

Research on Strengthening Patriotic Education and Alleviating the Impact of Pan-Entertainment when Fostering Campus Culture at Colleges in the Omni-media Era

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Abstract: all media is a new media mode that integrates technology, manpower, methods, content and other aspects to realize mutual integration of publicity, resource exchange and benefit sharing on the basis of innovating traditional media and making full use of the advantages of new media. Campus culture in Colleges and universities is an important part of the construction of social and cultural system. As a high-level product of the development and evolution of media in the new era, integrated media has brought many new opportunities and challenges to the construction of cultural ecology, especially the construction of campus culture in Colleges and universities. At present, how to seize the dividend of the all media era in the construction of campus culture in Colleges and universities, inject the blood of “red culture” deeply and qualitatively, and abandon the negative impact of “Pan entertainment” is a problem that can not be ignored. On the basis of sorting out the value implication of the construction of campus culture in Colleges and universities, this paper analyzes the key and difficult points of the current construction of campus culture in Colleges and universities, and summarizes the strategies for sorting out the negative impact of “Pan entertainment”. In order to provide reference for the construction of Chinese style modern university campus culture and the optimization of the advantages of the development of integrated media.

Key words: Omnimedia era; College campus culture; Value implication; Pan entertainment; Red Culture

1 The value implication of the construction of campus culture in Colleges and Universities

1. The significance of campus culture construction in Colleges and Universities

First of all, the real university can be traced back to the Bologna School of law in Italy in 1088. Although the University in the modern sense was founded relatively late in China (the earliest university is Beijing University, which was founded in 1898), China's higher education has a long history, from the Imperial College System in the Qin and Han Dynasties to the academy system in the song and Ming Dynasties, The successive reforms of the past dynasties have jointly formed the current set of higher education system with Chinese characteristics, and thus formed the university campus culture with Chinese characteristics. The current Chinese University campus culture not only draws lessons from the development of Chinese traditional higher education, but also integrates Marxist cultural theoryShain's theory of four levels of organizational culture (surface layer: material culture; shallow layer: behavior culture; middle layer: system culture; deep layer: spiritual culture;)And Maslow's hierarchy of needs theory. At present, China's high school campus culture includes not only the most basic spiritual culture and material culture, but also system culture, behavior culture, team culture (brand culture) and network culture, especially network culture. In the era of integrated media, with the rapid development of Internet technology, the connotation and extension of network culture are the most obvious, and the popularity is the highest. Therefore, the research on the construction of university campus culture in the era of media integration has important theoretical value for the research and development of Marxist cultural theory,

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organizational culture theory, and higher education development theory.

At the same time, as an important part of the huge theoretical system of “culture”, university campus culture naturally has four basic functions of culture. In the ten years since the 18th National Congress of the Communist Party of China, China’s development has entered a new historical stage. The construction of campus culture in Colleges and universities should pay more attention to connotation, comply with the needs of the people’s growing good life and the objective needs of social development, especially the development of network technology, meet the requirements of the socialist core values, and be based on the fundamental task of “Building Morality and cultivating people” in Colleges and universities, By improving the core competitiveness and attractiveness, campus culture plays a guiding role, educational function, incentive function and cohesion function for college students in the new era. Making good use of media technology and exploring the connotative development of campus culture construction in Colleges and universities is not only conducive to improving the competitiveness of colleges and universities, forming their own school running characteristics, helping college students’ moral education construction and high-level university construction, but also conducive to cultivating high-quality talents who keep up with the times, love the party and love the country, and promote the construction of socialist advanced culture.

2. The development status of campus culture in Colleges and Universities

China’s colleges and universities have been mainly divided into two kinds of school running modes, one is the public colleges and universities managed by government funding, and the other is the private colleges and universities operated by enterprises under the supervision of the government. Therefore, the development of campus culture in Colleges and universities in the all media era and the post epidemic era presents new characteristics of differentiation.

In the early stage of construction, this paper took several colleges and universities in Henan Province as the research object, through the distribution of electronic questionnaires and field interviews to understand the current situation of five specific aspects of Campus Culture Construction: first, in terms of campus material culture construction, 69% of teachers and students in Private Colleges and universities expressed satisfaction, 17% thought it was general, and 14% thought it was not satisfactory; 19% of teachers and students in public universities expressed dissatisfaction; The data shows that public universities need to continue to strengthen the construction of campus material culture. Second, in terms of campus spiritual culture, the number of Ideological and political teachers in public colleges is higher than that in private colleges, so public colleges’ efforts and effects in carrying out campus cultural activities, supporting, guiding, checking and inspecting student associations’ activities are higher than those in private colleges; But on the whole, due to the extensive use of media technology, the content and form of campus spiritual culture in Colleges and universities are more colorful. Third, in terms of campus system culture, looking at the current construction of campus system culture in Colleges and universities in China, it is still facing a dual crisis of disconnection between formal effectiveness and substantive effect, which is specifically reflected in the lack of consensus between teachers and students in the whole school, the specific implementation institutions and capabilities of the system need to be improved and improved, and governance misconduct occasionally occurs. Fourth, in terms of campus team culture (i.e. brand culture), both public and private universities are gradually forming their own style. For example, when we refer to the way of University, we will think of the motto of Henan University, “Mingde Xinmin, stop at the best”; When it comes to Archaeology in China, you will think of Northwest University and Peking University. These keywords are naturally associated with each other, which is the embodiment of the brand culture of a university. However, in the process of brand culture construction, some colleges and universities have not fully explored their own characteristics and combined with local history and world conditions due to the short running time, lack of experience and long-term vision, deviation of superstructure planning and other factors, and even have the suspicion of “borrowing”, blindly copying the characteristic culture of some colleges and universities that have been out of the circle, and some have also copied foreign school running ideas. In a word, the construction of campus brand culture in Colleges and universities in China is still in the stage of more commonness, less individuality and poor quality.

2 Challenges of campus culture construction in the era of all media

1. The importance of mastering traffic password in Colleges and Universities

First of all, in the era of Omnimedia, it is an inevitable requirement for colleges and universities to master the flow password of college students in the era of the modernization and Sinicization of Marxist media concept. When Marx refuted the accusation of the reactionary forces against the new Rhine in February, 1849, he used “ears, eyes and mouthpieces” to express the functions and functions of newspapers in traditional media. He believed that newspapers were the mouthpiece of the people; Lenin also stressed from a political perspective that journalism is an important part of the proletarian liberation cause led by the party; With the progress of science and technology, our media is not limited to the traditional media such as newspapers, books, radio, etc., but has entered the era of integrated media based on network technology, but the core meaning of Marxist media view is not outdated. Therefore, colleges and universities should keep up with the pace of the times to master the flow password of college students, so as to grasp the initiative of education, especially ideological and political education.

Secondly, it is to update the teaching and education environment in Colleges and universities, build a new platform for teaching and education, improve teachers’ skills and informatization level, cultivate students’ innovative and expansive thinking, and keep up with the inevitable requirements of the development of reality and the progress of the times. According to the latest report of CNNIC, China’s online office users reached 469million by December 2021, accounting for 45.4% of the total Internet users. With the rise of non-contact culture, this data will continue to rise. Therefore, the wide application of “all media” in university campus is an irresistible trend. Of course, Omnimedia has more advantages and attractions than traditional media. For example, the rise of MOOC in Colleges and universities has built a new

platform for teaching reform; The all media publicity centers established by colleges and universities have become a new window to show the campus landscape, school running philosophy and the style of teachers and students.

2. Difficulties in the construction of campus culture in Colleges and Universities

First of all, the organizational structure of the construction of campus culture is incomplete and lacks a scientific and fair evaluation system. Some colleges and universities simply attribute the construction of campus culture to the work of campus all media or publicity department. Other departments and groups have a weak sense of participation and low degree of attention, so it is difficult to improve the scale and quality. Secondly, the development of campus culture construction is uneven, the construction path is single, and the practicality is poor. Moreover, many colleges and universities are not clear about their own positioning, lack of integration with college students' Ideological and political education and excellent traditional culture, lack of highlights and connotation of campus culture, and are difficult to "break the circle" in the hearts of peers and teachers and students.

In addition, in the era of all media, with the development of network technology, the rice circle culture and live broadcast culture have sprung up. The trend of "Pan entertainment" is rising again and going deep into the university campus. The essence of "Pan entertainment" is entertainment alienation. At the beginning, people used entertainment to meet their emotional needs, but gradually developed into losing control of entertainment. The current trend of "Pan entertainment" goes deep into the university campus with the help of the east wind of media integration, which has seriously affected the connotative construction of university campus culture, weakened the educational guidance, invisible binding force, aesthetic education and edification of university campus culture, and impacted on the discourse power of mainstream ideology in Colleges and universities.

3 A plan to eliminate the influence of "Pan entertainment" in the construction of university campus culture in the era of all media

1. Elimination of the negative impact of "Pan entertainment"

On the basis of combining the current era background and the current situation of the development of university campus culture in China, there are mainly the following suggestions for removing the negative impact of "Pan entertainment" of University Campus Culture: first, the government should strengthen the supervision of cyberspace and the review of cultural works, improve the laws and regulations related to the entertainment industry, Reduce the flow of "harmful" information and "toxic" works into university campuses. The second is to integrate the media industry. We should strengthen the internal self-management of the industry, create a clean and positive media environment, and play a positive guiding role of the media. Moreover, colleges and universities should pay attention to the connotative development of campus culture, pay attention to the injection of "red culture", adhere to the scientific guidance of Marxist cultural theory, especially Marx's leisure thought, and give full play to the main position of Ideological and political course. Finally, college students themselves should improve their discrimination ability, improve their moral realm, set up lofty ideals and put them into practice in a down-to-earth manner. Of course, parents are the best teachers for their children. Although college students are basically adult, good family style is also an indispensable force for their positive guidance of spirit and behavior.

2. The flowery injection of "red culture"

The so-called disease needs to be fixed. In addition to the negative impact of "extensive entertainment", the most important thing is to build a solid red foundation of university campus culture, inherit the red gene, and take root in China to run universities ". The cultural expression of the red gene is China's unique "red culture". First of all, the "red culture" is consistent with the construction of campus culture in Colleges and universities in terms of content, path and feasibility; Second, the integration of "red culture" into the construction of university campus culture is the objective need to strengthen college students' communist ideals and beliefs, enhance national cultural self-confidence, and improve moral sentiment. It is the fundamental strategy to remove the negative impact of "Pan entertainment".

At present, the traditional cramming of "red culture" into university campuses is no longer desirable, because from the perspective of cognitive psychology, a sense of identity for information is the premise for individuals to accept information, so in the era of media integration, we need to think about how to inject "red culture" into campus culture with high quality, This paper believes that the most important thing is to adhere to the principle of combining the explicit construction of "red culture" in Colleges and universities with the invisible education. Specifically, first, in the construction of spiritual culture in Colleges and universities, the "red culture" is condensed into the school running concept and integrated into the optimization of the style of study and teaching. For example, the school song of Yan'an University has the following lyrics: "Yan'an University, the socialist university, you armed the students with Marxism Leninism and professional knowledge"; Second, in the construction of institutional culture in Colleges and universities, the red gene should be penetrated into the construction of institutions, personnel appointment and removal, top-level design and other systems. For example, Beijing Normal University has made outstanding achievements in implementing democratic governance, and democracy is also one of the connotations of red culture; Third, in the construction of behavior culture in Colleges and universities, we should carry out more academic activities, campus cultural activities and social practice activities related to "red culture", and make full use of local red resources. For example, the Yellow River Institute of science and technology organized campus activities such as the weekend red script killing and the playground red song meeting during the closure period, which achieved remarkable results. Fourth, in terms of material and cultural construction in Colleges and universities, it is mainly to increase capital investment, improve the scientific research funds of Ideological and political teachers, upgrade infrastructure and inject red shadow into the creation of campus cultural landscape. Fifth, in the construction of university network culture, we should pay attention to the construction of campus media platform and the supervision of cyberspace, and improve the attraction of

University Media Center, the appeal of student organizations and the influence of Party members from teachers and students. For example, at present, webcast and short video are popular among teachers and students, so the financial media in Colleges and universities should update their concepts and technologies as soon as possible, establish their own dithering number, microblog number, etc., and use this popular way to go deep into the group of teachers and students and spread “red culture”.

4 Conclusion

In the context of the all media era, this paper analyzes and studies the “Pan entertainment” trend of thought with the construction of campus culture in Colleges and universities, “red culture” construction and ideological and political education of college students, and puts forward practical solutions for the negative impact of the “Pan entertainment” trend of thought on the basis of combing the current situation of cultural construction in Colleges and universities in China. Of course, according to the Kongs’ language, “Zhilan has been in the room for a long time. The construction of campus culture plus” red “to” Pan entertainment “is an imperceptible long-term project. We should not only face up to the fact that the current trend of” Pan entertainment “goes deep into University campuses, At the same time, we should be good at transforming the crisis brought by the wide application of media into an opportunity for the integration of “red culture” into the construction of campus culture, promote the connotative development of campus culture in Colleges and universities and the construction project of “double first-class” colleges and universities in China, and cultivate a solid and reliable youth reserve force for the construction of a Chinese style modern power.

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