entered the study, life and work of contemporary college students and has played a more and more prominent

positive role, but it should also be paid attention to that their negative effects also exist objectively: in an increasingly utilitarian society, true feelings and false feelings, enthusiasm and indifference are mutually external, which leads to the existence of true feelings and indifference in emotional expression; In an unrestricted free space, different life goals determine different ups and downs of life, which leads to the existence of sublimation and sinking in the survival effect.

2. The definition of postmodernity

"Post-modernity" embodies two different attitudes towards "modernity". First, "postmodern" is understood as "non-modern", which is a radical break with modern theory and cultural practice, with modern ideology and artistic style. Second, "postmodern" refers to "highly modern", it depends on the modern, is the continuation and strengthening of the modern. It represents the social and cultural changes, but also reflects the spiritual evolution. Postmodernism is a philosophical and cultural trend of thought, and it is also a philosophical thinking mode and attitude that criticizes and deconstructs modern cultural philosophy and spiritual value orientation. The rise of postmodernism has a specific social background. The most direct reason lies in the reflection and criticism of modernization. With the advancement of modernization, modernization is not only a natural development process of social history and culture, but also a goal and goal that can be chosen and pursued. Modernization is the unity of purpose and process. In the information age, the diversification of world politics, economy and personal life has become an inevitable trend, and the diversification emphasized by postmodernism reflects such a trend of social development.

3. Post-modernity characteristics of college students' networked living style

With the development of world multipolarity, economic globalization, cultural diversity and technology informatization, postmodernism has stepped out of the Western developed countries and become a global wave. Postmodernism has gradually spread around the world, and with the help of network technology, it has exerted the greatest possible influence on the world in speed, depth and breadth. Since China's reform and opening-up, postmodernism quietly appeared in China in the late 1980s, coupled with the introduction and promotion of electronic computers, the mature use of the Internet, and the rapid development of communication means, our country "new human beings enter the stage and become a new force in the network world, exposing many features of post-modernity in their network way of living. In the form of cultural diversity, it has influenced and challenged the construction of our mainstream ideology to a certain extent.

3.1 Anti-authority cultural orientation

College students are the largest online group in China. According to the 28th Statistical Report on the Development of the Internet in China, college students spend more time on the Internet, and their participation in the Internet is more extensive and in-depth. The open, virtual and free nature of the network gives college students a space for free expression and display, and releases their internal needs. The pursuit of freedom and equality and the opposition to hierarchy and order is an important intrinsic factor of college students' enthusiasm for the Internet, which also implies the cultural orientation of anti-authority post-modernity. Through deconstruction, postmodernism destroys the theoretical foundation, ideals and beliefs established by modernism and eliminates the center and authority, so as to break the hierarchy and hierarchical rule of modernism. While college students' love for the Internet reflects the dissolution of authority and the desire for power. The free, open and virtual environment of the Internet enables the values of freedom and equality to be vividly displayed. When asked what the biggest advantage of the Internet is, students ranked freedom (47.2 percent), free (20.3 percent), equality (18.5 percent), and efficiency (14 percent), showing their desire for freedom.

3.2 Cultural attitude towards playfulness

The characteristics of postmodern life style are game-like life and life-like games. Indulging in gambling game activities, people are no longer willing to live a life defined by traditional morality and norms, and would rather try various new life possibilities in the rebellious lifestyle that constantly breaks through traditional regulations. People make full use of the leisure living conditions provided by the contemporary consumer society, try all kinds of new life possibilities, make life gamified, dissolve responsibility, and avoid meaning. Entertainment is an important way of college students' network life. The survey shows that there is a imbalance between online learning and entertainment. When it comes to online learning and entertainment, only 40.2% of students study online, while 59.8% are entertained online. The entertainment atmosphere of college students' network life is strong, which implies the trend of escaping responsibility and escaping meaning. Some college students' love of "Pleasant Goat" cartoons targeting younger children shows that they are afraid of responsibility and do not want to grow up.

3.3 Anti-traditional cultural thinking

Postmodernism is a transitional stage. As a thinking mode that opposes traditional thinking and reasoning based on scientific

rationality, the biggest characteristic of postmodern cultural thinking is "anti-modernity" and "questioning of tradition". The psychological characteristics and mental states that "postmodern" wants to express, such as uncertainty, ambiguity, accident, unpredictability and unexpressibility, are reflected in cultural thinking. Due to the flatness and surface characteristics of postmodern thinking, postmodern people are more willing to accept the image of things, rather than thinking about abstract things with great effort. Frederic Jameson pointed out in his Cultural Turn that one of the characteristics of post-modernity in the field of culture is "image production".

4. Closing remarks

Postmodernity is a double-edged sword. It constructs modernity while deconstructing modernity. Both deconstruction and construction are a dynamic development process. Therefore, in the process of cultivating advanced network culture, we should respect the development law of network virtual world on the one hand, and highlight the practical requirements of real life on the other hand. On the one hand, we should pay attention to the development process of network culture modernization, on the other hand, we should also pay attention to the negative influence of network culture post-modernity. On the one hand, we should face the objective reality of the diversity of value orientation of network culture. Cultivating and developing advanced network culture under the guidance of socialist core values is an inevitable requirement for contemporary college students to cope with the dual influence of post-modernity, an inevitable measure for contemporary college students to become adults, and an inevitable result of building socialist culture with Chinese characteristics.

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