

Exploration on strategies of guiding public opinions of the communist youth league in colleges and universities in the era of we-media

Neng Chen, Xiaoyu Jiang, Xueling Sun

Sichuan University of Science & Engineering, Shanghai, 643000, China

Abstract

With the continuous development of network technology, a variety of network "we media" platforms, such as microblog, WeChat and Tik-Tok, have been derived. These platforms occupy the discourse power of traditional media, as well as the living and thinking space of young students, profoundly changing the pattern of ideological struggle in colleges and universities. However, due to the lack of social practice experience, college students are prone to extreme and irrational behavior, resulting in or converting into network public opinion crisis, which bring severe challenges to the ideological work and the management of online public opinion of the communist youth league in colleges and universities. Setting up a network platform, gathering "opinion leaders", and establishing an institutionalized, standardized and normalized emergency management mechanism for public opinions have become the strategic choice of the college communist youth league network public opinion response. With the rapid development of modern information technology, we-media such as microblog, WeChat and Tik-Tok have been widely used among young college students, changing their way of life such as information exchange and interpersonal communication. However, College students lack social practice experience, these "we media" are easily to influence their ideas and value orientation, and make them take extreme and irrational behaviors, resulting in or convert into online public opinion crisis. The communist youth league of colleges and universities is shouldering the responsibility of uniting, guiding and serving the youth, should fully understand and apply "we media", make use of its interactive characteristics of "we media", give full play to its positive role in the ideological and political work, constantly innovate the working mode in the era of "we media", establish the brand of the network platform of the communist youth league, and continuously improve the working level in the environment of "we media".

Keywords

International Tourism Income, Economic Growth, Qingdao, Empirical Study.

1. Characteristics of online public opinion in colleges and universities in the era of "we media"

Online public opinion in colleges and universities refers to the collection of all cognition, attitude, emotion and behavioral tendency of college students towards the events that generated by the stimulation of various college events or other social hot and public focus issues and spread through the Internet[1].

In the era of "we media", network communication has the characteristics of self-concealment, openness, freedom, instant-interaction, dispersion and enrichment, which makes the network public opinion in colleges and universities have many distinct characteristics in subject, object, carrier and communication process.

The first characteristic is that the independence and concealment of the subject of university online public opinion are highlighted. Microblog, WeChat and Tik-Tok are the representatives of the vigorous development of We-media, which make it possible for everyone to be a journalist and everyone to be a media. The situation that information dissemination is dominated by media organizations has been broken. The receivers can not only receive a full range of information, but also take the initiative to spread the information. The independence of young students as the subject of online public opinion in colleges and universities is highlighted. At the same time, young students in colleges and universities can express their emotions by online names or anonymously on We-media platforms such as Microblog and WeChat without having to sign their real names, so as to highlight the concealability of online public opinions in colleges and universities[2-3].

Second, the sensitivity and complexity of online public opinion objects in colleges and universities are enhanced. As the object of online public opinion in colleges and universities, it involves many aspects and is a huge system with many topics and wide contents. To be specific, the rights and interests issues closely related to young students in colleges and universities, issues related to management and education policies and regulations in colleges and universities, issues related to social focus and hot domestic and foreign political issues, etc., are the main aspects of online public opinion objects in colleges and universities. These problems are easy to attract public attention. Once the event occurs and is catalyzed by emotional opinions on the Internet, it will spread rapidly and become increasingly popular, thus forming major sensitive online public opinion events, which should be paid great attention to.

Third, the diversification of the carrier of university network public opinion and Instant interactivity of the spreading process are significant. The openness of the Internet and the increasingly improved network operation level of young student netizens in colleges and universities make the channels and carriers of online public opinion communication in colleges and universities extremely diversified. Through diversified communication media such as BBS, QQ group, post bar, blog, microblog, WeChat and Tik-Tok, young students in colleges and universities can not only freely share their views and express their opinions, but also broadcast live events and update the event dynamics in real time. Receivers can post, comment, forward and upload information. The two-way interaction of network we media subverts the one-way communication rules of traditional media[4].

2. Current situation and dilemma of network public opinion responded by the communist youth league of colleges and universities

With the advent of the era of the media, the traditional discourse system is being changed. Various forms of "micro media", "platform" and the deluge of "micro information", with "information" are occupying the right of discourse in colleges and universities, and gradually occupying the living space and ideological space of young students, profoundly changing the pattern of ideological struggle in colleges and universities. In the era of "we media", the ideological construction of colleges and universities, especially the discourse power of network ideology, is facing severe challenges, which puts great pressure on colleges and universities and even affects the harmony and stability of college campuses[6]. As the backbone of ideological and political education and ideological construction for young students in colleges and universities, and shouldering the political responsibility of uniting, guiding and serving the youth, the communist youth league of colleges and universities shall actively perform its duties, and plays a major role in dealing with online public opinion in colleges and universities, especially in guiding public opinion, to maintain the ideological security of young students and the harmony and stability of colleges and universities.

3. Strategies for dealing with online public opinions of the communist youth league of colleges and universities

3.1. Make use of the interactive characteristics of "we media" to lead the thought and politics

The biggest feature of "we media" is interactivity, which determines that everyone has a "thumb right of discourse". However, due to the lack of social practice experience, college students are prone to extreme and irrational behaviors, which can be triggered or converted into network public opinion crisis. As the Party's assistant and reserve force, the communist youth league should strengthen ideological and political guidance for young college students, build a network platform, pay attention to the ideological trends of college students, make full use of many new media platforms derived from the development of network technology to conduct ideological and political guidance for young college students, change from passive to active, and expand the effective coverage of the communist youth league's work[7].

3.2. Gathering "opinion leaders" of college students

The two-level communication theory holds that the information flow of mass communication does not flow directly to the general public, but first through "opinion leaders" and then to the general public. It can be seen that opinion leaders significantly affect the audience's understanding of mass communication information. The communist youth league in colleges and universities should shift their thinking pattern and pay attention to the different "opinion leaders", so as to influence them and turn them into an important force in the work of the communist youth league.

3.3. Establish an emergency management mechanism of institutionalized, standardized and normalized public opinions

As a network social platform integrating knowledge learning, interactive communication, life services, cultural entertainment and other contents, We-media is the new position of spread of socialist core values and the education of ideological and political[8]. The communist youth league in colleges and universities should establish and improve the emergency management mechanism of public opinions as soon as possible, set up the Internet thinking, and strengthen the construction of the network platform.

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