

Research on the Path to Enhance the Basic Competence of College Students in the Era of New Media

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Abstract: New media is a modern technology-based product that combines various technologies, including internet, digital information, big data, and cloud computing, to provide interactive, personalized, integrated, and digital media services. In the new media era, enhancing the basic competence of college students is a complex and multi-dimensional task that requires innovative approaches. This paper explores a pathway to enhance the basic competence of college students by focusing on the construction of social environment, universities, families, and individuals. Specifically, the pathway involves guiding the cultivation of basic competence through socialist core values, promoting high-quality development of the basic competence education system based on moral education, forming a multi-dimensional and stereoscopic basic competence force based on excellent family traditions, and enhancing the basic competence of college students by improving their personality.

1. Introduction

As emphasized by General Secretary Xi Jinping at the 2018 National Education Conference, “the goal of education is to rally the people, develop their character, unleash their potential, cultivate talents, and benefit the people, and to foster socialist builders and successors who are all-around in moral, intellectual, physical, and aesthetic development.” In the era of new media, the internet has become a crucial channel for college students to access knowledge, skills, and information resources. With its unique attributes and functions, new media is transforming the lifestyle, learning, and communication habits of college students in the new era and significantly affecting their values and ways of thinking. Basic competence refers to the qualities and abilities fundamental to the all-round development of college students that determine the direction and degree of their professional quality development, including ideological quality, Physical and mental quality, learning ability, and thinking ability. Other qualities needed for personal development can be derived from basic competence.

2. Connotation and Characteristics of the New Media Era

Since Marshall McLuhan first proposed the concept of new media in 1967, new media technology has rapidly developed, and the connotation and extension of new media are constantly evolving^[1]. Currently, such as Weibo, WeChat, micro-videos, and mobile clients have gradually become the center of online activities for college students. However, scholars have different opinions on the definition and connotation of new media and the era of new media, and a unified conclusion has not yet been reached. Traditional media refers to the carrier that periodically releases information to the public or provides educational and entertainment platforms to the public through some mechanical devices, mainly including newspapers, communications, outdoor media, radio, television, and other traditional media.

New media is a product closely related to technology and media, which combines modern technology such as internet technology, digital information technology, big data, and cloud computing to create an information dissemination environment with interactive, integrated, digital, and personalized services. Time is a spatial and temporal concept closely related to human activities, which can affect people's consciousness in all objective environments. In combination with the analysis of the concept of new media, this paper believes that the era of new media is a specific historical period in which internet technology, digital information technology, and big data technology have penetrated into all aspects of people's lives, bringing about significant changes in social and cultural activities, and profoundly affecting the development of college students' basic competence.

3. Basics of Quality Education

The concept of quality education was first proposed in the late 1980s, with Xiaoji Chen identifying three aspects: natural quality, psychological quality, and professional quality^[2].

According to Hongning Liu et al^[3], the quality of university students can be divided into basic competence and professional quality. Basic competence is the foundation and prerequisite for the development of professional quality and supports the cultivation of professional quality. Basic competence includes ideological quality, physical and mental quality, learning ability, and thinking ability, all of which are shown in Figure 1. Basic competence has five characteristics: basic, directional, implicit, fluctuating, and indispensable. It can give rise to all the qualities needed for students' life development. Several universities in China have implemented talent training models based on the theory of basic competence education, such as Jiangxi University of Traditional Chinese Medicine's "Shuangwei Practice Class," Tianjin University of Traditional Chinese Medicine's "Yongbo Class," and Jinggangshan University's "Red Inspirational Class."

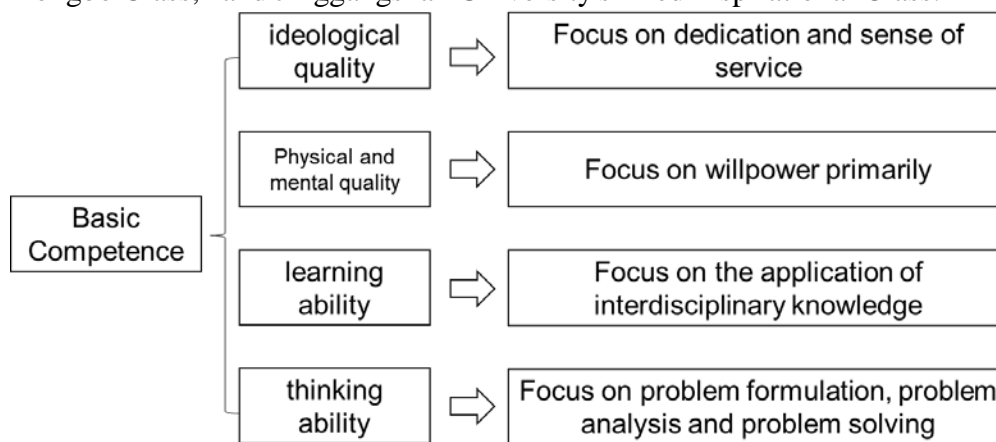


Fig.1 The Concept of Basic Competence

General Secretary Xi Jinping's call to "cultivate new era people who bear the mission of national rejuvenation" provides a new requirement for talent cultivation in the new era of socialist China. The basic competence of university students is key to guiding them towards active integration into quality education and improving their comprehensive quality. This proposal is of great guiding significance for the basic competence education of university students in colleges and universities.

4. Pathways to Improving the Basic Competence of College Students in the Era of New Media

The cultivation of the basic competence of college students in the era of new media is a complex and systematic project. To enhance the basic competence of college students and innovate the pathways for cultivating their basic competence, it is necessary to fully consider the current status and problems encountered during the improvement process, as well as the internal and external influencing factors. This paper explores the subject from the aspects of social environment construction, universities, families, and individuals. Specifically, it focuses on leading the

construction of basic competence campus environment with the socialist core values; promoting high-quality development of the basic competence education system with the guiding ideology of cultivating students' moral integrity; forming a multidimensional and stereoscopic force for basic competence with good family traditions as guidance; and enhancing the individual basic competence of college students with the foundation of a sound personality.

To lead the construction of the basic competence campus environment with the socialist core values as guidance, it is essential to recognize that the environment, which provides the conditions for human survival and development, also constitutes the object of human practical activities, and has a significant impact on human ideological and moral concepts, as well as basic competence. Therefore, to innovate and optimize the pathways for cultivating the basic competence of college students in the era of new media, it is important to create a harmonious and beautiful network and real environment, adhere to the promotion of excellent traditional Chinese culture, promote the socialist core values, regulate the order of cyberspace, establish a sound network management mechanism, and promote positive aesthetic trends^[4].

To promote the internal development of basic competence education for college students with the guiding ideology of cultivating students' moral integrity, it is necessary to address the current contradictions between the current basic competence education and the requirements of educational reform and development, the construction of a comprehensive education system that nurtures morality, intelligence, physical fitness, labor skills, and the expectations of young students for quality and abundant aesthetic education resources. To this end, in the era of new media, universities must adhere to the guiding ideology of cultivating students' moral integrity, establish a correct concept of education, strengthen education on students' network literacy, and continuously deepen the reform of the supply-side of basic competence education in universities^[5].

To form a multidimensional and stereoscopic force for basic competence with good family traditions as guidance, it is necessary to recognize that education is a complex and systematic undertaking, in which families, schools, governments, and society all have responsibilities to ensure success. Family education is not only a family matter but also a national issue, as its success is related to the cultivation of the sound personalities of the next generation, the quality of talent training, and the construction and development of socialist Chinese characteristics. In the era of new media, higher requirements are placed on family education. Therefore, it is necessary to actively transform concepts, guide and cultivate good morals and perfect personalities, and create a harmonious and beautiful family relationship through natural social life. Furthermore, it is essential to form good family traditions with the theme of patriotism.

To enhance the individual basic competence of college students with the foundation of a sound personality, it is necessary to pursue the beauty of personality and shape a perfect personality. This has been the direction of ancient education in China and remains the ultimate goal of modern education. The improvement of the basic competence of college students not only requires a good environment, a high-quality basic competence education system, but also the sound personality of the individual. Therefore, in the era of new media, it is important to promote the cultivation of the sound personality of college students, enhance their sense of responsibility, self-awareness, self-control, and improve their ability to innovate, communicate, and cooperate.

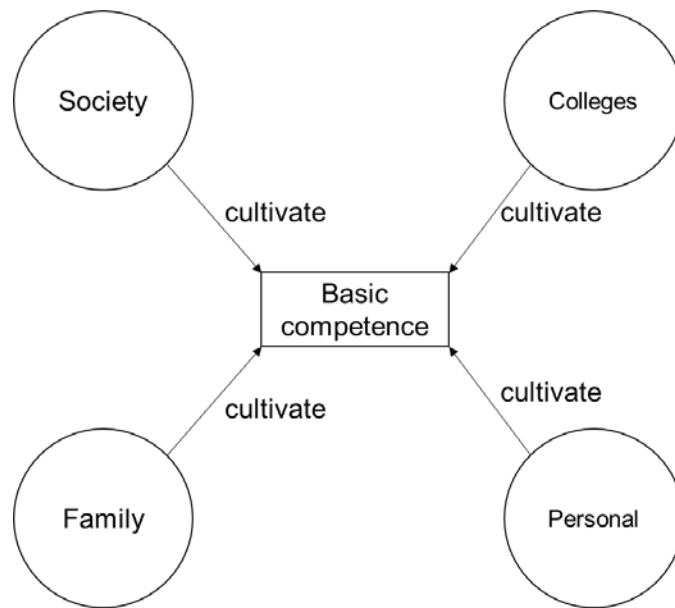


Fig.2 The Path to Improve the Basic Competence of College Students in the New Media Era

5. Conclusion

In conclusion, the improvement of the basic competence of college students is not only the call of the new media era but also the responsibility of higher education^[6]. It is a complex and systematic project that involves multiple subjects and requires continuous development and changes to keep pace with the social environment and the rapid development of new media technology^[7]. Thus, educational concepts and teaching methods should be updated based on the reality of social conditions and new media development. The advantages of new media platforms should be fully utilized to empower the cultivation of college students' basic competence^[8]. Only through these efforts can we constantly explore new opportunities for improving college students' basic competence in the new media era.

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