Research on the Application of New Media in the Cultural Self-confidence Education of College Students

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ABSTRACT. *Nowadays, the development of new media is faster and faster, which creates a very favorable technical support for the cultivation of cultural self-confidence of college students. Using new media can help college students quickly get more cultural resources, increase the ways of cultural communication, and make more college students broaden their international cultural vision. Where there are opportunities, there are challenges. To make college students' cultural self-confidence more firm, it is very important to study the application of new media.*

KEYWORDS: *New media; college students; cultural confidence*

1. Introduction

Cultural self-confidence and cultural prosperity are essential to the great rejuvenation of the Chinese nation. Since the reform and opening up, we can also understand from the success of socialism with Chinese characteristics that if we want to promote cultural innovation and development, we need to strengthen cultural self-confidence. In recent years, the form of new media has developed rapidly, and the media structure and ecology have changed greatly. This change is helpful to the cultivation of cultural self-confidence of college students, but there are also many challenges.

2. The extensive use of new media provides important conditions for the cultivation of College Students' cultural self-confidence

The concept of new media is not exactly defined. It is a relatively broad concept. With the rapid development of Internet technology, its definition is expanding every day. With the continuous development of new media, there are more and more new ways and characteristics of cultural communication. In such an era, a variety of live platforms, learning apps and other new media are in full bloom, and these new media forms also have a great impact on College Students' access to cultural resources. In addition, through the new media, college students can search online

audio, e-books, etc. on various platforms, and choose the way they are interested in to obtain cultural resources, which is also a great satisfaction for college students' cultural curiosity and demand.

The use of new media is more and more extensive, all kinds of information and ideas can be spread in the new media, cross-cultural communication and communication is also more and more close. This is because the users of new media have been all over the world, and the internationalization of users is conducive to the collision and convergence of multi-cultural communication. In addition, with the help of new media, cross-border cultural exchanges can be carried out, but the time and economy consumed are very small, which makes it more convenient for college students to understand multi culture.

3. The new challenges of cultivating college students' cultural confidence in the era of new media

According to the statistics of the 41st China Internet development survey, China's Internet users reached 772 million in June 2018, and the popularity of the Internet has exceeded half, up to 55.8%. There are 772 million mobile Internet users in China, and the proportion of students is a quarter of the total. From this we can see that the main audience of new media is college students. As a result, the cultivation of College Students' cultural self-confidence also faces many challenges.

3.1 Core socialist values are under attack

In essence, cultural self-confidence belongs to the self-confidence of ideological value system, which is mainly reflected in the cultivation of College Students' socialist core values, including the inheritance and development of contemporary college students for excellent traditional culture, red revolutionary culture and advanced socialist culture. With the rapid increase of material wealth in today's society, spiritual satisfaction has been replaced by material wealth. With the continuous development of new media, online red, grasshopper, short video app, etc. continue to appear. Some users in the network platform will guide and spread some false information contrary to the socialist core values to attract people's attention and improve their enthusiasm. In such an environment, it is difficult for college students to screen and identify all kinds of network information, which causes some college students to turn a blind eye to the social problems in real life, and sometimes even group moral phenomenon appears.

3.2 The ecological environment of network culture is polluted

Nowadays, Internet technology is growing at an explosive speed, which leads to the phenomenon that new media in our country are in full bloom, and people's means and ways of obtaining information are increasing, which is also more convenient. New media has been transformed from a tool into a new environment,

which has penetrated into all aspects of people and even become an integral part of human body. In the new media, time, space and other constraints can be broken, which leads to the emergence of "information pollution" more frequently. With the continuous progress of Internet technology, cultural invasion also lurks in it. Although the network culture has the characteristics of diversity and richness, political ideology can also be spread through the Internet. Through the Internet, no matter the school, teachers or parents can not interfere with it too much, so the cultivation of College Students' cultural self-confidence is hindered.

4. Research on the cultivation mechanism of innovative college students' cultural confidence in the new media era

The cultivation of college students' cultural confidence needs to go through a long period of time, step by step. We should find more ways to cultivate college students' cultural confidence, purify the environment for the cultivation of college students' cultural confidence, so that college students can cultivate themselves in cultural confidence and bring positive influence to the cultivation of college students' cultural confidence.

4.1 Broaden the cultivation channel of college students' cultural confidence

(1) Give full play to the guiding function of ideological and political theory courses in colleges and universities

Colleges and universities should actively broaden the educational channels and form an educational model with ideological and political theories as the main means of teaching and other auxiliary methods. In the ideological and political theory course teaching in class and after class, the teacher must be good at through new media means to understand the students' psychological condition, accurately grasping the students' real concern, and combined with teaching, undertake to the student value guidance, the cultural self-confidence and organic integration of teaching life, build trust relationship with the students, to lay a good foundation for cultivating college students' cultural confidence.

(2) Improve the course system of the elective course of humanistic quality in Colleges and Universities

Humanity quality elective course can play a perfect role in the knowledge structure of students, and it is of great significance for the cultivation of students' innovative thinking and comprehensive quality. Nowadays, the elective courses of humanistic quality in Colleges and universities are still in a marginal position. In order to better cultivate the cultural self-confidence of College students, colleges and universities should offer a variety of optional courses of humanistic quality, such as Chinese traditional culture appreciation, art appreciation and so on. In addition, colleges and universities can also carry out a series of activities related to human quality, such as visiting history museums. Let the excellent traditional culture of our country edify the college students and make them feel the profundity of Chinese

culture. In this way, the national and cultural self-confidence of college students will also be improved.

4.2 Optimize the culture confidence training environment of College Students

The cultivation of College Students' cultural self-confidence also needs the edification of a good environment. Under the influence of a good environment, college students will also bring possibility to the extension of this environment.

(1) Strengthen the construction of campus culture

Rich campus cultural life can directly affect the cultivation of College Students' comprehensive quality. College Students' interests and hobbies can be cultivated in a variety of campus life. Therefore, colleges and universities can carry out reading sharing activities within the scope of the whole school on a regular basis. This activity has no restrictions on departments and majors. It encourages college students to learn more about national conditions and school conditions, improve their understanding level, and think about problems from multiple perspectives, so as to improve their overall cognitive ability and shape good three views. In addition, colleges and universities can carry out a variety of campus culture and art festivals from time to time to cultivate and improve the artistic quality and cultural self-confidence of college students.

(2) Strengthen campus network construction

Now is the era of new media, colleges and universities should comply with the development needs, build an excellent campus network platform, attract the attention of college students, and carry out educational practice activities. Colleges and universities should pay attention to the construction of the school website, vigorously publicize the socialist core values in the website, and have an invisible impact on college students. In addition, by expanding the new media client, the scope of Ideological and political education and cultural education can be expanded, and cultural self-confidence education can be spread in campus life groups. Due to the convenience and interaction of social networks, the enthusiasm of college students will be even higher.

4.3 Enhance the cultural subject consciousness of college students

(1) Improve college students' new media literacy

In the process of forming and shaping students' values, the influence of university stage is very important. At this stage, the values of college students are easy to be biased. Many negative factors are still hidden in the media environment of our country. Money worship and hedonism will have a negative impact on college students'values. Therefore, it is necessary to train college students to be able to identify useful and harmful information.

Colleges and universities can offer courses according to the media literacy,

improve the college students' understanding of the new media, politics, economy and culture, so that they can correctly use the new media. The purpose of the emergence of culture is to study people's thinking and behavior. Media literacy is essentially a high-level mentality culture. The implication of media literacy will have a great impact on people. If the network literacy of a network is low, then college students will also have a certain tendency in behavior selection. Therefore, college students should give full play to their subjective initiative, improve their media literacy through self-education, practice and other means, so as to improve the media literacy of the whole society.

(2) Cultivate the cultural innovation ability of college students

In order to inherit Chinese culture, college students play an important role. After fully understanding the socialist culture with Chinese characteristics, college students who are willing and capable can make use of the communication advantages of the new media, compare Chinese culture with multi culture, increase cultural reflection, and give full play to the subjective initiative of College students. The improvement of College Students' cultural self-confidence is inseparable from the socialist culture with Chinese characteristics. Only with a high sense of cultural heritage and responsibility, can contemporary college students have enough cultural identification and inheritance innovation under the impact of multi-cultural.

5. Conclusion

New media plays a very important role in the cultivation of College Students' cultural self-confidence. We should make effective use of new media technology, use its advantages to cultivate college students' cultural self-confidence, and take corresponding measures for the challenges it brings.

Acknowledgements

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