

On the Path of Campus Culture Publicity in Colleges and Universities under the Background of New Media

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Abstract: With the development of digital technology, the new media has a great influence on the promotion of campus culture. Campus cultural propaganda is faced with a series of opportunities and challenges. The new media enriches the content and carrier of campus culture so as to create good atmosphere, change the mode of communication and promote opening to the outside world. However, campus culture is more vulnerable to be shock and guidance more difficult as well as different medias are difficult to integrate. In order to play the role of new media in the promotion of campus culture in colleges and universities, the following five paths are proposed: ①Playing the main theme of campus culture and reshaping the spirit of the university. ②Developing the characteristic of campus culture and expanding the influence of the campus culture. ③Strengthening supervision and guidance, mastering the initiative of public opinion. ④Innovating ways of communication and management to diversify media communication. ⑤Building a professional team to promote the construction of campus culture.

1. Introduction

With the wide application of mobile Internet technology, the influence of new media on all walks of life has become more and more profound. The campus culture of colleges and universities embodies the spirit of the campus, which is the soul of the university and plays a subtle role in the construction of the spiritual civilization of the university. Under the background of the new media, the cultural propaganda work of college campus ushers in a new development opportunity, and also faces a series of challenges. In order to give full play to the role of new media in campus cultural propaganda, colleges and universities need to actively explore the campus culture propaganda path under the background of new media. This is of great significance to show the campus style of colleges and universities, to shape the characteristic cultural brand and to enhance the influence of cultural communication.

2. Campus Culture and New Media

2.1 The Definition of Campus Culture

Campus culture refers to a kind of group culture with students as the main body, taking extracurricular cultural activities as the main content, taking the campus as the main space, taking the education of people as the main orientation, and taking the campus spiritual civilization as the main characteristic. It includes institutional culture, behavior culture, environmental culture, spiritual culture and so on. Therefore, campus spiritual culture is the core of campus culture as well as the soul of the school. The campus spiritual reflects on the majority of teachers and students` cultural cultivation. Every teacher and student in colleges and universities is the promoter and practitioner of campus cultural propaganda.

2.2 The Concept and Characteristics of New Media

2.2.1 The Concept of New Media

The concept of new media originated in the United States and was founded in 1967 by P. Goldmark who proposes that the main performance is the extensive use of Internet technology and digital technology, through mobile phones, computers and digital television and other terminals. The new media aims to provide users with information mining, information integration and other services so that to achieve the dissemination and exchange of information by new media. The new media includes Office website, Micro-blog, Twitter, WeChat, Short video, and a variety of feature-rich media apps. People's work and daily life are closely related to the new media, and enjoying the convenience it brings.

2.2.2 Characteristics of New Media

Compared with the traditional media, the new media has many distinct characteristics in the main body of communication, the form of communication, the scope of information integration, the time of dissemination and so on. There are four main points:

(1) Propagates the interactivity of the subject. The new media has changed the mode that the audience can only passively receive information, so that the dissemination of information from one-way to two-way. Both the publishing and receiving information are participants in the dissemination of information, effectively realizing the two-way dissemination and exchange of information.

(2) Diversification of forms of communication. With the wide application of the mobile Internet, the new media has gradually diversified, from the traditional media era of newspapers, radio, television to the new media era of Micro-blog, Twitter, WeChat, Micro vision, Tiktok and so on, and can be set in one, to achieve instant and unlimited expansion of content.

(3) The sharing of information. The new media is based on the computer network as the transmission medium. The openness of the Internet makes the dissemination of information shared so that everyone can release information through the new media, which can also be through the new media to receive information spread by others, and reprocessing and dissemination.

(4) Timeliness of Transmission. The development of Internet technology makes the dissemination of information more simple and convenient, which can not be bound by time and space. So the effectiveness is improved, the delay is greatly reduced, the transmission of all kinds of information is completed almost in real time. By this, the audience can quickly obtain the required information.

3. Opportunities and Challenges of Campus Culture Publicity under the Background of New Media

3.1 Opportunities

3.1.1 New Media Enriches the Content and Carrier of Campus Culture

The new media integrates the image as a whole, which not only enriches the connotation of campus culture, but also provides a good transmission carrier for it. First of all, the new media makes use of the advantages of digital technology to provide college teachers and students with the latest social information and attention to hot spots, which is conducive to improving the attention and participation of college students in social hot-spot events, and enhance the degree of connection and integration between campus culture and social culture. Secondly, the new media is like a huge virtual storage space. With the help of data mining technology to mine and analyze the huge amount of information stored, it can provide useful information and value for the promotion of campus culture, not only enrich the content of campus culture, but also expand its development space. Third, the diversity and interactivity of the new media has brought rich information and fresh cultural blood to colleges and universities, and teachers and students can interact and communicate in real time or non-real time through Micro-blog, WeChat, short video and other platforms, which can help to enhance the feelings of teachers and students, improve the enthusiasm of teachers and students to

participate in campus cultural propaganda, and also help to creatively reproduce the relevant content of school construction. At the same time, it can enrich teachers' and students' life spiritual connotation. Finally, colleges and universities can share and publicize rich and varied cultural resources and cutting-edge information through official micro-blogs, public numbers, and shaking voices, so as to promote the exchange and mutual learning of campus culture in different regions, different countries and different types of colleges and universities, and thus expand the radiation and influence of excellent campus culture.

3.1.2 New Media Create a Good Atmosphere of Campus Culture

Because of its personalized outstanding, rich and novel content, the new media has attracted the younger generation of college students, but also for the group of college students to create a good learning atmosphere. College students can obtain personal needs of information and resources through the new media, which is conducive to stimulate their sense of subject, expand their logical thinking. First of all, the openness of the new media enables college students to use the new media to record their daily lives, express unique ideas, vent their dissatisfaction, reveal their true feelings, publish original works, and display their personality charm. This free and open atmosphere can promote the development of campus culture. Secondly, the new media can improve students' ability to retrieve, screen and use information, broaden their horizons, broaden their thinking, develop their potential and enhance their wisdom, thus stimulating the vitality and motivation of college students' cultural innovation and promoting the exploration and innovation of the way of cultural heritage on campus. Third, the real-time nature of the new media provides colleges and universities with the way and spiritual connotation of campus culture with the times, which can increase the innovative consciousness and scientific and technological spirit of college teachers and students, improve the construction standard and development level of campus culture, and create a strong atmosphere of innovation with the atmosphere of the times. Finally, the new media provides college students with a free and cheerful learning atmosphere, students can freely participate in training lectures, carry out thematic activities, participate in academic seminars, learning enthusiasm and initiative to further improve.

3.1.3 New Media Has Changed the Way of Communication of Campus Culture

The use of new media has broken the space-time limitation of traditional media to disseminate information, and the mode of communication of campus culture has become more and more diversified. In the traditional media era, campus culture is mainly in the school propaganda and dissemination mode is relatively single, which is mainly in the form of radio, school magazines and propaganda columns that the scope of dissemination is small, information has a clear lag. In the context of the new media, campus culture can use Micro-blog, WeChat and Twitters and other APP publicity, wide-ranging dissemination, high time-effective. Teachers and students can not only obtain a large number of information resources through the new media, but also through messages, comments and forwarding to express personal feelings and views, fully reflects the characteristics of campus cultural freedom, openness and tolerance. Especially during the fight against the new coronavirus in 2020, colleges and universities will use official Micro-blog, WeChat public numbers and shaking voices to promote anti-epidemic operations, which will not only enable students to understand the current events of the epidemic in time, strengthen their mission responsibilities to fight the epidemic and patriotically, but also enhance their sense of self-protection and ability to spread the concept of health and science. At the same time, colleges and universities use online teaching platform and various new media to carry out online teaching, which provides a strong support for students to study at home, ensures the smooth development of teaching activities, and further expands the way students acquire knowledge and receive education.

3.1.4 New Media Promotes the Opening of Campus Culture

The new media makes use of Internet technology and digital technology which providing information and services to users, and makes the exchange of information on and off campus unimpeded, accelerates the socialization of campus culture, and increases its propaganda channels

and ways. First of all, colleges and universities take the initiative to adapt to change, use new media to carry out cultural exchanges between school and outside the school, in line with the trend of the times and the use habits of college teachers and students, reflect its toleration to diversity spirit, promote the opening up of campus culture, make campus culture more contemporary atmosphere, profoundly affect the social activities and values of college teachers and students. Secondly, college teachers and students will be a brand-new spirit of the times and campus information, dynamic, hot events to the social groups, can arouse their common concern, and make their thoughts collide, deepen their understanding of campus culture, for the school and outside cultural exchanges to build a bridge, conducive to campus culture, improve its dissemination, attraction and influence. Third, college teachers and students generally have a strong ability to accept new things, good at using smartphones, computers and all kinds of new media software, can use new media to obtain rich information resources, understand the latest national policies and policies, social current affairs and foreign information, and are willing to share their interests and promote the campus wonderful culture, but also promote the opening up of campus culture. At the same time, out-of-school ideas, method theory, value system, ethics and social atmosphere will also affect the opening up of campus culture.

3.2 Challenges

3.2.1 Campus Culture is Easy to be Impacted

New media is a double-edged sword that brings both opportunities and challenges. Colleges and universities can make full use of the educational function of campus culture to convey correct values to college students, strengthen their ideal beliefs, improve their moral cultivation and enhance their cultural identity. However, the openness and interactivity of the new media make colleges and universities in a state of heterogeneity and culture interweaving, extremism, historical nihilism and anarchism and other bad ideas permeate the campus, so that the main theme of campus culture has been greatly affected, seriously affecting the ideological and behavior choices of college students. On the one hand, college students' minds are not yet mature, values have not yet been formed, and lack of social experience, can not distinguish bad thoughts very well, social events can not make correct judgments, easy to be misled and produce wrong judgments and choices. Once these bad thoughts shake the core cultural foundation of college students, they will bring immeasurable negative effects on college students' ideology and values. On the other hand, social media and e-mail are gradually replacing traditional social methods, resulting in people-to-people communication increasingly dependent on virtual cyberspace. Some students who are not firm enough and have poor self-control are addicted to New Media such as WeChat, Micro-blog and Tik Tok for a long time, relying too much on virtual space for interpersonal communication, which will appear out of real life, degradation of social ability, dilution of friends' feelings, distortion of interpersonal relationships, etc., seriously affecting students' academic performance and physical and mental health, so that the main theme of campus culture suffered a certain impact, so that publicity work is in trouble.

3.2.2 It is More Difficult to Supervise and Guide Public Opinion

The emergence of new media accelerates the spread of information, improves the freedom of information exchange, is conducive to the play of campus culture-oriented functions, and has a full range of influence and penetration on the learning and exchange of college students, while increasing the supervision and guidance of public opinion difficulties. First of all, under the background of the new media, everyone can participate in the release and reception of information, the subjective initiative of the new media users is strong, the user's ideology, personality characteristics and behavior will affect the content and quality of the information they publish and receive, which to a certain extent impact on the ideological concepts of college teachers and students, affect the campus public opinion of colleges and universities, increase the difficulty of information supervision. Secondly, the new media has changed people's way of life and behavior norms, affecting the way and method of college students to obtain campus culture, college students

can use the new media to speak freely, regardless of whether the views and statements are correct or not, can be disseminated through various means. And college students are easily disturbed and misled by internet public opinion, which greatly affects their interpersonal relationships and conflicts violently with the traditional culture and ecology of the campus. Third, the new media stores a large number of information resources, content is uneven, some of the junk information may often "surf" students on the Internet has a subtle impact, constantly erode their hearts, affect their values and behavior choices, break the core elements of traditional campus culture, change the orientation of campus culture function.

3.2.3 It is Difficult to Effectively Integrate New Media and Traditional Media

Propaganda of campus culture needs to be adapted to its carrier and platform. For a long time, colleges and universities have formed a relatively stable way of campus cultural propaganda, which can work on an orderly basis, but also restrict the innovation and development of campus culture. The emergence of new media will carry out its publicity methods more diversified. First, compared with the characteristics of the new media in promoting campus culture with rich content, multiple subjects, long-term time and broad space, the traditional media propaganda methods, which are mainly based on school newspapers, cultural walls, radio, propaganda columns and other text and pictures, are difficult to meet the emotional will of college students, and gradually lose the dominant position of campus cultural propaganda, affecting the promotion and development of campus culture. Second, although many colleges and universities conform to the development of new media, opened the official micro-blog, WeChat public number, Tik Tok account, but in the promotion of campus culture is often easy to ignore the important impact of new media on college students, daily and do not pay attention to operation and maintenance. Information updating is not timely, so that campus cultural propaganda has a significant lag. Third, some university cultural workers are ideologically conservative and backward in concept, and do not realize that the challenges posed by new media are not only technical, but also ideological, fail to integrate traditional media with new media effectively, lack innovation and characteristics of the times, lack of ideological integration of the spirit of the times into campus culture, and fail to highlight the advantages and spiritual values of new media in the process of campus cultural propaganda.

4. The Path of Campus Culture Propaganda under the Background of New Media

4.1 Playing the Main Melody of Campus Culture and Reshaping the University Spirit

Campus culture has a subtle influence on college teachers and students, and in the face of the cultural impact brought by the new media, colleges and universities need to take corresponding measures. First of all, colleges and universities should cultivate the mainstream ideological and cultural consciousness, strengthen the guidance of campus culture, and give full play to the effect of cultural education. Take Guangzhou College of Technology and Business as an example, it has always adhered to the "to take virtue as the line, to learn as the upper" educational thought and "positive moral students, inspirational training" school meditation, firmly play the main theme of campus culture, and constantly strengthen the mainstream thinking, to resist the erosion of all kinds of bad ideas. Secondly, colleges and universities need to reshape the mainstream spirit of the university and put it into the concrete practice of campus cultural propaganda to promote students to form correct values. Taking the "five-in" characteristic practice activities put forward by The President of Guangzhou College of Technology and Business, Kuang Banghong, as an example, the school encourages students to actively "enter the classroom", "enter the experimental training room", "enter the library", "enter the sports hall" and "enter the society", learn professional knowledge, improve practical skills, broaden their knowledge horizons, enhance their health and physical fitness, and increase their social experience. Third, colleges and universities should grasp the social dynamics, adhere to the correct position of public opinion, spread the positive energy of society, take the new media as the platform for information dissemination, publicize the mainstream values of society, carry forward the spirit of patriotism, purify the network space, and create a healthy and

harmonious network public opinion environment. Finally, colleges and universities need to protect the students' main position, make use of the advantages of the new media, open the channels of expression of network appeals, understand the actual needs of students and the development of their bodies and minds, grasp the key and accurate publicity of campus culture, and expand the coverage of publicity.

4.2 Developing Characteristic Campus Culture and Expanding its Influence

Campus culture is the expression of college ideology, in the face of the influence of new media, colleges and universities need to retain and improve the dominant position of characteristic campus culture, reduce the adverse effects of diversity culture. First of all, colleges and universities should find the right campus culture positioning, to create a characteristic campus culture brand. Colleges and universities in the promotion of campus culture, should be based on the actual campus, close to campus life, according to the development characteristics of the university itself, innovative publicity methods, rich characteristics of content, shaping cultural brands. Secondly, colleges and universities should pool the initiative of teachers and students to expand the influence of campus culture. In the new media era, people's choice of new media is diverse and uncertain, everyone is the recipient and spreader of information, colleges and universities should fully mobilize the propaganda power of all teachers and students, improve their enthusiasm and initiative to participate in campus cultural propaganda, and strive to add color to campus life, create a colorful campus style, expand the influence of campus culture. Third, colleges and universities should timely release superb content through the new media, advancing with the times, full of positive energy information resources, so that students always accept the characteristics of campus culture bathing and edification, reduce its impact by the uneven information resources, improve their recognition of campus culture. Finally, colleges and universities need to combine the content of new media communication with campus life, and can use the lens to record the history of campus development and change, the wonderful moments of holiday activities and the daily life of teachers and students, to attract the attention of teachers and students, so that teachers and students in the emotional resonance of the promotion of campus culture, enhance the publicity effect of campus culture.

4.3 Strengthen Supervision and Guidance and Grasp the Initiative of Public Opinion

The emergence of new media has expanded the scope of public opinion, in order to reduce the impact of bad public opinion on campus culture, colleges and universities need to strengthen the supervision of public opinion and ideological guidance, grasp the initiative of public opinion. First of all, colleges and universities should establish a perfect new media supervision and management system. Through the establishment of a special campus culture public opinion supervision and management agencies, regular monitoring of campus culture public opinion data-oriented, to build a sound campus culture public opinion supervision mechanism, to create a harmonious public opinion environment. Secondly, colleges and universities should use digital technology to establish information screening and filtering mechanism, identify bad information, eliminate vulgar and decadent remarks, and provide all teachers and students with a positive and healthy, extraordinary and positive campus culture. Third, colleges and universities should strengthen the supervision and guidance of campus cultural publicity and public opinion, and master the initiative of network public opinion. Colleges and universities can use the new media to promote hot events, idol power and leadership forces and other information, to guide students to establish correct values and norms of behavior. Finally, colleges and universities should combine campus cultural propaganda with the diverse needs of students, pay attention to the organic integration between new media, strengthen the ideological and political education of college students, take the events around them as the propaganda theme, make the propaganda content creative and infectious, easy to understand and grounded, and improve the enthusiasm of teacher-student interaction.

4.4 Innovating Propaganda and Management Methods to Realize the Diversification of Media Communication

The new media provides three-dimensional and diverse communication channels for the

propaganda work of campus culture, and also has a great influence on the propaganda and management of campus culture. First of all, colleges and universities need to set up a direct management by the school leadership, under the campus cultural propaganda management leadership group, the new media platform supervision. For example, colleges and universities may set up a party secretary as the group leader, the propaganda department and the head of the college office as the deputy leader of the work leadership group, to the propaganda department for the new media alliance chairman units, the second-level teaching units and functional departments as the governing units, and the Ministry of Propaganda set up an office to coordinate the management of the new media alliance's daily work. Secondly, colleges and universities need to fully understand the direction and characteristics of students' development, innovate the way of campus culture propaganda, build a new cultural exchange platform, integrate the advantages of traditional media, tap the hidden value of new media, realize the organic integration between different media, and enhance the effect of joint propaganda. For major events in colleges and universities and mainstream culture on campus, the official new media at the three levels of schools, departments and societies must work together to publicize and guide, but also to avoid the same, highlighting characteristics. Colleges and universities should also strengthen the supervision of the mainstream new media frequently used by college students such as micro-blogs, public numbers and shakers, and regularly carry out online characteristic cultural series of activities to create multi-dimensional, multi-level, interactive, visual, full coverage of campus cultural propaganda channels, and constantly enrich the spiritual connotation of campus culture, so that students feel its brilliant color and unique charm. Third, colleges and universities can manage new media by linking online and offline. The online use of the advantages of new media to innovate campus cultural content, keep pace with the times, attract teachers and students to participate in interaction, to meet the personalized needs of teachers and students; Through online and offline linkage management, build an open and free atmosphere of cultural exchanges, improve the new media to promote the relevance and effectiveness of campus culture.

4.5 Building a Professional Team to Promote the Construction of Campus Culture

The team's cultural literacy and professional ability have a vital impact on campus cultural propaganda, only by constantly enhancing the team's professionalism, can we provide a strong guarantee for campus cultural propaganda. First of all, colleges and universities should strengthen the construction of new media team, and actively set up a professional guidance teachers under the leadership of the student propaganda team. Through the integration of information resources inside and outside the school, the establishment and improvement of new media information portal, the development of characteristic campus cultural publicity activities and other ways, and constantly pool the strength of the team, improve the ability to coordinate operation, enhance the effectiveness of new media publicity. Second, colleges and universities should regularly arrange for operations teams to participate in new media skills training, understand the changing new media environment, improve their new media literacy and new media platform operation and operation capabilities. Third, university leaders should attach importance to the work of new media members, accurately grasp the role of the team in promoting campus culture in new media, reasonably set up posts and distribution work, pay attention to cultivating team cooperation and innovation consciousness, implement the people-oriented team management concept, create a team culture of independent equality, cooperation and innovation, friendship and mutual assistance, promote the development of characteristic campus culture and school development plan, organic integration, form a campus cultural propaganda plan with both implementation and targeted. Finally, colleges and universities should create favorable conditions for new media teams to participate in cultural exchanges with the outside world. Through exchanges, we can learn from a variety of characteristic cultures, learn from different ways of propaganda, enrich the content of campus cultural propaganda, expand the scope of campus cultural propaganda, and promote the further development of campus culture construction.

5. Conclusion

Under the background of the Internet, the new media has gradually become a mainstream social media and information exchange platform. As a forward-looking organization, colleges and universities should conform to the trend of the times, making full use of the new media to publicize campus culture, giving full play to its powerful advantages of educating people. By this way, the audiences are more fully understand its spiritual connotation and the value of the times, and constantly improve its visibility, expand its coverage and enhance its influence.

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