

Exploring the Path of Cultivating Cultural Confidence of College Students from the Perspective of Media Convergence

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Abstract: In the digital era, the traditional single media channel is being replaced by comprehensive and cross-platform media, which provides a more convenient and rich way to obtain information. In this context, how to cultivate the cultural confidence of contemporary college students who have grown up in the environment of the Internet, smart phones and social media has become a particularly important issue. This paper analyzes the current situation of the cultivation of college students' cultural confidence under the background of media convergence, discusses the responsibility of The Times that university convergence media should bear, and then discusses the training path of college students' cultural confidence under the perspective of media convergence.

Keywords: Cultural confidence; Media convergence; College students

Cultivating college students' cultural confidence is an important goal and content of ideological and political education in colleges and universities, and it is also the responsibility of colleges and universities. In the past decade, media convergence has made remarkable achievements in the field of ideology and culture. In the context of media integration, exploring new paths for cultivating cultural confidence of college students is currently necessary for social development and national rejuvenation.

1. The Current Situation of Cultivating Cultural Confidence of College Students in the Context of Media Convergence

1.1 Insufficient recognition of the content

In the context of media convergence, information dissemination has broken through the restrictions of media, resulting in the generalization of the subject of information release. Due to the lack of guidance of correct mainstream values, a large number of redundant information appears to meet the market demand, which lacks the value of in-depth utilization and the breadth and depth of its dissemination. College students usually read these short, direct, and superficial explanations in a fragmented manner. As a result, they are exposed to information that lacks universality and practicality for a long time, which leads to their lack of deep thinking and systematic thinking ability, and lack of systematic and comprehensive accurate understanding of the true meaning of cultural confidence.

1.2 The influence of foreign culture

In the context of media convergence, college students are more likely to have contact with global multi cultures and understand the cultural values from different countries and regions. While observing and understanding the world, college students also begin to compare and deeply reflect on the differences between their own culture and that of other countries. In the tide of globalization, we can observe that some college students are more inclined to accept and appreciate foreign lifestyles and modes of thinking, absorb and imitate deeply other countries' cultures, but doubt or distance themselves from local traditions and customs. This excessive worship of foreign culture and neglect of local culture actually weakened their cultural confidence to a certain extent.

Moreover, media convergence is rapidly reshaping the way that information is distributed and consumed. This integration not only means the merger of technology, but also means the interweaving and collision of cultural content. At the same time, a noteworthy phenomenon is cultural homogenization, that is, different cultures gradually become similar and lose their uniqueness. In the environment of media convergence, college students are frequently exposed to and attracted by foreign cultures, which will affect their

value judgment of local culture to a certain extent and weaken their cultural confidence.

1.3 Single Training Path

Due to the late start of the development of media technology in China and the slow development of media convergence, the path of cultivating cultural confidence is relatively simple. The cultivation of cultural confidence in colleges and universities mainly relies on classroom education based on textbooks, which cannot give full play to the role of cultivating cultural confidence, and hinders the cultivation of cultural confidence of Chinese college students. Teaching resources are disconnected from social development, teaching content is monotonous and repetitive, classroom teaching and regular examinations limit subjective initiative and practical operation ability, and it is difficult for college students to connect the cultural knowledge in textbooks with life practice. This teaching mode cuts off the effective correlation between ideological value and material words and actions [1]. With the change of digital technology and the diversification of media, the sources of college students' access to cultural information resources are diversified and dispersed, which breaks the centralized characteristics of traditional media in cultivating and shaping mainstream culture. Therefore, when college students encounter temptation or the erosion of bad culture, they will fall into the dilemma of the impact of value concepts and confusion.

2. The Responsibility of The Times of University Convergence Media under the Background of Media Convergence

2.1 The role of ideological propaganda in cultivating cultural confidence of college students

As an exchange center of knowledge and culture, the ideological propaganda of colleges and universities are naturally closely related to the cultivation of cultural confidence of college students. Schools can teach students about their country's history, culture and values, thereby fostering their cultural pride and confidence. The ideological propaganda of colleges and universities cultivate students' cultural confidence through the transmission of positive cultural values, the provision of diversified cultural resources and activities, the promotion of cross-cultural communication and interaction, and the innovative teaching methods. These jobs serve college students together to help them build a positive cultural identity and confidence, and provide important support and guidance for their growth and development.

2.2 The Role of Convergence Media in Cultivating College Students' Cultural Confidence

In the face of the trend of media convergence, college convergence media should keep up with the pace of The Times, dominate the network space with mainstream public opinion, culture and value, take the initiative to occupy the network position, and promote the realization of the effect of Internet education. As one of the important roles in the ideological propaganda of colleges and universities, college convergence media plays the following roles in cultivating college students' cultural confidence: The first is to pass on positive values; The second is to enrich diverse cultures; The third is to provide innovative teaching resources; The fourth is to popularize social responsibility.

3. How to Cultivate College Students' Cultural Confidence under the Background of Media Convergence

3.1 Promoting media convergence and enhancing the synergy of propaganda of ideology and culture

Promoting the development of media convergence is the key to cultivate the cultural confidence of college students by using convergence media, which needs the joint efforts of the state, universities and media organizations. Relevant state departments should increase support for the integrated development of media in terms of institutions, funds and technology, and promote the integration and transformation of integrated media in institutional mechanisms, management and operation, content output, and service promotion. Colleges and universities can incorporate media convergence courses related to media convergence theory and practice, cross-media creation and other content into their teaching plans, provide practical opportunities and platforms such as campus media and social media operation, and cultivate students' media literacy and innovation ability. Media organizations realize resource sharing and complementation through cross-media cooperation. Different media organizations can share their expertise, technology and resources to jointly create cross-media works and deliver richer and more diverse content.

3.2 Relying on media convergence to create a multicultural carrier in university classrooms

College classroom is an important place for imparting knowledge and inheriting excellent culture. By inheriting and promoting excellent culture, broadening horizons and enhancing self-confidence, cultivating critical thinking and independent thinking abilities, as well as cultivating independent learning and self-development abilities, college classrooms can help students build cultural confidence

and national pride,so as to better adapt to and face the challenges of a pluralistic society.In the digital age,media convergence has paved a new path for cultural education,which particularly highlights the advantages of utilizing rich media resources and technology,thereby creates a more diverse,interactive,and personalized learning space for students,and helps college students strengthen their cultural confidence in the context of media convergence.Relying on media convergence,various forms of media resources such as images,audio and video can be introduced into the ideological and political education classroom.Through multimedia display,we can make students more intuitively understand and feel the charm of multicultural culture,and promote their cognition,understanding and respect for multicultural culture.

3.3 Promoting media convergence and doing a good job in ideological propaganda in colleges and universities

Media convergence has great advantages in enriching publicity forms,broadening communication channels,enhancing interaction and participation,strengthening the effect of information transmission,and realizing personalized communication customization.But in the real situation,media convergence also brings some challenges for universities.Media convergence makes information spread faster and more widely,but also brings the problem of information authenticity and credibility.Colleges and universities need more resources and energy to cope with a large amount of diverse and complex information,strengthen the screening and evaluation of information,and ensure the accuracy and reliability of the content disseminated.In addition,media convergence has spawned new communication methods and platforms,and colleges and universities need to keep up with the pace of The Times,master new media technologies and operational strategies,in order to better disseminate ideas and culture.Media convergence has also increased the attention to individual privacy and information security,and colleges and universities need to strengthen the protection of students'personal information to prevent the risk of information leakage and abuse.Therefore,in the context of media convergence,it is necessary to do a good job in ideological propaganda in colleges and universities under the new situation.Firstly,it is necessary to strengthen the examination and control of propaganda content,and cope with the risks of foreign unhealthy cultural invasion,malicious manipulation of public opinion,and color revolution plots.Secondly,on the basis of innovative propaganda content and mode,ideology should be organically integrated into propaganda to promote the organic combination of cultural confidence and ideological and political education of college students.The publicity of the advantages of the country's politics,system,culture and other aspects can stimulate the emotional identification with local culture and cultivate cultural identity and confidence

4. Conclusion

With the deepening development of media convergence,the educational and cultural environment we face has become more complex than ever before.College students have become the most direct beneficiaries of this change because of their wide information contact and active thinking,and they are also the most vulnerable groups.Local culture will undoubtedly face challenges in the collision and integration with other cultures around the world,but it also provides us with a unique opportunity to re-examine,promote and inherit it.We must keep up with the pace of The Times and make good use of the advantages brought by media convergence to cultivate college students'cultural confidence,so that college students can firm their cultural confidence and stand firm on cultural stance.

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