On the professional ethics cultivation of College Teachers in the era of Intelligent Media

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Abstract: under the premise of grasping the characteristics of online learning of university environment, information cocoon room effect and amplification of teachers' words and deeds in the era of smart media, this paper identifies the new connotation of University Teachers' professional ethics cultivation in the era of smart media, including information literacy, media literacy and cyberspace moral cultivation, and sorts out the challenges faced by teachers' professional ethics cultivation in the era of smart media, It puts forward that the era of intelligent media brings opportunities for the improvement of teachers' professional ethics, and discusses the Cultivation Strategies of professional ethics.

Key words: smart media era; College teachers; Media literacy; Professional ethics cultivation

1. Introduction

With the development of big data, artificial intelligence and web30. With the practice and development of new technologies such as personalized recommendation, great changes have taken place in higher education, especially the evolution of education form from traditional offline to online and offline hybrid teaching; The content of education covers a wider range, diversity and keeps pace with the times, and the target group of college students has been deeply affected by the characteristics of the era of smart media. The traditional professional ethics cultivation of university teachers has been stretched out, which can not cover the network space derived from the era of smart media, media and other new parts involving professional ethics cultivation. Therefore, it is of great theoretical and practical significance to explore the new connotation, new challenges and new opportunities of College Teachers' professional ethics in the era of intelligent media.

2. Literature review

In terms of the connotation of College Teachers' professional ethics, guishiquan introduced that western countries generally attach importance to the handling of the relationship between teachers and students from the function of teacher-student relationship, measurement tools and influencing factors. Yao Tong pointed out that the cultivation of American teachers' professional ethics is mainly divided into three levels: the ideal of teachers' ethics, the principles of teachers' ethics, and the rules of teachers' ethics. Sunyihua believes that it is necessary to improve the professional ethics of college teachers. Zhou Chao elaborated on strengthening professional ethics in the era of Internet big data. Xuexuemei pointed out that the professional ethics education of university teachers should be strengthened from the aspects of teaching concept and attitude, educational concept and emotion, teaching skills and style. Zhou Xiangnan analyzed the impact and challenge of College Teachers' professional ethics cultivation in the "Internet +" era and the reasons for the challenge. Jiang Mengmeng proposed to promote the cultivation of teachers' morality in the whole process. Lijiarong discusses the challenge and influence of College Teachers' professional ethics under the influence of "Internet +" And put forward methods and measures. Zhu Hong believes that the reform of China's colleges and universities has continuously improved the teaching level of colleges and universities.

Some scholars have realized the impact of the information age and media reform on College Teachers' professional ethics. For example, zhouyinghui started to improve teachers' professional ethics in the information age from the aspects of teachers' moral quality, students' moral quality and modular teaching reform; Yin Shuang analyzed the challenges and root causes of College Teachers' professional ethics construction from the perspective of strengthening the significance of College Teachers' professional ethics construction. Lihourui profoundly analyzed the new influence and new requirements of the era of intelligent media on the ideological and political education in Colleges and universities and the moral cultivation of college teachers; Zhang Peng stressed that the network has put forward higher requirements for College Teachers' Moral Cultivation.

However, there is still a lack of research on the impact of the era of smart media on the teaching environment and teachers' professional environment in Colleges and universities, as well as the challenges and opportunities of College Teachers' professional ethics cultivation. This paper mainly discusses from this point.

3. Environmental characteristics of colleges and universities in the era of smart media

3.1 Online learning has become the new normal

In order to meet the needs of large-scale online teaching, online teaching is increasingly close to offline learning experience by using technologies such as live broadcast, real-time interaction and personalized evaluation in the era of intelligent media. Teachers and students

can have in-depth interaction, and even some offline teaching is difficult to achieve new applications. Some colleges and universities adopt online teaching or a combination of online and offline teaching methods for some courses to improve resource utilization efficiency and teaching effect. Online learning is just a low-level application of smart media technology and ideas in the field of education. Finally, we can see that learning may occur in any fragmented or not originally considered as a learning environment.

3.2 Increase of students' access to information

In the past, students' access to information was relatively single, and students had a higher degree of trust in the information provided by teachers, textbooks, other published books, newspapers and magazines, television and other authoritative media. In the era of smart media, students mainly obtain information through UGC or MGC new media such as website B, today's headlines, Sina Weibo, wechat circle of friends and public accounts. These new media have a large amount of information, fast update speed and uneven information quality. Therefore, the authority of traditional media and teachers as sources of information is greatly reduced. When students find that the contents of textbooks or teachers' lectures are different from those of these channels, students will independently verify. Opinion leaders' opinions have a great influence on them.

3.3 Students are used to expressing their views online

In the era of smart media, as Internet natives, Post-00 students have been used to communicating and expressing themselves on the Internet. In the network environment, they feel more free, relaxed and equal, and are more willing to express their views. But in offline or more formal scenes, they tend to choose silence or hide their views and attitudes. When they are with their peers or within the community, they have infinite desire to express and interact, but they should be much more cautious about strangers, teachers or people who are unable to determine whether they belong to the same community.

3.4 Formation of information cocoon effect

In the era of smart media, the amount of information is growing exponentially, with the combination of big data capture, user creation and machine creation. It is easy for all people in it to cause information overload. On the other hand, personalized recommendation technology in the era of smart media will constantly push interested information to people according to their media usage habits, strengthening people's inherent cognitive habits and knowledge system, The formation of information cocoon effect makes it difficult for people to update their cognition from external information, and also makes it difficult for useful new knowledge to enter people's cognitive system.

3.5 Media make students the center of the classroom

In the era of traditional media, students are used to being called passive recipients of information. They cannot participate in the process of information production, nor can they interact with content producers in real time, raise questions, or express their views. However, in the era of smart media, they have been used to expressing their views, likes and dislikes or raising questions at any time in the use of media, such as bullets, likes and comments. They have their own judgment and values, and believe that they are always in the position of equal communication with content producers. In class, students hope to have smooth channels to express their views, question the teaching content at any time, and are extremely disgusted with the condescending preaching.

3.6 The influence of University Teachers' words and deeds is amplified

In the past, the influence of College Teachers' behavior on campus or in class, whether positive or negative, was mainly limited to the campus. In the era of intelligent media, college teachers' speech and behavior can be easily recorded and uploaded to the network in the form of text or audio and video. A short video or a microblog may generate tens of millions of views overnight. This is a double-edged sword. On the one hand, University Teachers' knowledge, thoughts and values can go out of the campus at a very low cost and increase the social marginal income. On the other hand, teachers' improper words and deeds can easily cause adverse effects in a wider range, which puts forward high requirements for teachers' professional ethics.

4. New connotation of College Teachers' professional ethics in the era of Intelligent Media

It includes three dimensions: information literacy, media literacy and cyberspace moral cultivation. College Teachers' information literacy refers to the ability to overcome the cocoon effect of information, search effectively in massive information, distinguish the quality and authenticity of information, extract key elements from information and transform them into their own cognition, and apply them to daily teaching. Media literacy refers to the ability to master the mainstream media to obtain the required information resources, and appropriately use the media to spread their views, and give full play to the advantages of intelligent media to serve teaching. Cyberspace moral cultivation refers to the ability to promote the good and punish the evil in the content of virtual cyberspace, consciously maintain the bad information in violation of laws and regulations and morality and ethics in the network, timely stop it and report it to the relevant departments, and never forget your identity as a people's teacher in Cyberspace, which is always highly consistent with the spirit of the CPC Central Committee.

5. Challenges and opportunities of College Teachers' professional ethics cultivation in the era of Intelligent Media

5.1 The era of intelligent media brings challenges to college teachers' professional ethics

(1) Numerous information interferes with ideals and beliefs

In the era of smart media, due to the existence of a large number of user production and machine production content, the algorithm has inherent value tendency. The true and false information in the media is a mixture of good and bad, and it is often spread without strict review of these information, so there is no lack of noise, false information, inflammatory remarks, etc. All these have brought interference to college teachers to strengthen their ideals and beliefs. College teachers should form a clear sense of right and wrong and the overall political situation, strengthen their political theory cultivation, and build up their ideals and beliefs, so as to never lose themselves in the mass of information.

(2) Personalized recommendation hinders cognitive improvement

In the era of smart media, users' personalized recommendation pushes relevant content according to users' browsing habits, which leads to the information cocoon effect and strengthens the inherent cognition, which is not conducive to users' breaking through cognitive barriers and improving their cognitive level. In the era of intelligent media, college teachers need to keep pace with the times to improve their professional ethics, keep up with the forefront of education and scientific research, and master the latest social reality. Obviously, personalized recommendation is not conducive to achieving this goal. Machines rely on big data to capture information and arrange it into press releases. The lack of in-depth analysis and interpretation is not conducive to college teachers' in-depth understanding and grasp of social ideological trends, and it is easy to lead to generalization and shallowness of thinking.

(3) The diversity of students' thoughts brings challenges

At present, the biggest ideological problem of college students is that they have a weak sense of ideals and beliefs. Especially in the era of information and network, students can get the negative news of the society at the first time and have negative influence on the social speech, so they show a selective attitude towards the credibility of teachers' positive guidance. The negative impact of the social environment on the ideological and political education in Colleges and universities is increasingly offset, which increases the difficulty of the ideological and political work in Colleges and universities.

5.2 The era of intelligent media brings opportunities for College Teachers' professional ethics cultivation

(1) New media teachers create new channels

Based on the in-depth application of new technologies in the era of smart media in the field of education, it provides new convenience for teachers to engage in teaching and scientific research. For example, in the past, classroom interaction was limited to students' speeches, group discussions, etc. based on the intelligent media technology teaching platform, voting, online discussion and other extensive coverage and in-depth interaction were available to facilitate teachers to timely grasp students' learning effects and ideological trends. At the same time, teachers can also create imperceptible learning conditions for students by making small videos, micro lessons and other ways through fragmented learning, so as to achieve the teaching effect of moistening things silently.

(2) Online learning facilitates promotion

In the era of intelligent media, it provides technical convenience for teachers to improve their moral cultivation anytime and anywhere. For example, learning power app is a typical case of smart media applications. On the learning power platform, teachers can use fragmented time to browse the latest political news, social comments, ideas and opinions, subscribe to push numbers according to their reading interests and preferences, and also have online interactive comments and exchanges, and answer questions online.

(3) The era of intelligent media helps to improve self-cultivation

The era of smart media has put forward new requirements for teachers' words and deeds, because the influence of a detail in work and life may be infinitely magnified in the era of we media. We sometimes see that teachers prohibit students from photographing themselves with mobile phones in class, or explicitly prohibit students from uploading teaching content and materials to cyberspace, but these are not the essence of communication in the era of intelligent media. We finally see that college teachers have to be more cautious in their words and deeds. The ubiquitous media not only brings pressure to college teachers' professional ethics, but also brings new impetus.

6. Strategies for professional ethics cultivation of College Teachers in the era of Intelligent Media

6.1 Using intelligent media to improve moral cultivation

In the era of intelligent media, teachers should improve their professional ethics. They must not ignore things outside the window and read only the sages' books. In the era of smart media, teachers are required to update their cognition faster than other groups, keep up with the latest social practice and ideological trends, use the new media platform to improve their knowledge base and ideological and political

quality, and strengthen their ideals and beliefs in the complex information.

6.2 Embrace smart media and improve media literacy

College teachers should actively embrace the new media, including being passive information receivers, but also trying to be known as influential communicators and opinion leaders in the new media. We should be able to use, make good use of and skillfully use the new media in the era of smart media, improve our media literacy, and make the smart media platform a natural extension of daily teaching scenes, achieving the effect of 1+1>2.

6.3 Make good use of intellectual media and strengthen ideological and political learning

In the era of intelligent media, the importance of Ideological and political theory learning is not weakened. On the contrary, the characteristics of intelligent media greatly enhance the importance of College Teachers' mastering ideological and political theory. In the face of a variety of new media platforms, the party's ideological and political theory is to cultivate college teachers' professional ethics. Only with a solid foundation of Ideological and political theory can we help college teachers not lose themselves in cyberspace, be able to rationally, objectively and politely contend with biased misconceptions, and accurately and vividly transmit positive energy and new ideas in cyberspace.

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