Research on the Construction of Campus Culture in the Media Environment

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Abstract: With the development of science and technology in the world, the Internet is strongly involved in people's life and learning, and some information platforms and self-media tools become necessary in daily life. The rapid development of self-media technology provides a new environment and good opportunities for the development of campus culture. It also has a certain impact on the values and behavior of today's college students, and has a profound impact on the construction of campus culture. As we all know, self-media is popular for its powerful openness, interactivity, timeliness and convenience. It has a far-reaching impact on college students' life, learning, thinking and interpersonal communication. It also brings opportunities and challenges to the construction of campus culture in China. In the era of self-media, only relying on the campus culture and reintegrating the old and new media, can we build an excellent campus culture.

1. Introduction

New media mainly refers to the media form generated on the basis of computer information processing technology. Compared with traditional media, new media is represented by the Internet and mobile phones. It is also the media that people communicate personalized digital composite information to the public in real time and interactively. New media makes the way of communication between people more and more diverse, and changes people's way of life and thinking. Now we are in a high-speed information age, and various information exchange platforms are emerging, such as QQ, Weibo, Weixin and so on. These self-Media play an important role in the construction of campus culture, and the university campus has gradually developed into the core circle of self-Media users. However, the construction of university campus culture in China has been influenced by traditional ideas for a long time, and the level of construction falls behind the actual needs of education. Therefore, how to use self-Media tools skillfully in the era of self-Media to build a campus culture that adapts to social development, satisfies students'inherent development needs and has the characteristics of our school is a key issue in the cultural construction of colleges and universities.

2. The Importance of University Culture Construction in the Media Age.

Strengthening the construction of campus culture in the era of self-Media is not only the

requirement of ideological culture and moral education, but also the requirement of promoting the strategy of cultural power and promoting socialist core values.

2.1. Strengthening the Construction of University Culture is the Ideology and Culture

As we all know, colleges and universities shoulder the responsibility of cultivating talents. Active and healthy campus culture is conducive to the healthy development of students'minds and minds. However, at present, the current situation of Ideological and cultural construction in Colleges and universities in China is not optimistic. Campus culture construction can not meet the needs of College Students'physical and mental development. Therefore, we need to make use of the characteristics of wide coverage and strong penetration of self-Media to strengthen the propaganda of positive and healthy ideological and cultural, so as to create a good educational environment for students. With the support of self-Media technology, we should make good use of the potential educational function of self-Media and strengthen the guiding role of Ideological and political public opinion in Colleges and universities, so as to construct a positive and healthy campus culture and achieve the educational purpose of cultivating people with moral integrity.

2.2. Promoting the Strategy of Cultural Power and Promoting the Socialist Core Values

The strategic thought of cultural power provides important ideological guarantee and theoretical support for the construction of campus culture in China. In addition, the "Opinions on the Construction of Campus Culture in Colleges and Universities" issued by the Ministry of Education and the Central Committee of the Communist Youth League also points out the important role of the media in the construction of campus culture. The opinions on the construction of campus culture in Colleges and universities point out: "... It is necessary to make full use of advanced self-Media technology and actively carry out a series of colorful and positive network cultural activities, aiming at continuously expanding the space and channels of campus cultural construction, and building a sound work system of campus cultural construction under the common ability of schools, teachers and students. The main body of campus culture construction is students, so the initiative of cultural construction should be returned to students, so as to add new impetus to the construction of campus culture. In addition, in the actual construction process, we need to integrate the advantages of self-Media and traditional campus culture, enrich the connotation of campus culture, promote the prosperity and development of campus culture, and promote the implementation of the development strategy of "cultural power". The proposition of socialist core values - "harmony: prosperity, democracy and civilization; rule of law: freedom, equality and justice; patriotism: dedication, honesty and friendliness" provides value guidance for the construction of campus culture, and helps students to establish healthy and upward value orientation, thereby improving ideological and political education in Colleges and universities. The actual effect of education. According to the survey, the time spent by college students in collecting and summarizing information from the media far exceeds the time spent on browsing the campus network. Moreover, the uneven information from the media, such as Weixin and Weibo, will seriously affect students'thinking and behavior. In the long run, students will form bad values. The socialist core values can play a guiding role in values, and create a good environment for students to receive education, help students to establish correct social values, but also promote the improvement of the level of campus culture construction.

3. The Role of Media in the Construction of Campus Culture

Self-media plays a very important role in the construction of campus culture. It can not only

enrich the teaching content, but also promote the exchange and innovation of ideology and culture. Relying on the self-Media network platform, we should optimize and upgrade the dissemination theme, channels and audience feedback, actively explore the advantages of self-Media in the construction of campus culture, so as to maximize the advantages and comprehensively improve the level of campus culture construction.

3.1. Self-media can meet the Demand of Campus Culture Construction.

Compared with traditional media (newspapers, student journals, propaganda boards, etc.), self-Media has larger information reserves, and can use advanced Internet technology to update and disseminate real-time self-Media information. As we all know, fast transmission, strong interaction and large amount of information are the main advantages of the media. Therefore, strengthening the use of self-Media in the construction of campus culture can enhance the dissemination of campus culture. Internet and network communication have flexible communication modes, abundant content and strong visual impact in the forms of video, animation and sound effects. This helps students understand campus culture, stimulates teachers and students'interest in campus culture, and then creates a good environment for campus culture construction and promotes it. Campus culture construction.

3.2. Self-media has a Powerful Potential Educational Function

Campus culture under the wider educational radiation of traditional media is often monotonous, and it is difficult to play the real educational function. From the media age, we can realize the interactive dissemination of campus culture, and the effect of communication is subversive. All departments and organizations at all levels in Colleges and universities can build a self-Media platform to share various resources, so as to effectively expand the coverage of campus culture publicity and promote the healthy development of campus culture. In addition, the use of self-Media can activate the vitality of open campus culture, and self-Media can update and upgrade in time, correct the mistakes of campus culture in time, and share the achievements of campus culture construction anytime and anywhere. Through the mutual forwarding of Weixin and Weibo, the dissemination scope of campus culture is expanded, so as to improve the level of campus culture construction.

3.3. The Use of Self-Media Can Help Mobilize the Enthusiasm of Teachers

Self-media can play the role of connecting audiences and information disseminators. It has strong interaction, and is no longer confined to teachers or leaders. Students can also become information disseminators, regardless of teachers or students. Independent participation in the construction of campus culture, everyone has their own right to speak - "microphone." Self-media is easy to operate and does not need to go through a variety of complex procedures, which is conducive to the construction and dissemination of a perfect campus culture platform, and to the overall improvement of the quality of campus culture construction.

4. Give Full Play to the Role of Media in the Construction of Campus Culture

Adhering to the correct guidance of public opinion in the application of self-Media in the cultural construction of University campuses, we should adhere to the correct guidance of public opinion. By building an individual-college-school self-Media platform, we can connect the self-Media of school officials, colleges and students'spontaneous organizations to form a powerful self-Media

network. Department. Then, we should actively set up topics and agendas, and create a positive and active atmosphere of public opinion to mobilize the enthusiasm of teachers and students to participate in the construction of campus culture. Renewal of the traditional concept of campus culture construction from the media era, the traditional concept of campus culture construction has been difficult to meet the development needs of the new media era, so it is necessary to update the traditional concept of campus culture construction with the times. This requires setting up a new educational concept, aiming at training high-level skilled talents to meet the needs of social development, fully respecting students'principal position in the construction of campus culture, understanding and mastering students' thoughts, conducting a benign interaction with students, building a good cultural atmosphere, and realizing the construction of campus culture between the principal parts. Complementary and interactive advantages, so as to effectively promote the construction of campus culture.

To construct a reasonable campus culture construction system, the behavior of self-Media communication is relatively free and autonomous. It needs to rely on a sound campus culture construction system to restrain the behavior of College students. In daily life, through the infiltration of excellent campus culture, students'scientific awareness of self-Media should be strengthened, bad information dissemination behavior should be controlled from the source, media environment should be purified as far as possible, and a strong supervision system of four levels of action (school-college-class-dormitory) should be formed, so that bad information can be corrected in time and bad information can be avoided. Information causes physical and mental harm to students. We must resolutely stop cracking down on bad Internet behaviors and escort the construction of campus culture. Building a harmonious humanistic environment and a harmonious humanistic environment is of great value in promoting the construction of campus culture. Therefore, in the era of self-media, on the one hand, we should strengthen the support of relevant technologies and policies; on the other hand, we should pay attention to the construction of the humanistic environment to meet the psychological needs of teachers and students, promote the integration of various self-media, fully exert the potential educational function of self-media, and create the best campus. Culture.

5. Conclusions

In the era of self-media, the construction of university campus culture should be based on the characteristics of the school itself, the overall development of students and the needs of physical and mental development, adhere to the correct guidance of public opinion, construct a reasonable system of campus culture construction, create a harmonious human environment, give full play to the advantages of self-media, and comprehensively improve the construction of university campus culture. Set the level.

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