

# *The Negative Influence and Countermeasures of New Media on the Moral Cultivation of Middle School Students in China*

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**Abstract:** New media has flourished and popularized rapidly around the world in recent years, and has penetrated into all aspects of human social life. Everyone's study and work have been deeply affected by it. It has a more obvious negative influence on the moral cultivation of middle school students in China, so we put forward the main measures to solve these problems. This requires the joint efforts of all sectors of society to help middle school students form a correct world outlook, outlook on life and values, and lay a solid foundation for their continued study and work in the future.

## 1. Introduction

“New media is a form of dissemination and media that provides users with the services of information and entertainment through the Internet, satellites and other channels, as well as terminals such as computers and mobile phones by using digital, network and mobile technologies.” [1] Its main feature is that “pictures, sounds, words, etc. can be integrated together to expand the content instantly and infinitely, so that the content can be given vitality and become a ‘living thing’.” [2] Different people or groups can choose the information and entertainment they need according to their actual situation.

New media is closely related to our daily life. It has created a novel world of communication, which has almost completely changed the social life of human beings. It has broken through the shackles of time and space, and has promoted profound changes in the way people communicate and interact with each other. A person's thoughts, words and deeds can quickly spread to others or groups, and even affecting the decision-making policy of a country, while its influence on middle school students in China is also more profound, especially on their moral cultivation.

Middle school students are in the transition stage from childhood to adulthood, and are in the critical period of the formation of moral concepts. It is related to the vital interests of thousands of families and the future and destiny of a country or a nation. Starting from the characteristics of new media, we deeply analyze the negative factors affecting the moral cultivation of middle school students, put forward the main measures to solve these problems in order to help them form a correct world outlook, outlook on life and values. It is of great significance to the study of

improving the moral cultivation of middle school students.

## 2. Main Body

### 2.1. The Negative Influence of New Media on the Moral Cultivation of Middle School Students in China

New media is a double-edged sword, which greatly facilitates the learning and life of middle school students, broadens their thinking and vision, but also has a negative influence on their healthy growth, especially their moral cultivation. Middle school students have a strong affinity for new things, and are most likely to indulge in the Internet and cannot extricate themselves, resulting in a decline in academic performance and an impact on their thinking. This is a very serious practical problem, which has attracted the attention of the whole society.

#### 1) New media has affected the ideological sublimation of middle school students in China

New media is open and inclusive. Each new media has its own set of operating procedures, regularly publishing positive, healthy and leading information and entertainment, but sometimes mixed with some negative, abnormal, inductive contents or elements. In order to attract more clicks, the novel columns of some individual websites even hide some malicious programs in them; especially some people with ulterior motives will hide pornographic, violent, gambling and other information in chat when using WeChat, QQ and other platforms.

Middle school students are in a growing period, their minds are not yet fully mature, and their self-control is relatively poor. When they look up learning materials on the platforms, they are easily deceived by these bad information and hidden services, lose their discernment and resistance. Some can't help but click to watch some videos or download and install some APP software, and even become obsessed with them and can't extricate themselves, and eventually embark on the road of breaking the law. This not only wasted a lot of their learning time, but also affected the sublimation of their ideological realm.

#### 2) New media has influenced the thinking model of middle school students in China

New media is convenient and instant. Some platforms, such as Weibo of Sohu, Hot Search of Baidu, video accounts of WeChat, Small World of QQ, etc., have released some news or videos without comprehensive investigation and analysis in order to quickly expose some of the latest hot news. Some just intercepted some of them, even reported on hearsay. Although these news or videos are convenient for people to keep abreast of some major events that happened at that time, they rarely involve the ins and outs of the events, let alone analyze the deep reasons behind them.

It is difficult for middle school students to fully understand the hot issues happening in the current society only by the instant information or short videos on these platforms. Their understanding of some issues is limited to the surface, it is very easy for them to form an inert thinking, make rash analysis and judgment, and draw conclusions or predict results prematurely. This limits their ability to think independently and distinguish right from wrong. They are too lazy to observe things and explore the truth, which is not conducive to the expansion of their knowledge vision, not to mention the improvement of their moral cultivation.

#### 3) New media has affected the innovative ability of middle school students in China

New media is entertaining and interactive. Some local TV variety channels often broadcast some adventurous aquatic entertainment programs in summer. Some developers have designed mobile software such as online racing and shooting competitions. These programs and games are very attractive to middle school students. Although they help to develop their intelligence and cultivate their spirit of struggle, they openly contain some beneficial incentives and temptations, and they lack deeper cultural and ideological connotations.

Middle school students are at a lively stage, full of adventure and realism. They are more

interested in entertaining and competitive things, which is easy to imitate these online activities in reality. Some even try swimming competitions and electric vehicle competitions on weekends or holidays, seriously disturbing the local social security, and even paying the price of life for those. This not only encourages their psychology of imitation, but also affects their ability to innovate.

## **2.2. The Countermeasures to solve the negative influence of New Media on the Moral Cultivation of Middle School Students in China**

The whole growth process of middle school students is accompanied by the influence of new media. It is a great responsibility and arduous task for a country or a nation to improve the moral cultivation of middle school students and cultivate their thinking ability. In order to solve the negative influence of new media on the moral cultivation of middle school students, it is necessary for society, schools and families to perform their own duties, cooperate with each other, and take necessary and indispensable countermeasures to continuously cultivate the moral consciousness of middle school students and protect their healthy growth and physical and mental development.

### **1) Strengthen the social supervision over new media**

New media provides a lot of information and entertainment for the majority of users, as well as opportunities for middle school students to learn and communicate. Middle school students can improve their ability of expression and discrimination in the process of consulting materials and mutual communicating on new media, but they will also be affected by some bad information. We should strengthen the environmental purification of new media from the social level, supervise and manage it and its staff, and better play its leading role in the moral cultivation of middle school students.

Be strict the review of news reports. At present, the competition among various new media is becoming more and more intense. When reporting hot news, the hot search columns of new media must be strictly checked to prevent the penetration of malicious information. After receiving the assignments, journalists must conduct on-site inspections and interviews to prevent the spread of false or outdated news. Relevant management departments should strengthen the supervision of new media, deal with some platforms with malicious inducement in accordance with the law, and dismiss some journalists who have lost their professional ethics.

Put an end to anecdotal hype. The freedom of speech determines that anyone can express his or her views on new media, especially the anecdotes of celebrities in the entertainment industry. As public figures, some young stars play a certain role as a model for middle school students. In order to prevent the hype of this kind of news from causing middle school students to participate in “fan fights”, the review department of new media need to strengthen the censorship of such information, and reduce its adverse impact on middle school students.

Strengthen the publicity of the traditional culture. New media should increase the publicity of the excellent traditional Chinese culture, especially in combination with the communities where middle school students live, and hold various activities with educational significance to create a harmonious social living environment. For example, by shooting videos, performing programs and other ways, we can publicize the traditional culture of the Chinese nation, including historical customs, celebrities' anecdotes, etc., so that middle school students can be immersed in morality. This cannot be separated from the joint efforts of every member of society, and establish a good moral image for middle school students in order to promote their all-round development.

### **2) Improve the platform construction of new media of schools**

Schools are the main place for middle school students to receive education, and the platform construction of new media is particularly important. The current emerging new media of schools is mainly based on the campus network and the platform of mobile WeChat, which has played a huge

auxiliary role in daily teaching, and also provided a new carrier for the moral cultivation of middle school students. Schools should strengthen the construction and management of new media, update its information in a timely manner according to the actual situation, strengthen the online training for middle school students by creating different learning platforms, and improve their moral cultivation in a subtle way.

Create a website for the communication of ideas. Middle school students spend the longest time at school outside of home and spend the most time with their teachers and classmates. Schools should assume the responsibility of moral cultivation of middle school students, and create targeted websites for exchanging ideas according to the actual teaching needs. Middle school students can register personal accounts and express their own learning insights; they can also communicate with each other and express their different ideas. Teachers should play the role of website administrators, correct their some wrong thoughts, words and deeds in time, and help them improve their ability to distinguish right from wrong.

Set up the WeChat official account of schools. WeChat official account conforms to the trend of the times in the development of new media. The WeChat account of schools is the most important social platform for contemporary middle school students, meeting their needs for daily life, and learning. Schools should make full use of the various functions of the WeChat account to make high-quality short videos, forward high-level articles, and create opportunities to interact with middle school students; teachers can also watch videos, read articles, exchange ideas, etc. with them so as to stimulate their enthusiasm and interest in learning.

Establish a home-school WeChat group of communication. The famous Soviet educator V. A. Suhomlinsky said: "The most complete education is the combination of schools and families." [1] Due to the difference of distance and the constraints of time, the connection between families and schools are not close. In order to achieve the common educational goals of families and schools, many middle schools have established WeChat groups of ommunication, which are commonly referred to as class groups, and invite parents to participate in relevant course activities together. The purpose is to facilitate the direct exchange of information between parents and teachers, keep abreast of the learning status and physical and mental changes of middle school students, and give them timely and correct guidance and help them improve their thinking and cognitive level.

### 3) Give play to the leading role of families in new media

Home is the harbor of human soul and the growth environment for each of us. Middle school students will spend the most important good time in their life in a specific family environment from birth. Parents play the most important role in their growth, both as their first teachers and their first responsible persons. Now new media has penetrated into every family, how to play its positive role is a problem that every family member must seriously consider and take immediate action.

Create a harmonious atmosphere for families. A depressing and noisy family atmosphere will create withdrawn, introverted and cowardly middle school students; while a harmonious and caring family atmosphere will cultivate lively, cheerful and healthy middle school students. Parents will keep up with the development of new media and choose to read news or watch videos, etc. related to middle school students, know their psychological needs in time to narrow the generation gap between them. Parents should also try their best to avoid talking about family trivial matters in front of middle school students, let alone divorce because of family conflicts, but try to create a harmonious family atmosphere for them.

Pay attention to the educational connotation of families. The purpose of family education is to cultivate qualified talents to meet the needs of social development. Many families put exam-oriented education in a prominent position, focus on the academic performance of middle school students, and even collect exam questions on new media and give them to do, invisibly increase their learning pressure and psychological burden. Therefore, every family should earnestly take

responsibility for the education of middle school students, show more solicitude for their physical health and ideological dynamics, and cultivate their sense of responsibility and mission.

Take responsibility for the upbringing of parents. Middle school students are in the process of growing into talents and are easily influenced by the outside world, especially their parents' speech and deportment. Thus, parents should pour their deep love into their life. They should not just leave them to their grandparents to bring up them, or let the Internet accompany their growth. Parents should also encourage them to actively participate in volunteer activities and visit some places of interest and historical sites, etc., constantly develop their thinking and vision, and improve their ideological level and moral sentiment.

In addition to the coordination and cooperation of society, schools and families, middle school students should also assume the responsibility of self-education, gradually develop good style of life, and correctly understand the dual nature of new media to avoid the phenomenon of Internet addiction. Middle school students should actively improve their ability to distinguish between right and wrong, analyze the authenticity of information comprehensively and rationally; they should also revise their some wrong thoughts and understanding in time, consciously restrain their own bad behavior and habits, and strive to become good students who are conducive to the development of the country or the nation.

### 3. Conclusion

New media has played a positive role in promoting the development of today's society, which is more in line with the psychological characteristics of middle school students. It has become a main channel for middle school students to acquire new knowledge to a large extent. However, we must also be prepared for danger in times of safety, because new media brings both opportunities and challenges. There are many problems that need to be solved in its process of development and operation. It will become a major issue faced by the whole society to give full play to the advantages of new media, strengthen the moral cultivation of middle school students.

In a word, new media should be combined with the legal system and cultural influence to promote the benign interaction between them. Society, schools and families should strengthen mutual connection, better understand the ideological dynamics of middle school students through new media, solve all kinds of problems they encounter, and inject new impetus into their healthy growth. All members of society should be more fulfill their duties well, play an exemplary role, and strive to open up a good new social tendency for the moral cultivation of middle school students.

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