

# The Influence and Countermeasures of Campus Network Culture on Curriculum Politics under the Perspective of New Media

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## Abstract

With the continuous development of the information age, the application and development of new media in the campus network culture in the ideological and political education among college students gradually become prominent, this article aims to further promote the increasingly wide application of campus network culture construction in the ideological and political education of college students in the new era by analyzing the necessity and feasibility of campus network culture construction in the ideological and political education of college students, It also focuses on the impact of campus network culture construction on the ideological and political education of college students.

## Keywords

New Media; Campus Network Culture; College Students Ideological and Political Education.

## 1. Introduction

In recent years, China's Internet technology has developed rapidly. With the large number of network communication tools such as WeChat, DingTalk, and Douyin, the development of new media has promoted the dissemination of information and the transmission of spiritual civilization to a certain extent. [1]In the Internet era, new media plays a very key role in the construction of campus network culture, which is a collection of cultural activities, cultural methods, cultural products, and cultural concepts formed in cyberspace based on network information technology[2]. Therefore, a good network cultural behavior is the premise and foundation for us to take the advantages of the Internet and an important driving force for building socialist spiritual civilization. [3]

## 2. The Current Situation of New Media on the Development of Campus Network Culture

New media is an emerging media based on the Internet and expressed in the form of WeChat, Weibo and so on. It is based on digital "non-linear communication", with humanized lightweight media; it dissolves the authority of traditional media and contributes to the integration and interaction between people and media. It's also is a media group for the purpose of disseminating information and guiding audience behavior. In today's society, new media has integrated into people's social life, changing people's transmission of values, ways of thinking and behavioural habits. When new media collides with online culture, campus network culture has new characteristics. The development of new media technology has provided convenience for the learning and life of college students, and the new network platforms have given us a worldwide environment for communication and exchange, and students' way of thinking and

values have also begun to change in this environment. [4]However, college students are a special group, on the one hand, college students' world view, outlook on life, attitude to life, etc. plays an extremely important role in the inheritance and dissemination of the entire national culture. On the other hand, their vision towards the world and life has not yet been fixed, their thinking is relatively simple, they lack a profound and comprehensive understanding of society, and the amount of information on the Internet is uneven, it is easy for them to waste their studies in the browsing of massive information, scrolling on their phones and even obsessed with online games and novels, ending up becoming slack in their study or even ideologically extreme. Therefore, in the era of rapid development of new media, to improve college students' understanding of new media, thus cultivating a correct outlook on life and world the use of new media has become very urgent.

### **3. Campus Network Culture Construction**

#### **3.1. Strengthen the Code of Ethical Conduct for College Students Online**

As a group with high plasticity in the network environment, the construction of a healthy campus network culture has positive significance for students' network behavior guidance. For example, to hold campus civilized Internet access activities, college teachers should play a leading and exemplary role in participating in network activities, help students establish a sense of responsibility and mission, and become a demonstration of civilized Internet access; To enhance students' self-discipline awareness in Internet behavior, cultivate the moral concept of civilized Internet access, and enhance students' self-management ability, relevant departments of schools also bear strong responsibilities, such as the Student Work Department, the Propaganda Department, the Youth League Committee, etc. It is beneficial for them to carry out network civilization activities in the form of speeches in school. Ways of essay collection activities, theme class meetings and other innovative ways all contribute to create a civilized Internet network environment and build a harmonious campus.

#### **3.2. Build Healthy and Upward Network Culture Content**

College students enjoy the high efficiency, timeliness and convenience of the campus network, at the same time, schools should play a guiding role in screening the network content within the campus network, building a specialized website to attract students' attention, carrying out ideological and political education research, opening Marxist education, and integrating ideological and political education, psychological education, and cultural education into the construction of network civilization. Colleges and universities need to cultivate high-quality new technical talents, give technical talents the opportunity to continue education, and promote the improvement of people's vocational ability and professional quality.

#### **3.3. Comprehensively Manage the Campus Network Environment**

The support of external conditions for college students to develop the habit of civilized Internet access is indispensable. For example, actively building a network firewall, filtering bad information, preventing external attacks and setting up regulatory procedures on the website are all essential to maintain network security and avoid network activities that violate or even violate the law. It also helps to attach importance to the technical transformation of the campus network and enhance the network virus identification function. For students, we should strengthen legal publicity and education on the operation of the campus network. Schools and all levels of society should attach importance to the work of the network legal system, supervise students' online behavior, guide college students and netizens to form a sense of self-discipline, and highlight the importance of civilized Internet access. At the same time, once a whistle-blowing system is established, all employees will participate in the governance of the network environment, and the correct concept of civilized Internet access will be established.

### 3.4. Establish a High-quality University Self-media Management Team

Schools should set up a full-time high-quality college new media management team, specifically responsible for the construction and maintenance of campus public accounts, official weibo and other campus new media platforms. At any time, according to the latest current political principles and policies, plan and set up relevant topics and activities, carry out publicity, discussion and study; in view of the latest current affairs and political news, social emergencies and hot topics, organize experts and scholars inside and outside the university to carry out lectures and forums on a regular basis, dialogue and exchange with students, and lead students to maintain scientific and sensible in problem-solving. And also, the management team should maintain the new media platform in real time and respond to students' relevant questions in a timely manner. Using the human resources of colleges and universities, we will form a part-time team of teachers in the fields of humanities and social sciences such as literature, journalism, psychology, law, and sociology on campus, and part-time responsible for related issues in various fields of liberal arts. It can not only focus on answering relevant questions and carrying out interactive exchanges for students at a fixed time, but also can solve problems in a timely manner in emergencies and guide mainstream values.

## 4. Epilogue

New media has been integrated into all aspects of society, which has a positive impact on people's practical life and work, and we also need to gradually establish a correct concept of use. College students are in an important stage of physical and mental development, the impact of new media on students' ideological and ideological fields can not be ignored, the open network environment enables students to accept diversified information, helping students to learn and develop. On the other hand, some bad information will also bring some negative impact on the growth and development of students. Therefore, colleges and universities have begun to focus on building a positive campus network culture, aiming to give students positive network guidance and cultivate professional talents for all-round development.

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