Innovation and Exploration of the Path to Cultivating University Students' Cultural Awareness through New Media in the Context of Cultural Inheritance

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Abstract: The advent of cutting-edge technologies, such as artificial intelligence, big data, and 5G, within the media industry has instigated a seismic shift in communication modalities, imparting unprecedented challenges and opportunities to cultural transmission. Against the backdrop of China's storied and enduring civilization spanning several millennia, the pressing issue at hand is the strategic employment of these high-tech innovations towards rekindling China's illustrious traditional culture, thereby inculcating cultural self-assurance within the contemporary university students. Navigating this juncture requires a resolute and concerted effort towards promoting cultural prosperity, establishing a modern Chinese civilization, fortifying cultural confidence, and harnessing the pedagogical potential of culture in shaping individuals.

1. Introduction

At the Symposium on Cultural Inheritance and Development, emphasizing the imperative to propel cultural prosperity, foster the construction of a robust cultural nation, and cultivate a modern civilization for the Chinese people. Reflecting upon the trajectory of higher education's advancement, enduring universities distinguished by their profound cultural heritage stand as testament to their resilience and vibrancy, forged over centuries of trials and tribulations. Their enduring vitality can be attributed to an unwavering commitment to the pedagogy of cultural cultivation—a cornerstone of their identity. Culture, revered as the essence and nucleus, permeates the very fabric of these esteemed institutions. The overarching objective of university cultural education resides in the transmission of core spiritual and institutional values, encompassing faith, artistry, ethics, knowledge, and organizational principles. This educational endeavor aims to impart upon students the ethos of liberal thought, democratic consciousness, independent character, and harmonious disposition—hallmarks of humanism and academic spirit. By guiding individuals with sublime ideals, molding them through noble intellect, and nurturing them through enlightened culture, this transformative process steadily elevates their intellectual acumen, holistic competencies, cognitive acuity, and refined civil conduct, thereby actualizing their relentless pursuit of self-actualization.[1]

2. The Significance of University New Media Development in the Perspective of Cultural Heritage

2.1 The stewardship of media discourse authority assumes a pivotal role in carrying out the mission of our era, steadfastly fortifying the communicative infrastructure of higher education institutions

Communication holds a paramount position as a demonstrative function of language, serving as the cornerstone of human society. Without this ability, the fabric of societal interaction would undergo a radical transformation. In light of the rapid advancements in cutting-edge technologies such as big data, artificial intelligence, and digital algorithms, digital media has seamlessly woven itself into the tapestry of everyday life for individuals. From waking up to perusing Weibo, to utilizing WeChat before slumber, engaging in shopping on Taobao, seeking knowledge on Zhihu, consuming videos on Bilibili, staying abreast of trends on TikTok, and seeking inspiration on Xiaohongshu, these activities have become ingrained in the daily routines of contemporary youth. Mainstream media platforms have indelibly altered their lifestyles and cognitive processes. New media possesses distinctive characteristics, including swift dissemination, succinct rhythms, and concentrated bursts. Nonetheless, it also exhibits certain drawbacks, such as inadequate regulation, the propagation of misleading information, and instances of online violence.[2]

From a historiographic perspective on the evolution of news, the news media is regarded as the voice of the party and the people. Em Griffin's "A First Look at Communication Theory" expounds on the intricate nature of communication as the process of establishing and interpreting relationships with information that elicits responsive engagement. In the era of new media, it is imperative to comprehensively construct an integrated multimedia communication system, leveraging cutting-edge technologies to assert mastery over the discursive prerogative of public opinion and facilitate a constructive information transmission process. As custodians of higher education media, there exists an elevated duty to shoulder the responsibility of character cultivation and soul forging, deliberating on fundamental educational quandaries: whom to nurture, how to cultivate them, and for whose benefit. This necessitates the assimilation of the latest advancements in technological innovation and the acquisition of core scientific knowledge, as well as embracing the weighty mantle of historical mission and attaining ascendancy over the narrative authority of the era. This trajectory epitomizes the indispensable route towards crafting an intellectual citadel within the academic milieu and erecting an ideological bastion on campus grounds.[3]

2.2 The Significance of Reform and Development in New Media within Higher Education Institutions

With the continuous advancement and iteration of new media technologies, the dissemination landscape has undergone significant transformations in terms of both reach and frequency. Confronted with a myriad of complex communication content, adolescents are particularly susceptible to the allure of erroneous ideologies, leading to the destabilization of their ideals, values, and moral compass, as well as a decline in online ethical standards. Intense competition among media platforms has resulted in content creators repeatedly pushing the boundaries of morality in order to attract traffic, while regulatory oversight remains inadequately enforced. For example, prominent live streaming platforms such as Huya and Douyu have witnessed cases where broadcasters in non-gaming areas, such as ASMR and dance, engage in crude language or behavior during live broadcasts. The emergence of new media platforms has gradually evolved into an anonymous stage for young students to express their individuality, convey emotions, and find solace, further perpetuating illegal activities such as spreading rumors and engaging in cyberbullying. From

both a technological and ideological standpoint, the field of digital education faces an ever-increasing array of challenges and dilemmas.[4]

2.3 The Strategic Importance of Integrated Media Construction in the Cultivation of Campus Culture within Higher Education Institutions

In tandem with societal progression, media convergence has emerged as an inexorable trend, serving as the principal conduit through which contemporary individuals engage with and comprehend society. Encompassing traditional media, digital television, social networking platforms, and an array of other digital and non-digital formats, new media has engendered a seamless fusion of old and new media, constituting a pervasive communication paradigm. Modern academic institutions prioritize the advancement of new media, expediting the process of media convergence and emphasizing real-time updates across diverse platforms while maintaining a steadfast commitment to campus newspaper publication. Adhering to the exacting standards of news dissemination, universities orchestrate offline initiatives to propel online platform growth, leveraging the participatory and interactive nature of new media to seamlessly integrate traditional education with new media content development. The endorsement of the Study Strong Country app platform among college students not only affords them timely access to dynamic news updates but also provides avenues for engagement with high-caliber online courses from esteemed universities. Furthermore, the platform facilitates a profound understanding of the developmental dynamics of various provinces and cities, enabling students to draw upon historical insights and revel in the richness of traditional cultural heritage.[5]

The formation of a new media matrix holds the potential to catalyze the multi-dimensional development of cultural education within the realm of higher education. With the advent of the self-media era, the once formidable barriers to entry for online media platforms have gradually receded, prompting a substantial contingent of college students to embrace the role of uploader on these platforms. Emblematic of this trend is Lao Fanqie, the preeminent "uploader" on Bilibili, who commands an impressive following exceeding ten million avid supporters. Since 2013, this luminary has been ceaselessly engaged in crafting captivating video content on the Bilibili platform, amassing a staggering fan base of over 18.95 million enthusiasts. Throughout his creative journey, he skillfully documents and shares intriguing anecdotes from his academic sojourn at Fudan University, effectively serving as a conduit for millions of fans to partake in his pivotal life experiences, including his arduous college entrance examination, admission to graduate school via recommendation, momentous graduation, and heartfelt marriage proposal. Concurrently, his vivid narratives offer an immersive window into Fudan University's academic curriculum, architectural landscape, and overarching cultural ethos, ingeniously positioning him as a prominent ambassador for the university's external outreach initiatives.By adeptly orchestrating the integration of diverse media resources within the university ecosystem and fostering a stratified developmental paradigm encompassing both official and self-mediated tiers, institutions of higher learning can profoundly impact the trajectory of cultural construction. This nuanced strategy not only engenders a vibrant media landscape that empowers students to generate captivating content but also affords them invaluable opportunities for meaningful engagement with seasoned media professionals. The symbiotic interplay between official and self-media outlets engenders a comprehensive media ecosystem characterized by expanded reach, heightened stakeholder involvement, and a veritable amplification of the university's cultural tapestry, thereby indelibly shaping the trajectory of university culture.[6]

2.4 The university media assumes the crucial role of advancing the preservation and progressive development of Chinese cultural heritage

The world is currently experiencing a period of profound development, transformative change, and widespread volatility. In the face of the intricate and multifaceted digital realm, the proliferation of misleading media accounts, and the varying quality of online discourse, the establishment of official media channels in higher education institutions faces formidable challenges and an arduous path. Universities must diligently uphold and implement the spirit of the Symposium on Cultural Heritage and Development, embracing a strategic approach to new media construction that is grounded in the institution's historical evolution, academic disciplines, and rich legacy of revolutionary narratives. By leveraging the distinctive characteristics of their respective institutions, discerning developmental patterns, effectively disseminating the institutional narrative, cultivating a vibrant cultural and educational atmosphere, guiding intellectual mainstreams, and facilitating the perpetuation of China's traditional cultural heritage, universities can navigate the complex landscape of new media, while fostering continuity with the nation's cultural legacy.[7]

In view of the prevailing political challenges both domestically and internationally, it is imperative to uphold a resolute cultural self-assurance and leverage the profound core of Chinese culture in order to navigate through internal and external difficulties and forge a path towards a more promising future. A thorough assimilation and implementation cultural ideology are paramount in deepening our understanding of the principles that govern the construction and innovative development of cultural heritage within higher education institutions. As the old adage goes, the youth represent the future of our nation. Therefore, the establishment of official media frameworks is geared towards occupying the ideological and philosophical battleground, creating high-caliber propaganda channels that subtly imprint the enduring legacy of China's exceptional traditional culture onto the hearts and minds of the younger generation.[8]

3. The Profound Significance of Cultural Education in Higher Education within the Context of Cultural Heritage Preservation.

According to the esteemed scholar and Yanjing Scholar at Harvard University, Mr. Huang Wansheng, a holistic education necessitates the integration of various disciplines to facilitate a profound comprehension of the human condition and its existential implications. Through the avenue of philosophical education, individuals acquire the sagacity to unravel the intricacies of human existence and explore its enigmatic depths. Concurrently, religious studies instill in students an unwavering quest for ultimate meaning, broadening their intellectual horizons and enabling them to fathom the significance of being. By delving into the annals of history, learners amass the collective memory of humankind, transmuting historical experiences and lessons into conscious awareness, thereby engendering an enlightened sense of purpose. The study of literature unlocks the gateway to the intricate and profound recesses of the human psyche, fostering a profound understanding of the human spirit and forging a cohesive community founded upon shared experiences and empathic resonance. The realms of political science and sociology empower individuals to navigate the manifold tribulations and dissonances pervading society, elucidating their responsibilities within the tapestry of existence and fortifying their commitment to effectuate positive change. Simultaneously, through the pedagogy of natural sciences' fundamental tenets, individuals gain an appreciation for the unfathomable complexity and boundless expanse of the objective world, thereby enriching and refining their spiritual realm. In this vein, it is imperative to recognize that the growth and maturation of university students transpires not solely within the confines of lecture halls or didactic discourse, but rather within the distinctive cultural milieu and pervasive ethos of their academic institution. These factors wield a profound influence, shaping the

intellectual and personal development of students, and nurturing their evolution into well-rounded individuals. Similarly, renowned institutions of global academia exhibit a discernible cultural essence that yields an irreplaceable impact on their student cohorts. The distinguished culture of masculinity pervading Oxford University and the alluring grace of femininity characterizing Cambridge University engender transformative influences of unparalleled significance upon their respective scholars. These extraordinary cultural immersions, unattainable through alternative means, permeate the very depths of the human soul. Evidently, it is within the realm of silent enlightenment that university culture exercises its profound power, either enshrined within the institutional ethos and pedagogical principles or manifested in tangible or intangible artifacts of intellectual and spiritual nature. Serving as an integral facet of the humanistic environment, this latent force of education captivates minds, leaving an indelible imprint within the academic surroundings. It is precisely within this paradigm that we proclaim the symbiotic relationship between "university" and "culture."

Based on the aforementioned analysis, it becomes apparent that a closely intertwined nexus exists among university education, culture, and individuals. The individual represents the culmination of cultural "transformation," while education serves as a vital conduit for the attainment of such transformational goals. It is within the university milieu that students engage in continuous self-development and experience socialization within the culturally imbued environment characterized by overt and covert educational influences. This intricate interplay among individuals, culture, and education forms the foundational framework for the holistic development of individuals within the realm of university culture. [9]

4. Addressing Emerging Challenges in the Contemporary Era: Principal Issues in Cultural Education through New Media within Higher Education.

4.1 The Challenges in Cultivating Cultural Education through Online Platforms.

The insufficiency of top-level construction for online education and student development in higher education institutions is a significant challenge. Firstly, there is inadequate recognition given by schools to the strategic importance of online education and student development. The development and operation of new media platforms require a considerable allocation of human and material resources, as well as a sustained commitment over an extended period to achieve meaningful outcomes. It is crucial for schools to formulate well-defined development plans and assign dedicated personnel for efficient management and operation. Secondly, there is a prevalent tendency among various departments to operate independently, lacking a systematic and rigorous evaluation framework that can foster the comprehensive development of online platforms in higher education institutions. Furthermore, the absence of a robust theoretical foundation impedes the progress of these initiatives. A cohesive and scientific evaluation system is essential to drive the systematic advancement of online platforms. Thirdly, the content generated by new media platforms often lacks profound humanistic connotations. While self-media platforms thrive on diverse and captivating content, higher education institutions' new media should not solely rely on templates or pursue transient trends. Instead, they should prioritize the creation of substantive and insightful content, facilitating students' convenient access to a wide range of educational resources through new media platforms. It is pertinent to note that every higher education institution faces unique challenges based on factors such as operational scale, geographic location, availability of financial support, and talent pool. These circumstances contribute to the diverse array of obstacles encountered in the pursuit of effective online education and student development within the higher education landscape.

4.2 The development of campus culture in higher education institutions is currently lacking in attractiveness

In recent times, higher education institutions have placed an increasing emphasis on the development of cultural education, and this has been reflected in the implementation of a range of innovative measures. These measures are geared towards addressing various strategic areas such as classroom infrastructure improvement, cultural event organization, sports competition facilitation, and community cultural development initiatives. However, despite the concerted efforts aimed at executing these activities, objective factors such as limited financial resources, inadequate manpower, and insufficient student preparation have hindered their successful implementation. Consequently, unintended negative repercussions have emerged, prompting extensive societal dialogue and analysis. For example, during the commemoration of Tsinghua University's 110th anniversary, a meticulously planned program of events was executed, with the student association's carnival gathering being a highlight of the festivities. However, social media users scrutinized every aspect of the event, ranging from the performers' visual presentation and attire to the execution of their performances and facial expressions. Netizens amplified these observations, resulting in a perceptible shift in the nature and substance of the student activity. The comment section was replete with scathing and derogatory remarks aimed at criticizing Tsinghua students, providing a telling insight into the level of exacting scrutiny they faced. Ultimately, this episode generated a wave of adverse public opinion surrounding Tsinghua University for a considerable duration, underscoring the potential risks and challenges associated with executing activities that are subject to public scrutiny.

4.3 Inadequate Synthesis and Mastery of Exemplary Chinese Traditional Culture

The Chinese cultural heritage, spanning a rich history of five millennia, stands as a profound testament to intellectual brilliance. Within the realm of campus cultural branding, its significance is resolute and far-reaching. Regrettably, there exists a prevailing deficiency in the appreciation and innovation of China's extraordinary traditional culture within the cultural branding initiatives of higher education institutions. The neglect to impart knowledge of this distinctive cultural legacy to Chinese universities would be an immense tragedy for our entire nation. Thus, it becomes paramount to delve into the historical and spiritual depths of the Chinese cultural essence, internalizing its core principles, and empowering college students to become agents of change. By seamlessly integrating traditional art forms such as music, chess, calligraphy, and painting into the fabric of student life, we can ensure the perpetuation and exaltation of this invaluable cultural heritage.

In the domain of cultural practice, a prevalent challenge often stems from an inadequate grasp of the profound spiritual essence that underlies China's outstanding traditional culture. This deficiency in top-level design has resulted in superficial cultural interpretations that exhibit outdated forms, disregarding the critical need for college students to engage with the deep-rooted logic and profound thinking embedded within this cultural heritage. To tackle this issue effectively, it becomes imperative to harness the power of new media platforms to accentuate the authoritative and specialized nature of higher education institutions in knowledge dissemination and student development. By authentically integrating the richness of China's exceptional cultural legacy into the very fabric of campus life, we can foster the cultivation of distinguished cultural brands that facilitate the holistic growth and resounding success of university students.

5. Perpetuating the Chinese Cultural Legacy Promotes the Development of New Media Culture in Higher Education

5.1 Inadequate Synthesis and Mastery of Exemplary Chinese Traditional Culture

For countless centuries, Chinese civilization has been metaphorically depicted as a resolute dragon, alternating between periods of slumber and awakening, propelling itself forward amidst the relentless tides of time. The process of China's modernization epitomizes the delicate equilibrium between material progress and spiritual enrichment. Achieving this entails meticulous top-level strategizing, bolstering innovative technologies within the realm of new media, adhering steadfastly to a systemic worldview, fostering seamless collaboration between academia and industry, establishing a comprehensive theoretical framework, and cultivating a harmonious synergy of complementary strengths. To accurately discern the evolving trajectories of both domestic and international ideological and cultural trends, it is imperative to tactfully devise responsive strategies that resonate with the spirit of the era, robustly elucidate the intrinsic worth of China's venerable traditions, captivatingly project the allure of Chinese culture abroad, and facilitate the genuine global outreach of Chinese civilization, permeating every nook and cranny of the world with an unwavering and authoritative Chinese voice.

5.2 Facilitates the Development of a Unique Institutional Culture in Higher Education

"Chinese culture represents an enduring source of cultural treasures for human civilization, tracing its roots back to ancient times and continuing to influence contemporary society. The values of 'Tianxia weigong' (universal benevolence) and 'Datong shijie' (global harmony), championed by Chinese culture, emphasize the critical importance of fairness, equality, and a shared sense of humanity. Similarly, the humanitarian spirit of uplifting righteousness, promoting kindness, and aiding the vulnerable, coupled with the indomitable character of resilience and moral rectitude, embedded within Chinese culture, offers valuable insights into addressing the complex challenges confronting modern society. Every civilization embodies the spirit and essence of a nation and its people. The six arts, originating from the aristocratic educational system during the Zhou Dynasty, epitomize this essence: li (rituals), yue (music), she (archery), yu (charioteering), shu (calligraphy), and math. In the present era, these six arts remain relevant, empowering university students to enrich their intellectual pursuits and broaden their horizons, fostering personal growth, and cultivating a deeper appreciation of the world's diversity."

5.3 Contributes to the development of the fundamental spiritual core of campus culture within higher education institutions

During the commemoration of Tsinghua University's 110th anniversary, President Qiu Yong underscored the university's core mission: to cultivate "great individuals" and nurture scholars who aspire to become "great educators." The concept of greatness articulated in this statement encompasses multifaceted ideals, including the pursuit of lofty aspirations, a broad and inclusive mindset, a profound cultural heritage, and an unwavering thirst for knowledge. However, I assert that the development of a distinctive cultural ethos within the university's campus assumes paramount significance. Martial arts, an integral facet of China's venerable traditional culture, embody a holistic philosophy that seeks to attain harmony between individuals and their natural environment, as well as the seamless integration of physical form and spiritual essence. By engaging in the practice of martial arts, individuals can fortify their willpower—a quality conspicuously lacking among contemporary university students, primarily representing the

"post-2000" generation. Despite their privileged upbringing and permissive social milieu, empirical data reveals a notable prevalence of psychological challenges within this cohort. Consequently, by refining students' inner spirit through the pursuit of martial arts, we can effectively cultivate a cohort of resilient and optimistic young individuals, imbued with a profound sense of national pride, and contributing to the overarching mission of Tsinghua University—to foster "great individuals" who embody its indomitable spirit.

6. Innovative Approaches for Cultural Education through New Media within the Framework of Cultural Heritage Continuity.

6.1 Enhancing Strategic Planning to Establish a University Focused on Cultural Education Excellence

In any geopolitical context or within diverse ethnic demographics, the cultivation of enduring spiritual fortitude hinges upon the conscientious development of cultural confidence. Analogously, within the sphere of higher education, cultural confidence assumes a foundational role in shaping the ethos of campus culture, necessitating a nuanced understanding of its profound implications. Against the backdrop of the escalating influence wielded by contemporary media platforms, a strategic and judicious utilization of these channels becomes imperative for the establishment of a comprehensive matrix dedicated to the authentic representation of traditional cultural values within the academic domain. This strategic endeavor involves the meticulous orchestration of multimedia frameworks, encompassing platforms such as WeChat public accounts, Weibo clients, and short video platforms. Given the inherent variances in push algorithms and media streaming modalities across these platforms, a discerning approach is requisite. This approach ensures a bespoke selection aligned with the distinctive characteristics of each medium, thereby optimizing the efficacy of cultural representation and fostering a symbiotic integration of traditional values within the contemporary educational landscape.

6.2 Continuing the Essence of Chinese Culture to Unleash the Educational Functions of Campus Culture

Within the comprehensive portfolio of inspection and research activities conducted, the recurrent thematic underpinning of "culture" is unmistakably prominent. Concurrently, as China's distinct trajectory of modernization progresses with increasing depth, the nation's cultural construction is undergoing a transformative historical epoch of profound significance. Chinese civilization, in alignment with the imperatives of contemporary development, is poised to emanate an even more pronounced and resilient vitality. The purposeful preservation and advancement of exemplary traditional Chinese culture constitute a strategic imperative, aimed not only at revitalizing campus cultural development but also at consolidating formidable forces. This strategic initiative is designed to systematically broaden and deepen the fundamental essence of a new paradigm in spiritual and cultural civilization within the academic domain.

6.3 Strengthening Team Development to Cultivate an Esteemed Center for Cultural Education

In the contemporary landscape characterized by the ascendancy of new media, a venerable adage underscores the paramount importance of talent in the 21st century. The efficacious cultivation of cultural education in this dynamic milieu necessitates a strategic orientation towards human capital development and the cultivation of cohesive team dynamics. It is incumbent upon institutions to

resolutely fortify the construction of a cadre of professionals specializing in the intricate domains of propaganda, ideology, and culture. The establishment and management of new media platforms require a requisite threshold of expertise, compelling the imperative engagement of qualified professionals proficient in handling nuanced and specialized tasks. Concomitantly, due emphasis must be placed on the profound ideological significance inherent in the communication of university cultural narratives, underscoring the strategic imperative to articulate these narratives with utmost compelling efficacy. Educational institutions are well-advised to institute periodic and specialized training initiatives in the realm of new media. Such initiatives facilitate the seamless transference of the latest societal concepts and technological advancements to the academic sphere. This proactive approach signifies a categorical rejection of formulaic content dissemination in favor of substantive depth, ensuring that media content not only informs but also captivates the audience with enduring impact. A strategic fusion of positive online guidance with methodologies calibrated to resonate with the sensibilities of the younger demographic is pivotal. This synthesis is essential for consistently elevating the effectiveness of propaganda endeavors and ensuring relevance in the evolving landscape of new media. The meticulous cultivation of the propaganda team, aligned with a dedicated commitment to the educational imperative, establishes a virtuous cycle. This cycle serves as the fulcrum for enhancing the overall quality of new media operations and for shaping a comprehensive, impactful publicity framework that resonates with the ethos of the educational institution.

6.4 Enacting robust strategic management measures to consolidate influence within the educational sphere on the digital landscape

In the era of burgeoning self-media influence, the attainability of internet celebrity status has become increasingly ubiquitous across diverse demographics. Self-media platforms, distinguished by their low entry barriers, colloquial linguistic norms, direct content delivery, and lucrative financial incentives, have witnessed a proliferation of individuals leveraging smartphones to emerge as content creators, commonly referred to as "Uploader" or bloggers. This phenomenon has garnered noteworthy traction within the university milieu, where an increasing number of students actively share narratives, study methodologies, culinary critiques, and diverse hobbies. For instance, as of September 25, 2023, at 8:00 AM, the Bilibili channel of "Hello, I'm Mr. He" boasts a substantial follower count exceeding 11.97 million. During his tenure at Beijing University of Posts and Telecommunications, this individual effectively cultivated a sizable online following through the production of high-quality videos, thereby exerting a positive influence on the university's social standing. However, recent developments have brought to the forefront the legal ramifications associated with online broadcasting platforms. The arrest of Douyu CEO Chen Shaojie on allegations of organizing gambling activities has exposed instances of prominent anchors engaging in gambling and money laundering activities. This underscores the pressing need for robust online regulation to responsibly guide adolescents within the online streaming sphere. As the trend of campus-centric content creation gains momentum, with bloggers producing short dramas set against a university backdrop that mirrors student life, the absence of oversight and the inadequate implementation of ideological standards in such content present significant challenges. This regulatory void renders the content susceptible to garnering attention and sparking discussions across societal strata, thereby accentuating the intricate and challenging landscape of overseeing campus multimedia content.

6.5 Integrating Online and Offline Modalities to Achieve Collaborative Educational Cultivation across Formal and Extracurricular Learning Arenas

The extracurricular sphere, often denoted as the "Second Classroom," encompasses students' self-directed learning, social engagement, and cultural pursuits beyond the traditional academic framework. This facet assumes an increasingly pivotal role in fostering the comprehensive development of students. The strategic development of new media platforms within higher education institutions necessitates a meticulous alignment with the distinctive academic features of the institution, including disciplines such as Chinese language and literature, art and design, communication studies, among others. This entails the deliberate establishment of specialized new media studios tailored to these disciplines, providing university students with a purposeful platform to showcase their talents. Such initiatives are poised to significantly contribute to the establishment of a contemporary talent hub, positioning the institution at the forefront of talent cultivation in the new era.

7. Conclusion

Empirical research underscores the imperative of integrating exemplary Chinese traditional culture into the cultural education of university students through new media. This imperative entails a strategic reliance on the construction of a comprehensive multimedia matrix. Informed by pragmatic considerations, the strategic emphasis centers on the development of "two microblogs and one app," with the overarching goal of cultivating cultured individuals and advancing cultural education. Concurrently, guided by the cultural ideology articulated , a diverse array of online and offline cultural activities assumes a foundational role. Elevated governance of propaganda platforms becomes paramount, as this approach shoulders the responsibility of a renewed cultural education mission. Its aim is to impart sound values and life perspectives to students, propagate the ethos of patriotism, and subtly guide students towards embodying a stature of moral fortitude. This approach is intrinsic to the broader mission of nurturing a generation of individuals steeped in cultural refinement and ethical resilience.

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