

# *All-Media Era: The Logic and Cultivation of College Students' Political Identity*

Deng Wenrui

*Xi'an Polytechnic University, Xi'an, Shaanxi, China*

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**Abstract:** Political identity is not only related to the stability of the country and the rise and fall of the nation, but also the key to ensure the orderly operation of the political system. The development of all-media has led to profound changes in the mode of information dissemination, the subject of dissemination, and the ecology of network public opinion. At present, the all-media communication mode represented by the rise of the Internet has widely penetrated and influenced all aspects of college students' learning and life, and has become an important field to carry out ideological and political education, mainstream ideology education and cultivate college students' political identity. The all-media era provides convenient, diversified and open support for the cognition, emotion, participation and practice of college students' political identity, and also encounters brand-new challenges. Analysing and researching the characteristics and influencing factors of college students' political identity in the context of all-media is of great significance for constructing and exploring the cultivation countermeasures of college students' political identity education.

## **1. Introduction**

Political identity is the recognition and acceptance of the existing political system by members of society.[1] It is the key to the formation of their political cognition, political trust and political power of action. Political identity is essentially a kind of political emotion and psychological sense of belonging. The core essence of political identity in the new era is to gather consensus and strength for the realization of the second hundred-year goal in the new journey. The rapid development of all-media has provided new ideas and new fields for cultivating college students' political identity. College students are the most important young people of the Party and the country, and their ideology is not only a reflection of the political and social results, but also closely related to the development of the country. Cultivating the political identity of college students is an important task for colleges and universities, society and the country, so all parties should give full play to their own resource advantages to improve the effect of cultivating the political identity of college students. With the rapid development of network technology, major media have gradually become an important gathering place for college students' ideology, and at the same time, it is also the distribution center of social opinion, which has a great influence on the political identity of college students. To summarize, it is of great significance to do a good job of cultivating the political identity of college students under the background of all-media, taking advantage of its

advantages.

## **2. The New Characteristics of College Students' Political Identity in the Perspective of Total Media**

### **2.1. The practical basis of political identity of university students has been strengthened**

The political identity of college students not only belongs to the category of political psychology, but also belongs to the category of political practice. The political cognition, political emotion and political practice of political identity subjects have to go through the process from rational understanding to perceptual understanding, and finally "externalize" into their own practical activities. Driven and empowered by all-media, college students' enthusiasm for political participation and behavior has become stronger and stronger, and the footprints of college students can be found in the political activities of major media platforms, such as online political questioning, online mobilization, and online rights protection. They not only actively express and defend their own rights and interests through the media, but also are good at utilizing the media to defend the interests of the country and the nation, and to supervise the improvement of the country's public policies. Therefore, the political identity of college students has realized the "leap" from cognition to practice, which provides a realistic basis for their political socialization process from "natural person" to "political person" and also provides a basis for their "political identity". This provides a practical basis for their political socialization process from "natural person" to "political person", and also lays a more solid practical foundation for their "internalization" of political identity.

### **2.2. Values of college students' political identity are pluralistic and complex**

Political identity starts from correct political cognition, and in the process of participating in political practice, they constantly sublimate their political emotions and firm up their political attitudes, so as to build up an overall system of political identity in the organic unity of knowledge, emotion, intention, faith and action. Therefore, their values are more diversified. The emergence of all-media makes information dissemination become more real-time, breaking the time and space limitations of traditional media. At the same time, it provides users with unprecedented interactivity, and people with different political positions can become publishers and disseminators of information, in which the values and emotional tendencies of college students are inevitably affected. At the same time, there are many types of network subcultures in the media, such as "rice circle culture" and "secondary culture", which will influence the choice of values of college students. In addition, the popularization of all-media has provided college students with an open, international and comparable mindset, and the input of diversified and heterogeneous information will inevitably have an impact on their political identity, leading to the diversification and complexity of their values.

### **2.3. Irrational challenges to college students' political identity increase**

College students as rational and irrational as two sides of a thing, the unity of college students, their political identity must contain rational and irrational components. College students' engagement in political activities is frequently influenced by subjective emotional responses, leading to decision-making based on personal inclinations rather than rational deliberation. The majority of individuals formulate their perspectives not through rigorous cognitive analysis, but rather through habitual thought patterns and experiential biases, resulting in irrational judgments. All-media will not only disseminate rational, positive views, but also amplify irrational, negative

values, including malicious speculation about national politics and the dissemination of erroneous Western thinking, etc., all of which will mislead college students in the construction of political identity, thus exacerbating the risk of irrational political identity challenges.

## **2.4. The Difficulties of Cultivating College Students' Political Identity in the Context of Omni-Media**

### **2.4.1. Inadequate media literacy of educational subjects dissolves the explanatory power of political identity cultivation**

In today's era, social ideology and value orientation are becoming more and more active, mainstream and non-mainstream coexist, advanced and backward are intertwined, and social thoughts are diverse and turbulent. Under the all-media perspective, online media has become an extension of real life and an important channel for college students to obtain information. College students have the vitality to explore and accept new things and ideas, but due to objective reasons such as cognitive limitations and lack of experience, they lack the ability to make rational judgments on different social trends and ideologies.[2] In the process of cultivating college students' political identity, only by understanding and mastering students' network usage habits and network behavioral characteristics can we explain the mainstream social values from their interested perspectives, effectively lead them in thinking and values, and improve their judgment ability. At present, the lack of media literacy of educational subjects is one of the bottlenecks in the cultivation of political identity. The education and teaching methods of some teachers still remain at the one-way indoctrination and didactic level, with a single form of teaching and a lack of innovation. The use of new media technology by some teachers is still at the stage of making and displaying traditional courseware, and they are still rusty in applying new media platforms and modern information technology to enhance the relevance and effectiveness of cultivating political identity, which makes it difficult to realize the leap of college students' political identity from rational understanding to practice. It can be seen that due to the lack of educators' ability to use technology in the all-media era, the interpretation of mainstream ideology and the dissemination of socialist core values are not competent, and naturally it is difficult for students to have an in-depth understanding and experience, thus dissolving the persuasive and explanatory power of the cultivation of political identity.

### **2.4.2. The pluralistic and complex online ecological environment reduces the attractiveness of political identity cultivation**

Under the all-media perspective, the diversified and integrated development of media has greatly changed the network ecological environment, and also greatly changed the environment of political identity cultivation. In the face of the diversified and complex network environment, how to effectively improve the value guidance ability of political identity cultivation and create a healthy, orderly, safe and civilized network atmosphere is a realistic challenge for political identity cultivation at present. Unlike previous media, the integration and decentralization characteristics of all-media have largely lowered the limitations and thresholds of information output and dissemination, resulting in an endless stream of mixed information in cyberspace. The non-mainstream ideologies and erroneous values mixed in with them affect the understanding and internalization of the content of political identity cultivation by college students, and encroach on and erode the influence and radiation scope of political identity cultivation. At the same time, the wide application of all-media has confused the status of information disseminators and receivers, and everyone is a producer and disseminator of information, which provides an opportunity for

certain people with ulterior motives to disturb the network environment, and they make use of all major media platforms to disseminate information contrary to the socialist core values and influence the value judgment of college students, thus reducing the attractiveness of the cultivation of political identity.

#### **2.4.3. The process of convergence of media platforms is lagging behind, weakening the cohesiveness of political identity cultivation**

In the all-media perspective, the cohesion of political identity cultivation should be enhanced by the integration of good media platforms. At present, the cultivation of college students' political identity is developing in the direction of the integration of emerging media and traditional media, and some colleges and universities have gradually entered the stage of mutual promotion through the integration of WeChat public number, Jitterbug, and Racer platforms, initially constructing a platform for the co-development of emerging media and traditional media.[3]However, due to poor technology and backward concepts, the all-media platform for political identity cultivation in colleges and universities has developed slowly compared with the professional media industry, and is still in the stage of simple reorganization of media platforms. For example, many colleges and universities have simply implanted the content of political identity cultivation into online media platforms, believing that they have realized all-media integration, but in fact this is still far from truly realizing the integration from form to content. The lag in the construction of media platforms has made it difficult for colleges and universities to build mainstream media positions with strong competitiveness and influence for political identity cultivation, to occupy the core position of value leadership, and to build diversified network channels for college students to focus on the expression of their thoughts and the dissemination of their opinions.

### **3. Cultivation and Optimization Path of Cultivating Political Identity of College Students under the View of All Media**

#### **3.1. Improve the faculty and optimize the content of political identity cultivation**

Under the background of all-media, the process of media integration puts forward higher requirements for the capacity building of the college students' political identity cultivation team. Enhancing the theoretical literacy and network media literacy of the political identity cultivation team is a long-term and arduous task. Only by taking good theory as the core driving force, constantly adapting to the development needs of the network era, and building a politically competent and competent work team can we cut through the thorns on the battlefield of ideology and politics in the new era, and build up a strong spiritual force for the realization of the great rejuvenation of the Chinese nation. First of all, colleges and universities should actively organize political identity cultivation study sessions to guide relevant workers to consciously strengthen their theoretical learning and constantly improve their understanding of political identity content and teaching ability.[4]By conducting new all-media training courses, seminars on college students' online discourse, and setting up research groups on the characteristics of young college students' online thoughts and behaviors, they can enhance their grasp of new media and college students' online thoughts and behaviors, improve their media literacy, and enhance their network mastery and public opinion guiding ability. Secondly, in the face of the new situation brought about by the maturing of big data technology in the all-media era, optimizing the cultivation of college students' political identity must seize the opportunity to provide high-quality content products and enrich the relevant contents of cultivation. In the process of information dissemination, we should be good at planning and setting up relevant contents in a flexible way according to the cognitive level and

cognitive characteristics of college students, so as to meet their different needs. At the same time, it is necessary to pay active attention to and respond to the hot issues of public opinion, and condense and integrate new contents reflecting the socialist core values around these hot issues, so as to make the cultivation of political identity and the daily life of college students closely integrated, and thus further enhance their political identity.

### **3.2. Strengthening thought leadership and improving the effectiveness of education and teaching**

Under the all-media perspective, the core point of political identity cultivation is to unswervingly safeguard and strengthen the guiding position of Marxism in the ideological field, and to ensure national security and stable social development.[5] Deepen the research on Marxist theory and the theoretical system of socialism with Chinese characteristics, and enhance the theoretical depth and academic authority of teachers in colleges and universities in the cultivation of political identity. On the one hand, colleges and universities should integrate the cultivation of political identity into their professional courses and general education, ensure the effectiveness and pinpointing of the course content, and use modern educational technologies and means, such as online courses, online discussions, and simulation practices, to make the cultivation of political identity more vivid, intuitive, and effective, and to improve the attractiveness and infectiousness of the cultivation, so that students can consciously internalize their political identities while they are learning professional knowledge. On the other hand, students are encouraged to self-learning and self-improvement, through reading, seminars, social practice and other forms, so that students can enhance their political identity in independent exploration. Therefore, under the all-media environment, to optimize the cultivation of college students' political identity, it is not only necessary to do a good job in content construction and strengthen positive propaganda and education, but also to firmly establish cultural confidence and value confidence, and to clearly criticize and oppose all kinds of non-mainstream ideologies and wrong values, so as to lead the diversified social trends and values with positive and uplifting value contents.

### **3.3. Optimize the platform construction and upgrade the dissemination of regulatory methods**

Creating ideological positions with the help of new media platforms and expanding the platform construction of discourse dissemination is a major trend in the development of news dissemination in the context of networking. Colleges and universities can use big data and artificial intelligence to deduce and analyze the keywords of college students' Internet surfing, and push videos, news, articles and other content related to political identity that students are interested in through WeChat public number, Jitterbug, Shutterbug and other media platforms, and the content of the information should be based on facts, data and professional analysis, and be pushed in a way that is pleasing to the students to ensure that the effect of the pushed information is practical and effective. Colleges and universities can cooperate with media platforms with high traffic heat and utilize their influence and dissemination power to link up to promote political identity-related content and expand the dissemination effect.[6] At the same time, colleges and universities regularly evaluate and monitor the communication effect of all-media, maintain the good order of the network communication environment, prevent the influence of wrong values and undesirable remarks on the political cognition of college students, guarantee the effect of the dissemination of authoritative information, and adjust the dissemination method according to the feedback to ensure the relevance and effectiveness of the communication activities.[7] In addition, all-media-related courses are being offered in colleges and universities with the goal of cultivating students' all-media literacy and skills and developing their critical thinking ability, so that they can identify and select information in line

with socialist core values in the complex and diversified network environment, strengthen their ideals and beliefs, and better realize the great leap from rational understanding of political identity to practical action.

#### 4. Conclusion

With the background of the all-media era, this paper explores the internal logic of college students' political identity and its cultivation mechanism. It is found that the rapid development of all-media not only provides new opportunities for the cultivation of college students' political identity, but also brings many challenges. In this environment, the connotation logic of college students' political identity is multi-dimensional, dynamic and interactive, and its formation process is affected by the information dissemination mode, media environment and individual cognitive ability. In conclusion, the cultivation of college students' political identity in the all-media era requires multi-party collaboration and multi-measures, which not only need to adapt to the changes in the new media environment, but also need to adhere to the core objectives of political education, so as to enhance the sense of political identity of college students, and to cultivate new talents to take on the responsibility for the national rejuvenation of the times. Future research can further explore the influence mechanism of new media technology on political identity, as well as the new characteristics and trends of college students' political identity in the context of globalisation.

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