

# Opportunities and Challenges of Building and Implementing Ideology in Private Universities under the Perspective of New Media

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## Abstract

With the rapid development of modern technology, the new media represented by the Internet has fundamentally changed people's way of life, way of thinking and value orientation, especially among the contemporary student population. In order to better carry out students' ideological and political education, teachers must use the new media to grasp the overall ideological dynamics of students in a timely and accurate manner and to provide ideological guidance and education through new teaching methods. By using the internet to produce teaching materials or by teaching live over the internet, teachers are changing the established lecture format, increasing the level of interaction and greatly improving the quality of education by creating a platform that is accessible and enjoyable for students. Many social media, such as mobile phones and television, have permeated the Internet-dependent realm. As students are the most active group in the new media environment, the penetration of new media also influences their values, which has a greater impact on ideological and political education in private universities. In view of this, private universities should strengthen the status of new media, expand access to new media, raise students' awareness of new media, continuously strengthen the formation of new media ideological activity teams, and establish a sound ideological management system for new media so that they can effectively guide ideological and political education activities.

## Keywords

New Media; Private Universities; Ideology.

## 1. Introduction

Ideology is a collection of socio-economic and political ideas, views and concepts that consciously reflect the economic and political interests of different social groups, and is an important part of the superstructure. Nowadays, new media based on the Internet, mobile media and digital television have become the main forum for the dissemination of ideas, information and public opinion, especially with the activation of public media such as microblogs and weibo, leading to substantial changes in the public opinion and political situation. Cyber democracy, colour revolutions in the new media and ideological struggles in cyberspace are increasingly driving the penetration of new media into the political, economic, cultural, military and social spheres. As the most active group of students using new media, the infiltration of new media affects the educational clientele of private universities and the development of their ideological and political education activities. Under the background of new media, how to better carry out ideological education in private universities has become an urgent problem. The important thing in education is to help students create the correct values.

## **2. The Challenge of New Media to the Ideological Education Work of Private Universities**

### **2.1. New Media as a New Tool for Ideological and Cultural Penetration by Western Countries**

General Secretary Xi Jinping stressed that "ideological work is an extremely important task of the Party". With the rapid development of the Internet in the 21st century, there are closer links and interactions between the world, especially more frequent exchanges and collisions between various ideologies and cultures. This has made it easier for Western countries to infiltrate China culturally. For a long time, Western countries have used the latest media tools to propagate their lifestyles, values, ideologies and religious beliefs through cultural industries and academic theories, in an attempt to cultivate Westernised values among the Chinese people, deconstruct the foundations of Chinese culture, construct the impression that Chinese culture is inferior or inferior to Western culture, and vilify China's social system and leaders to weaken China's Mainstream ideology. We should therefore be particularly wary of cultural infiltration of China by Western countries.

With the constant updating of new communication media, especially the widespread use of social media such as Weibo, WeChat and Twitter, the media landscape and the ecology of public opinion are changing and posing a challenge to the security of mainstream ideology in China. This has also led to a new era of cultural infiltration by Western countries in China. First, cultural infiltration through the Internet. Since modern times, Western countries have attached great importance to cultural infiltration through the new media, propagating colonialist ideas of slavery and creating public opinion for their invasion and control of China. The second is penetration through the implantation of Western cultural industries. Since the entry of Western ecclesiastical and capitalist forces into China in modern times, schools have been founded in China. Thirdly, cultural infiltration of China through Western academic theories. In recent times, Western countries have constructed civilizational hierarchies through the use of knowledge such as ethnography and international law to place Western civilization above Chinese culture and to deconstruct traditional Chinese culture.

Since the reform and opening up, Western countries, led by the United States, have taken the opportunity of China's foreign cultural exchanges to sell various Western academic theories, such as neoliberalism and new institutional economics, to China through academic exchanges and academic sponsorship, in an attempt to influence Chinese intellectuals through Western social theories, and then advocate privatisation and privatisation of state-owned enterprises, not with the aim of revitalising China's economy, but to dismantle the foundations of China's socialist economic system, thereby dividing and dismantling China and leading China to the Western path.

### **2.2. New Media Breaks the Monopoly of Traditional Media Discourse and Brings Challenges to the Regulation of Ideology in Private Universities**

Firstly, unlike traditional media, the new online media has obvious compatibility. It not only absorbs and disseminates positive information with socialist core values as the mainstream orientation, but also accommodates and transmits a lot of negative information reflecting western bourgeois liberalised ideology and life values. The scientific way of thinking and correct values of university students are basically formed but far from consolidated, and their ability to recognise information is relatively weak, so it is difficult to resist the impact of negative information. Secondly, the state's censorship mechanism for the dissemination of online information is not perfect, and the openness, virtualness and interactivity of online information dissemination, with a relatively low threshold of political orientation, will also have a negative impact on the ideological education of university students. The current rapid

development of network technology, but the supervision of state censorship to regulate the dissemination of network information is relatively lagging behind, and the relevant laws and regulations are also very imperfect, resulting in some entertaining, vulgar and even reactionary information fragments constantly eroding college students' identification with the mainstream ideology of Marxism, which in turn has a serious negative impact on the ideological security of colleges and universities.

### **2.3. The New Media has Impacted on the Mainstream Ideology of Private Universities, Triggering a Crisis of Identity among University Students Towards Mainstream Ideology**

In the new media environment, the convergence of various values, mainstream and non-mainstream ideologies and social ideologies, especially Western ideologies such as neoliberalism, is taking place, and with the entry of universal values has come the indiscriminate rejection and distortion of Marxism, leading to a significant weakening of students' attitudes towards mainstream ideologies. At the same time, as China's reform and opening up progresses, profound changes are taking place in all areas of Chinese social life. The unbalanced distribution of resources, the excessive concentration of power, corruption, the gap between the rich and the poor, and the lack of government functions have caused some students to question China's political and economic system. Coupled with the camouflage and virtualisation of the new media, students have a great deal of freedom to disseminate and exchange information, a portion of which is negative and anti-socialist, taking the opportunity to weaken students' national consciousness and patriotism, leading to a mainstream ideological identity crisis.

### **2.4. New Media Opens up New Channels for Students to Express Their Demands and Brings Impact to the Ideological Work Environment of Private Universities**

In the age of traditional media, students have a relatively single channel to express their thoughts and feelings, and they mostly express their needs in the form of feedback and personal communication. New media has broken the limits of time, space and geography, and has built an invisible bridge between school and society. Students are free to express themselves through multiple platforms such as 'classroom', 'people', 'weibo' and 'microblog'. They are free to express their demands. In addition to the camouflage and virtualisation of the new media, the identity of information disseminators and receivers are interrelated virtual accounts, and information exchange operates freely on the network as an "invisible" person, making it easy to relax self-management and ideological and moral constraints, leading to misconduct on the network, making the target of ideological and political work hidden, invisible and difficult to control. This has a great impact on the ideological and political education environment.

## **3. Measures for Ideological Education in Private Universities in the New Media Environment**

In the context of new media, the ideological activities of private universities are characterized by edginess, typicality and complexity. At present, the ideological education of students in private universities faces the problems of complex communication methods, insufficient attractiveness of communication carriers and poor communication effects. In contrast, private universities should take the lead, build the university's voice in the context of new media, and improve the construction of ideological activities by strengthening the construction of the university's main position and other innovative ways.

### **3.1. Strengthening the Construction of New Media Positions and Improving the Level of Mastering the Ideological Leadership of Private Universities**

Universities should fully understand the importance of building new media positions and actively carry out the construction of a "red" themed educational website for universities that has the appeal, influence and attractiveness of socialist ideology. In addition to releasing authoritative information, the website also has regular policy discussion topics, interactive communication and interactive forums. Students are organised to reflect and discuss, and are actively encouraged to express their views and feelings, forming the basis for ideological education on the internet. At the same time, microblogs, BBS students and other media platforms on campus to establish an official microblog, through which we can spread positive information in a timely manner, create a new positive media education environment, reduce the spatial infiltration of Western ideas, lay the foundation for university management and firmly grasp the leadership in the ideological field.

### **3.2. Multi-channel Enhancement of University Students' New Media Literacy to Strengthen Their "Immunity" Against Undesirable Ideologies**

Currently, private colleges do not educate their students on new media, resulting in a lack of new skills in the media, leading to some people holding different views and a weakened mainstream ideological identity. In this regard, private colleges should raise students' awareness of new media through a variety of channels to enhance their "immunity" to negative ideologies.

First, diversified campus media literacy education activities should be carried out. Universities can actively cooperate with the media, enterprises and government media education departments to carry out diversified media literacy education activities, such as holding new media competitions for college students to encourage contemporary college students to use new media forms to create and promote positive energy on the Internet. The activities such as "Internet Civilisation on Campus" and "Popularisation of Internet Information on Campus" are designed to improve students' ability to use media, recognise media information and filter and apply media information. In addition, through these practical activities, students are helped to use and re-integrate the media information and knowledge they have acquired, so as to improve their sensitivity to information.

Secondly, we should strengthen the network culture construction of colleges and universities and build a campus media culture exchange platform. Colleges and universities are the main front of media literacy education for college students. Strengthening the construction of college network culture and building a media culture exchange platform for college students will be a good guide for media literacy education for college students. On the one hand, universities should strengthen positive propaganda and guidance online, create a network space full of positive energy with socialist core values, excellent Chinese traditional culture and outstanding achievements of human civilization, and at the same time, through the selection activities such as "Campus Good Netizen", guide university students to go online correctly and use the Internet rationally, improve network literacy and transmit positive energy on the Internet. The Internet is a positive energy. On the other hand, colleges and universities can also select the concerns of college students according to their psychological characteristics, scientifically design the content of media information, improve the use of media by college students, and effectively promote media literacy education.

### **3.3. Strengthening the New Media Ideology Workforce**

With the development and spread of new media, the ideological work of new media has become a new position in the field of ideological and political education, which has put forward higher requirements for the construction of ideological and political education teams. In this regard,

private colleges and universities need to strengthen team construction in accordance with the requirements of new media ideology in order to ensure that the teaching team is consistent with the development of new media ideology. On the one hand, they should strengthen the construction of ideological and political theories and continuously improve their ideological and political quality. At the same time, the education level of humanities and social sciences such as psychology, ethics, management and sociology should be improved, and the professional level of teachers should be enhanced. On the other hand, strengthen the learning of relevant communication knowledge, new media, etc. They should master the basic principles and methods of communication, be familiar with the characteristics of new media, be good at using other new media, discover new trends and issues in the field of thought, and play the role of "gatekeeper". In addition, private universities should systematically and purposefully strengthen the formation of knowledge teams, deepen their mastery of the right to development of new media and the right to development of ideas, and build truly high-quality ideological and political cadres and new information technologies.

Ideological construction is not only passed on to teachers, but also permeates student organisations, which have a greater influence on students than teachers. The establishment of a student ideological and moral education team will not only complete the ideological construction of university students, but also widely spread the ideas and positive energy of universities and private educational institutions through new media and networks, in order to develop Marxism, spread and practise core socialist values and promote the Party's ideological propaganda. The integration of new media into ideological and political construction can make learning intelligent and smart, and enhance high-level ideological and political education.

#### 4. Conclusion

As today's society has entered the information age, it is a political requirement for higher education institutions to implement the fundamental task of educating people with moral values and to firmly grasp the leadership of ideological work in higher education institutions by giving full play to the function of leading the dissemination of public opinion through new media. The ideological and political work of private universities is an important part of the Party's ideological and political work, and is responsible for guiding social thought with Marxist theory. Faced with the challenges of new media on the ideological education of private universities, private universities should adhere to the socialist policy of running schools, continuously strengthen the construction of new media positions and columns, improve the skills of new media students, improve the ideological and political work and new media management system, actively build a platform to adapt to the needs of new media students, firmly twist the ideological and political direction, and cultivate reliable successors for building socialism with Chinese characteristics.

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