Cultivation of College Students' Socialist Core Values under the Network Culture Environment

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Abstract: *With the rapid development of the Internet, network culture has gradually penetrated into all aspects of people's life. The network cultural environment provides convenience for the dissemination of socialist core values, but because the network cultural environment is a complex virtual environment, college students are vulnerable to some negative information in the process of using the network, which brings certain challenges to the cultivation of College Students' socialist core values. By analyzing the function mechanism of the network cultural environment, this paper puts forward some suggestions on how to strengthen the cultivation and education of College Students' socialist core values based on the network cultural environment.*

Keywords: *Network cultural environment, The core values of Chinese socialism, Cultivation*

1. Introduction

Network culture has its own unique cultural characteristics. Relying on advanced network science and technology, it forms a collection of various cultures in cyberspace, including cultural activities, cultural concepts and cultural products. To a certain extent, the network cultural environment has an impact on people's life, work and ideas, especially for college students, the network cultural environment has deeply penetrated into their life and learning, which will have a subtle impact on some of their values. Therefore, through in-depth analysis and Research on the mechanism of the network cultural environment, this paper makes full use of the opportunities brought by the network cultural environment, overcomes the challenges brought by the network cultural environment, and enables the socialist core values to go deeper into the minds of college students and take practical actions in daily life.

2. The opportunities brought by the network cultural environment for the cultivation of College Students' socialist core values

2.1 It enriches the cultivation of College Students' socialist core values

The network environment is open and infinite, and the network culture is also rich and colorful, which provides sufficient development space for enriching and innovating the content of socialist core values. In the network cultural environment, the dissemination and promotion of core values is not just a simple 24 words. The content of socialist core values can be combined with current political news, hot events or Chinese excellent traditional culture, and displayed through videos, pictures, words and other ways. Such as using public service advertisements and documentaries on TV, pushing articles and videos on Weibo and wechat. In the network culture environment of the new era, innovation in the content of socialist core values is everywhere and has made some achievements. For example, the "Youth Learning" online theme League class launched by the Central Committee of the Communist Youth League since 2018 is a video organized by the provincial and Municipal Youth League committees to lead students to learn, such as party history, the deeds of role models, the spirit of national conferences, major activities, etc. The video is interspersed with related topics, and the video is regularly updated and shared through wechat official account. At the same time, it is combined with some theme education activities, "upward and good youth" selection activities Adopt lively ways such as youth learning and answer competitions to promote college students to have a more comprehensive and in-depth understanding of the core socialist values in the process of learning League classes. In the long run, it also enables college students to constantly learn new ideas, accept and carry forward positive energy. Like this, continuous innovation of core values is conducive to further enrich the cultivation of College Students' socialist core values.

2.2 Broaden the channels for cultivating college students' socialist core values

With the rapid development and popularization of campus network, the network cultural environment has gradually broadened the cultivation channels. Network is the fourth kind of communication media in today's society. It spreads faster than traditional media. There are no restrictions on time and space. It involves a relatively large amount of information. It has the attribute of publicity. It can innovate the expression of socialist core values, transform its content into beautiful audio and wonderful videos, combine interesting words and pictures, and use various platforms such as Weibo, wechat, Tiktok, and CCTV to publicize. The state and colleges and universities also attach great importance to strengthening the cultivation of socialist core values for college students through the network. For example, in 2019, the Publicity Department of the CPC Central Committee launched the "learning power" platform, which includes more than a dozen aspects such as learning theory, science, culture, lessons, new ideas, as well as some free books, public classes, songs, movies and other materials, It greatly meets people's needs for diversification, convenience and independent learning under the condition of the Internet, and widens the channels for the dissemination of socialist core values. In the network culture environment, many colleges and universities have also transformed from the traditional socialist core values cultivation classroom into a multimedia classroom. Its colorful pictures, beautiful audio and video can make it easier for college students to accept the socialist core values. The network has also changed the traditional education methods of teachers in the past, especially the ideological and political theory teachers, widened the ways of teacher education and teaching, and enriched the combination of socialist core values and classroom teaching content.

2.3 Accelerated the cultivation of College Students' socialist core values

The network cultural environment has timeliness, which accelerates the cultivation of College Students' socialist core values. The formation of network cultural environment is due to the continuous development and changes of network information technology. With the continuous reform and innovation of network information science and technology, the speed of information dissemination is faster and faster, and the content is also more and more. The network provides a good platform for the dissemination of socialist core values. Therefore, college students are easily and conveniently exposed to socialist core values in the network cultural environment, and are familiar with social current affairs at the first time, which further accelerates the cultivation of socialist core values of college students. In 2020, due to the serious impact of the COVID-19, the Internet played a huge role in it, opening online work and online learning. Most schools across the country adopted the policy of "no suspension of classes and no suspension of classes" to carry out online teaching through the Internet, of which the number of online education users in China was 381million. As a group of Internet users, college students are also one of the important objects of cultivating socialist core values. Based on this, we must make full use of the network cultural environment, use rich network resources, combine core values with students' online education, and speed up the cultivation of College Students' values. At the same time, a large number of netizens also regard the Internet as one of the main channels to understand social facts, the party's ideology and political policies, and daily updated news and current affairs are disseminated through the Internet.

3. Challenges brought by the network cultural environment to the cultivation of College Students' socialist core values

3.1 The network cultural environment has affected the formation of College Students' socialist core values

With the advent of the 5g era, people are becoming more and more accustomed to using the Internet for information dissemination and exchange, which is reflected not only in everyone's daily communication, but also in the exchanges between countries around the world. While promoting international exchanges, it also creates sufficient conditions for some western countries to publicize their values and ideology. College students are a group that is easy to accept new things. They are used to relying on the Internet to receive information. Therefore, they are greatly affected by Western ideology. Some people have a sense of identity with Western values, and even have doubts and vacillations about the values of socialism with Chinese characteristics, such as the extremism of some college students, worship foreign countries, and publish some inappropriate remarks on the Internet. China has put forward the "24 character" socialist core values based on the situation, and has carried out dissemination and education through various forms such as TV public service advertisements, online videos, promotional

videos, communities, publicity walls in streets and alleys, slogans, and so on. Up to now, it is still constantly innovating and publicizing. However, due to the virtual and magnifying nature of the network cultural environment, some Western cultural values, such as individualism, personality freedom, and open mind, have more or less affected the values of college students through various forms of films, variety shows, and videos, prompting some college students to have western self-awareness, desalination of social responsibility and other value orientations.

3.2 The network cultural environment has caused the ideological and moral decline of college students

With the prevalence of some vulgar culture and fast food culture in the network environment, egoism, money worship and other phenomena occur frequently, which has brought negative impact and impact on the mainstream values of society, and also affected the formation of correct values of college students [4]. It can be seen that some negative network culture will cause a serious decline in college students' ideology and morality. College Students' ideology is not mature, their views on the world and life are not comprehensive, their personal judgment ability is not strong, and their ideology and morality are still in a period that has not been finalized, which leads to principled errors in the moral level. In addition, due to the late start of the development of the Internet in China, the poor filtering of the network, the flooding of some violent, vulgar and pornographic information, and the insufficient crackdown of network supervision, it has caused serious pollution to the Internet environment and a negative impact on the ideological and moral integrity of College students. Some college students fall into these vulgar and bad network cultural environment, indulge in hedonism and individualism, and lose the communication virtue of the Chinese nation and the core socialist values.

3.3 The network cultural environment hinders the interpersonal communication between college students

The development of network information technology provides people with new ways and means of communication. People are more and more used to communicating with people through the Internet and using mobile phones. When college students surf the Internet, they are generally in an independent state. In addition, college students have a strong self-awareness. In the long run, affected by this environment, college students' awareness of communication, cooperation and team will gradually weaken, resulting in less and less opportunities for students to learn, communicate and communicate emotionally in real campus life. Due to the virtuality of the network cultural environment, more and more college students are addicted to online games or online friends, and realize their demands that cannot be realized in real life through the virtual network environment. Some college students have a sense of dependence on network information because they have been addicted to the network environment for a long time. They choose to talk with people in the network environment. They think that communication through the network is not only more convenient, but also more free, and they are more relaxed across the screen, with a sense of security, which leads to some people having problems with the real interpersonal relationship, not good at expression, and even escape. It can be seen that the network cultural environment has hindered the interpersonal communication between college students to a certain extent.

4. Countermeasures for cultivating college students' socialist core values under the network culture environment

4.1 Give full play to the role of network channels

In the network culture environment, we should give full play to the use of the network as a channel in the cultivation of College Students' socialist core values. On the one hand, college teachers should improve their ability to use the network for education and teaching, master the online teaching platform, learn to use network resources to innovate teaching content, enrich teaching methods, establish a "Internet + ideological and political education" platform, take a variety of ways to deeply interpret the core values of socialism, and promote college students to better understand the essence of core values, so as to be deeply rooted in the hearts of the people and externalized in action. On the other hand, we should use the Internet to spread Chinese traditional culture and tell Chinese stories well. According to the language style of college students, we should find their points of interest and attract their attention, which is conducive to the dissemination of the thoughts and views that need to be expressed and established by the socialist core values. For example, CCTV news has opened the column of "anchor says webcast". CCTV anchors use the current popular online vocabulary and use short videos to

summarize the important content of "news webcast". This method has attracted many college students who don't like news to pay more attention to current political hot spots through Weibo and wechat, which has promoted college students to establish correct values.

4.2 Optimize the network cultural environment of colleges and Universities

To cultivate the socialist core values of college students, colleges and universities should provide a good network cultural environment. First of all, colleges and universities should build a campus network supervision system, establish and improve campus network rules and regulations. The campus network environment is open, shared and virtual, which brings certain challenges to the purification of the university network environment. Therefore, colleges and universities must supervise the campus network, cooperate with the public security department, and use big data and cloud computing technology to crack down on some behaviors of maliciously uploading vulgar and violent videos or pictures on the campus, as well as check some pornographic, reactionary, feudal and superstitious information, We should crack down on hackers' intrusion, pay attention to the mental health of college students, and protect students' network information, privacy and security. Secondly, colleges and universities should establish or provide a good network education platform, improve the platform construction, pay attention to the construction of network education team, provide more convenient network resources for college students to learn, implement the sharing of network resources, provide convenience for teachers and students, and optimize the network cultural environment of colleges and universities. Finally, colleges and universities should strengthen the cultural construction of the school's official website, wechat official account and official microblog, strictly review the writing of push content, improve its level and quality, pay attention to promoting positive and positive content, and strengthen the positive guidance of College Students' values.

4.3 Improve college students' network quality

First, we should strengthen college students' legal concepts related to the network, establish a correct moral concept of the network, let college students better understand the relevant laws related to the network, so that they can always adhere to the moral bottom line in the process of safe use of the network, achieve civilized Internet access, and actively ensure the network order. Second, college students should also improve their awareness of network self-discipline, keep a clear head, actively suppress bad information in the network, and improve their ability to filter and objectively analyze network information. Colleges and universities can formulate moral standards to regulate college students' network behavior, and can also incorporate college students' network literacy into the moral education assessment system, and strive to form a climate of resisting the spread of bad information on the network in the college environment, so that college students can become netizens with a fairly high moral level. Third, we should guide college students to make full use of the Internet to actively learn, and regard the Internet as a learning tool, not just as entertainment, strengthen self-education and improve their own literacy.

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