

The Influence of "Micro-Culture" Dissemination on the Values of Contemporary College Students and the Analysis of Countermeasures

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Abstract: "Micro-culture" is a new type of media culture based on Weibo, which is a new type of media culture. Therefore, the content of value guidance should be innovated in the "micro culture", the supervision of cultural communication should be strengthened, and the construction of campus "micro-culture" should be carried out. Media literacy education should be strengthened to guide them to form correct values and promote their healthy development. In this context, this article will focus on the role of "micro-culture" in the values of contemporary college students, and propose corresponding countermeasures.

1. Introduction

Due to the dissemination characteristics of "micro-culture", WeChat information presents a trend of fragmentation, diversification and fast food. Therefore, the dissemination of "micro-culture" has had a certain impact on the values of college students and changed their values, the diversification of values, the utilitarianization of value judgments, and the ambiguity of value choices make college students occupy a large proportion in the network environment and are the main carrier of "micro-culture". We must establish a reasonable and efficient "micro-culture" management system, strengthen the publicity and supervision of "micro-culture", and enhance the discernment and values of college students^[1].

2. The Overall Concept of "Micro-culture"

"Micro-culture" mainly refers to a way of using Weibo as a carrier for cultural dissemination. "Micro-culture" refers to the material generated in the process of people's pursuit of equality and personal freedom after entering the era of personal Internet. The sum of spiritual wealth, and "micro-culture" is a psychological phenomenon that has gradually developed since the information age and is centered on attaching importance to individuals and equal values. It can be said that the spread of "micro-culture" is a kind of social exchange that takes place between people, it cannot be accomplished without a human being as a medium.

3. Characteristics of "Micro-culture" Dissemination

3.1 Individualized Subject

The rise of science and technology enables media such as Weibo and WeChat to better quickly and comprehensively convey what people know and think, so that individuals gradually become the main body of micro-culture dissemination. In the micro-culture environment, due to the simplicity of operation, people will be more willing to use text, video, expressions and other forms to create their own works, thus enhancing the activity of the micro-cultural environment.

3.2 Diversified Content

The rapid development of science and technology has opened up new technical support and platforms for the dissemination of "micro-culture", and also pointed out new directions and perspectives for its development. Compared with traditional media, micro-media has a content model that has changed the past. It uses concise and concise language to completely describe the entire process, which satisfies people's fast way of life and the psychological needs of different groups. Coupled with the micro content conveyed by "micro culture", it is more about personal life, emotions and other content. In the process of communication, everyone can become the subject of creation and express their emotions^[2].

3.3 Interactive Communication

In the virtual network environment, people use the characteristics of the network to change the single mode of communication, which not only improves the efficiency of communication, but also increases the frequency of interaction and the activity of the network environment. The media publishes interesting content and personal opinions, and can form an interactive network with many parties in the process of mutual communication, expand their social circles, and get to know more netizens with common topics.

4. Countermeasures for the Spread of "Micro-culture" to the Values of Contemporary College Students

4.1 Enrich Educational Content and Strengthen Ideological Guidance

In the process of "micro culture" dissemination, to do a good job in guiding the ideological guidance of college students, it is necessary to innovate and improve the educational content, and appropriately join the advanced culture of the times and history, so that the value education work can be more vivid and vivid. Because college students are the successors of the future of socialism, they attach importance to the health of their ideological state, and build an advanced teaching team to do a good job of leadership, so that college students can clarify the direction of development and do a good job of their own value positioning^[3].

For example, first of all, we can add advanced ideological content to education work through various forms of publicity means such as Weibo, Weibo, Weibo, etc., in this way, college students can be guided by correct values in ideological and political education, so as to improve their ideological level and correct their ideological orientation. Secondly, in the process of good culture, Chinese excellent traditional culture and socialist core values can be added to help college students learn to unite the collective, increase the emphasis on the cultivation of individual comprehensive quality, establish correct values in the power of role models, and regulate their own words and

deeds, realize their own value in a suitable position, so as to make a positive contribution to the promotion of "micro culture".

4.2 Strengthen Supervision and Management to Reduce Adverse Phenomena

In the face of the spread of "micro culture", our government should take corresponding countermeasures, strengthen its supervision and management, and give full play to the government's supervision and supervision role at an appropriate time to ensure the healthy spread and development of "micro culture". The technical supervision department should strengthen the supervision of such information, and use software technology to filter and screen it to ensure that users can choose which content to read. The laws and characteristics of the dissemination of "micro-culture", by means of communication, exchange, psychological counseling, etc., firmly establish the correct concept of "micro-era", and guide them to use "micro-media" rationally. On the one hand, by observing the public opinion of the students, we can understand the students' real thoughts and social psychological state, and find out the problems in time and make corrections; Regular supervision, coordinating relevant departments to solve problems found in a timely manner, strengthening technical research, improving the supervision of science and technology on information, purifying the purity of information, and reducing the risk of network security operation^[4].

4.3 Constructing the Cultural Construction of Colleges and Universities and Exerting the Function of Educating People

College educators should arrange for professional personnel to analyze and discuss the corresponding laws and regulations, clarify the country's requirements for the ideological and political work in colleges and universities, and grasp the correct policy to formulate cultural propaganda content suitable for students' ideological and practical conditions, and use science and technology to make cultural construction work more attractive and appealing, so that students can receive ideological and political education in a way that they like and can effectively improve their patriotism ideals beliefs and values. Because colleges and universities are the cradles of cultivating talents to the society, it is necessary to exert the function of educating people and implement the cultivation of values with students as the center, so that college students can improve their ability to distinguish in a complex society, find their own position and direction, and make continuous efforts^[5]. Although the public opinion on Weibo is complicated, as long as colleges and universities can make full use of the platform and conduct equal and open exchanges with college students through Weibo, they can understand the real thoughts and social psychology of college students and solve problems in a timely manner.

5. Conclusions

In a word, under the environment of "micro-culture", the guidance of college students' values requires the efforts of all parties. The school and society must continuously improve the campus environment to create a good environment for the ideological health of college students. At the same time, college students should strengthen their self-cultivation, fulfill their obligations and responsibilities, and consciously accept correct ideological guidance, so that "micro-culture" can become a strong driving force for the development of college students.

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