Opportunities and Challenges of Network Ideology and Politics in Foreign Language Colleges and Universities in the Era of Self-Media

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Abstract: The self-media era extends from offline classrooms to online virtual spaces. This article analyzes the current situation and basic laws of network ideology and politics in foreign language colleges and universities in the self-media era and analyzes the opportunities and challenges of telling Chinese stories well through network ideology and politics. , put forward effective ways to further stimulate the development of network ideology and politics.

Keywords: The self-media; Internet ideology and politics; Foreign language colleges; Telling Chinese stories well

Text

24 of the Ministry of Education, implemented as early as 2006, proposed to "pay attention to the use of various new work carriers, especially modern science and technology and means such as the Internet, to improve the pertinence and timeliness of work, and to enhance the attractiveness and appeal of work" [1]. Order No. 43 of the Ministry of Education promulgated in 2007 gave further clear instructions for online ideological and political education: the use of new media and new technologies to promote the high integration of traditional advantages of ideological and political work with information technology. Innovate work paths, strengthen online interaction with students, and use new online media to carry out ideological guidance, study guidance, life counseling, and psychological counseling for students [2]. This article will analyze the current situation of network ideology and politics in the self-media era of foreign language schools, and discuss how foreign language talents can make good use of self-media to build a new pattern of "three advancements" in ideological and political education, tell Chinese stories well, and convey Chinese voices in the face of opportunities and challenges.

1. The Current Situation of Internet Ideology and Politics in the Self-Media Era of Foreign Language Colleges and Universities

Ideology and politics in the self-media era, we must first clarify its connotation and characteristics. The academic circle of self-media network ideology and politics has not yet been defined. Based on academic works, the author attempts to interpret the connotation of self-media network ideology and politics:

Teaching a subject relies on the principles of communication, the use of self-media tools, and the education method of publicizing ideological and political theories, and through self-media channels that conform to the discourse system and behavioral habits of the subject to tell Chinese stories and convey Chinese voices. At present, the classification methods of self-media in foreign language colleges are very diverse. Through the investigation and analysis of the information release channels of colleges and universities, the self-media used for online ideological and political education can be divided into the following three types:

(1)The school's official platform: planned and organized;

(2) Department or student organization platform: with two-way virtual interactive behavior;

(3) Personal Self-Media Accounts of Teachers or Students: Have a foreign language basis for spreading to the world.

2. Opportunities and challenges for ideological and political workers to tell Chinese

stories through self-media

2.1 Classroom of ideological and political education

If the teaching of teachers in the classroom is the first classroom, and the practical training of cultural groups that students participate in outside the classroom is the second classroom, then the official self-media that can be used to spread advanced ideological and political theories can be considered as the third classroom for students classroom. In the self-media era when everyone has a microphone and everyone has a camera , it is an indispensable part of life for students to watch online videos and browse online information, which provides a good soil and a broad market for online ideology and politics. However , the network environment included in the pan-entertainment context , which is spoofed and ridiculed , is an obstacle to the development of network ideological and political work . Balancing the ideological and political content with strong academic rationality and the expression method that is in line with the subject of teaching is the main reason for the subject of teaching to make good use of self-media to talk about it. The challenge of a good Chinese story.

2.2 Diversified self-media display methods of departments or student organizations

Compared with the school's official self-media, student organizations such as student new media, student unions, student associations, and new media centers of colleges and departments have more abundant account information resources, more content to meet the needs of student groups, and more frequent forwarding and interaction. high. Student management workers lack knowledge and ability to use self-media technology, and it is difficult to match the diversified teaching methods of self-media. How many ideological and political teachers are good at setting up webcasts to tell Chinese stories? Therefore, the lack of self-media professionals among student management teachers is also one of the challenges of online ideological and political development.

2.3 Personalization and multilingual expression of personal self-media accounts

Personal self-media accounts are characterized by a high degree of freedom and strong personalization, so that both teachers and students can fully express their opinions . This opportunity for ideological and political workers, on the one hand, is reflected in the ease of grasping the ideological dynamics of students outside the classroom and discovering students' "other personalities " in time ; on the other hand , ideological and political teachers who leave the classroom and return to life can use their own Create a lovable and respectable personality in the hearts of students and gain students' trust. Another challenge that freedom of speech in virtual space brings to ideological and political workers is how to improve political sensitivity, avoid ambiguity in story expression, and monitor public opinion content through personnel prevention and technical prevention.

3. Thoughts on the path for foreign language colleges and universities to tell Chinese stories well in the self-media era

The foreign language talents to tell Chinese stories well, they must first have cultural confidence in their own culture. "Cultural self-confidence is a country, a nation, and a political party's full affirmation of its cultural traditions and intrinsic values, and it is also a firm belief in its cultural development process and vitality."[3] The official media must grasp the right to speak of cultural self-confidence. . Regarding the self-media ability and level of the faculty's new media center and student organization instructors, we should put forward high standards of "progress with the times", and should have the cultural communication ability, style display ability, and self-media content required to tell Chinese stories well. Production capacity requires personnel training units to increase the training of teachers to achieve the effect of cultural education and network education. Regarding the control over the speech of the personal media accounts of teachers and students with the highest degree of freedom, General Secretary Xi Jinping once pointed out: "Whoever wins the Internet will seize the initiative of the times." [4] I think the effective measure is to increase management Autonomy: The first is technical defense, which supervises bad information through technical means such as keyword screening and delayed comment sending; the second is civil defense "incorporates retail investors and", makes good use of the radiation effect of student opinion leaders, and incorporates student opinion leaders into the scope of theoretical learning They can not only express positive remarks, use their professional language to tell Chinese stories that have a guiding role for the educated group, but also act as investigators to have keen insight into students' ideological dynamics and form positive feedback Report.

General Secretary Xi pointed out at the 2016 National Conference on Ideological and Political Work in Colleges and Universities: "To do a good job in the ideological and political work of colleges and universities, we must change according to the situation, advance with the times, and be new according to the situation. We must follow the rules of ideological and political work and follow the teaching and education. The law of human beings, follow the law of student growth, and continuously improve the workability and level "[5]. This requires ideological and political educators to implement policies according to the individual, use new ideological

and political words that students like to hear, grasp the pain points of online ideological and political, improve the level of self-media technology, integrate Chinese stories into a multilingual teaching environment, and cultivate more "family and country feelings ", compound talents with global vision and professional skills "[6], conveying the voice of China to the world.

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