

Exploration on the Construction Methods of Campus Culture in Colleges and Universities under the New Media Environment

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Abstract: With the rise of new media, campus culture in colleges and universities has also begun to be affected by new media. With the advantages of new media, the construction of campus culture has gradually become an important topic in the development of colleges and universities in the new era. This paper mainly focuses on the “problems existing in the construction of campus culture in colleges and universities” and “the construction methods of campus culture under the new media environment”, hoping to give full play to the special advantages of “new media”, bring more innovative ideas for the construction of campus culture in colleges and universities in China, and help the development of campus culture in a more healthy and advanced direction.

Keywords: New Media; Colleges and Universities; Campus Culture; Construction Methods

New media applications have begun to penetrate into all walks of life. This also includes the field of education. At present, the study and life of college students in our country have more or less intersection with new media. How to use the power of new media to construct the campus culture in the new era has become an important attention of colleges and universities. Practice has proved that, combined with various problems existing in the construction of campus culture in colleges and universities, adopting the method of new media form to improve, not only can optimize the construction of campus culture, but also can fully stimulate students' interest, so that they are more willing to integrate into campus culture.

1. Problems in the construction of campus culture in colleges and universities

1.1 Students' interest in integration is not high

At present, the typical problem existing in the construction of campus culture in colleges and universities is “students' interest in integration is not high”. On the one hand, in the construction of campus culture in colleges and universities, some students think that the construction of campus culture is not related to themselves, and they do not realize the significance and value of campus culture construction. Moreover, in the process of campus culture construction, some schools only invite students to participate in the “form”, and in the end, they seldom adopt students' suggestions in decision-making, which will suppress students' enthusiasm to a certain extent^[1]; on the other hand, in the construction of campus culture, some schools only hope that students do “executive level” work, as for the specific construction content of campus culture, the school will usually be based on the needs of the school, rarely consider the interests of students. In this case, for the construction of campus culture, students do not really integrate into their own thinking, some of them even reject the implementation of the school program. If students are not interested in the content of campus culture construction, it is difficult to actively and actively

integrate into it.

1.2 Students lack the consciousness of self participation

In the construction of campus culture in colleges and universities, students should be the core, but some schools do not pay attention to students' autonomous participation. First, in the construction of campus culture, the atmosphere created by some colleges and universities is "score first" and "grade first". This will not only cause heavy learning pressure to students, but also bring some unscientific guidance to students. In such an atmosphere, the students think that "learning" is the most important thing^[2], and the construction of campus culture does not belong to the category that should be concerned about; Second, in the construction of campus culture, some schools divide all the work tasks to the staff, and there are not many opportunities for students to participate. From the perspective of the school, the burden for students need to be reduced and a better campus cultural atmosphere need to be created. But from the perspective of students, because the school has been leading the construction of campus culture for a long time, it is easy for students to form a psychological dependence. Over time, this kind of "independent participation consciousness" will become weaker.

1.3 Students' recognition is relatively low

If students don't agree with the content and scheme of campus culture construction, it is difficult to actively cooperate with the school. The reasons for the low degree of student recognition are as follows: On the one hand, in some aspects of the construction of campus culture, some universities' "construction contents" are lagging behind, and lack of "advanced nature" keeping pace with the times.^[3] In the lagging campus culture, students will feel that the campus culture is only in name but not in reality. Based on this kind of non recognition, there is a state of "separation" between students and campus culture, and campus culture has not brought positive impact on students' life; On the other hand, in the construction of campus culture, the "construction path" of some colleges and universities is relatively backward. For example, with the rise of new media, some universities still use traditional media channels to organize various campus activities. Compared with new media communication, traditional media has many limitations, which can not meet the learning interest and life needs of college students in the new period.

2. Construction methods of campus culture in new media environment

2.1 Integrating students' suggestions through new media platform and improving students' interest in integration

In the new media environment, in order to better enhance students' interest in integration, we can improve from these aspects: On the one hand, in the construction of campus culture, universities can use the "WeChat official account" in the new media platform to show students' community activities, so that students can realize that campus culture construction is closely related to themselves and enhances students' interest in integration. In addition, in the process of campus culture construction, colleges and universities should not only actively listen to students' suggestions, but also reasonably adopt students' suggestions. Colleges and universities can release the "campus culture construction plan" through the official account of WeChat^[4], so that students' good suggestions can be seen by more people and stimulate their enthusiasm for participation. On the other hand, in the construction of campus culture, all aspects of the contents of campus culture construction should be taken into consideration. In addition to the needs of the school, colleges and universities should also fully consider the interests of students. For example, they can carry out questionnaire survey activities in the form of "small program" on WeChat platform, widely collect students' proposals, and integrate different students' interest points into the campus culture construction scheme. In this way, students will be more interested in participating in the construction of campus culture.

2.2 Giving full play to the operation characteristics of the new media platform and enhancing students' awareness of independent participation

How to further enhance students' awareness of self participation? First, in the construction of campus culture, the atmosphere created by colleges and universities should be diversified, which should not only convey the concept of "achievement is important", but also the concept of "innovation is important" and "quality is important". Colleges and universities can

give play to the characteristics of new media, such as “strong autonomy” and “strong interaction”, and encourage students to create their own new media accounts, such as tiktok accounts, Today’s Headlines accounts etc^[5]. According to the new media operation, colleges and universities can praise and reward students, make them aware of the diversity of campus culture, and are more willing to participate in the construction of campus culture; Second, in the construction of campus culture, colleges and universities can not assign all the tasks to the teaching staff, but should create more opportunities for students to participate independently. For example, schools can open “today’s headline accounts” for various majors, courses and even dormitories, and hand over the operation rights to students, so that students can give full play to their talents and make distinctive media content. When students operate the new media platform independently, the awareness and ability of independent participation will be improved.

2.3 Using the advantages of new media platform and gaining students’ recognition

The construction and development of campus culture in colleges and universities is inseparable from the active cooperation of students and needs to be recognized by students. On the one hand, in the construction of campus culture, the “construction content” of colleges and universities should keep pace with the times and become the window for students to understand the society. At present, on the new media tiktok, there are a lot of users with fast information updates. Colleges and universities can take the advantages of new media platform, integrate information resources of the new tiktok platform into school broadcast, school newspaper, so that students can understand the social dynamics at all times. Students feel the advanced nature of campus culture, and will be more recognized campus culture; On the other hand, in the construction of campus culture, colleges and universities should expand the “construction path”. Tiktok is also good at using new media channels, such as WeChat official account, WeChat applet, live broadcast of tiktok, watermelon video, etc.^[6], organizing various campus activities and spreading various campus information to meet the needs and interests of college students in the new era.

3. Conclusion

Most of the time students of colleges and universities are in the campus environment, “campus culture construction” is not only related to students’ learning, but also related to students’ life. In the new media environment, it is not only an objective demand, but also a trend of the times to optimize the construction of campus culture. In this process, due to the strong “independent participation” of new media, colleges and universities should not only attach importance to the “top-down” support, but also pay attention to the “bottom-up” cooperation when playing the role of new media. Colleges and universities should encourage the vast number of students to shine in the new media environment and become the creators of campus culture, not just spectators.

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