

Exploration of A Sound System for Cultivating Students' Cultural Safety Awareness in the Age of Short Videos

Guocheng Zhang

Zibo Vocational Institute, Zibo, 255300, China.

Abstract

The emergence of new media forms represented by short videos has greatly expanded the spatial dimension of cultural exchange, and the encounter between different cultures has become more and more intense. In the face of various negative and harmful cultures in the short video space, protecting the mainstream cultural security and cultivating the cultural security awareness of college students are not only conducive to maintaining national network security and ideological security, but also to maintaining the stability of online society. Based on the existing research on the current situation of cultivating college students' cultural security awareness in the short video domain, this paper analyzes the causes of the current situation from the perspective of sound cultivation system of college students' cultural security awareness, and initially formulates a dual cultivation platform of online and offline, gives full play to the role of the main channel of college thinking class, strengthens the ideological construction of teachers' team of each discipline, invites experts and scholars to hold lectures on cultural security, etc. Institutional strategies. It is expected that the university will further improve the cultivation effect of college students' cultural safety awareness in the field of short video through the construction of the above system, and help college students' healthy development.

Keywords

Cultural security consciousness, Short video, College students, Cultural security.

1. Introduction

The excellent culture in the short video platform can greatly enrich the after-school life of college students, broaden their horizons, deepen their cognition and exercise their thinking.[1] However, the vulgar and false culture in the short video platform may not only lead to the distortion of college students' worldview, outlook on life and values, but even to the path of breaking the law and committing crimes.[2] Many bad thoughts in short video platforms also tend to destroy college students' cognition of the culture and history of their own nation, thus pushing them to the road of capitalist construction that deviates from the Chinese nation and Chinese culture.[3] As the main study and living place of college students, colleges and universities should take corresponding measures to improve the cultural safety system, so as to enhance the cultivation effect of college students' cultural safety awareness in the short-video perspective.

2. Build a dual cultivation platform online and offline

The short video platform is full of multi-culture and bad social thinking. Facing this environment, colleges and universities should do a good job in guiding online and offline platforms in order to cultivate college students' cultural safety awareness. It is not only a practical need to cultivate college students' cultural security awareness, but also an important way to cultivate college students' cultural security awareness.[4] For offline, on the one hand,

it is necessary to establish a dedicated institution for cultural security awareness cultivation in colleges and universities. In the information age where the ideological competition among countries is becoming more and more intense, whether colleges and universities can do a good job in cultivating the first lever of cultural security awareness is directly related to the strength of college students' cultural security awareness.[5] However, it is not enough to enhance the cultural security awareness of college students only through the ideological and political theory classes in colleges and universities, but also needs special departments for guidance. Therefore, it is necessary for colleges and universities to establish a special institution for cultural safety awareness cultivation. On the other hand, schools should organize activities and lectures of cultural safety type, so as to strengthen the awareness of cultural safety among college students. At the same time, teachers and students should be strongly encouraged to create clubs that promote cultural safety and encourage college students to participate in them voluntarily and actively. In addition, schools and teachers should give certain rewards and content guidance to cultural safety propaganda clubs so that cultural safety propaganda type clubs can play a greater role. For online, on the one hand, colleges and universities should build a cultural public opinion observation and consultation agency in the network platform. They should set up a network opinion consulting team to observe the hot spots and comments in real time, follow up and reply to the doubtful opinions, provide timely guidance and consultation to the confused points, and collect corresponding materials for online and offline propaganda and education when necessary. On the other hand, colleges and universities should do a good job of cultural propaganda and guidance in cyberspace, and take the initiative to achieve the effect of surprise. Among them, the most important thing is to follow the principle of combining interesting and theoretical according to the physical and mental development characteristics of college students, and try to use the language that college students can understand and read to edit the content with reasoning and quality and attractiveness, so that they can be influenced by the mainstream values implicitly and thus enhance the cultivation effect of cultural security awareness of college students.

3. Give full play to the role of the main channel of the university's Civics course

Whether in China or abroad, in the past or at present, practical ideological and political education activities have played an important historical role. This is also true in the course of China's revolution, construction and reform.[1] During the period of the New Democratic Revolution, the flourishing ideological and political education activities played the role of a political lifeline.[6] During the period of socialist construction, the zigzagging ideological and political education activities played the role of uniting forces and constructing morale. In the period of socialist reform with Chinese characteristics, the thriving ideological and political education activities play the role of establishing morality and nurturing the soul of people.[7] Therefore, under the short video vision, the ideological and political theory class in colleges and universities is not only the main channel to cultivate college students' awareness of culture and security, but also the central link to accomplish the political tasks of the Party. First, cultural security education should be penetrated in ideological and political theory classes. Specifically, when teaching "Building Socialist Culture with Chinese Characteristics" in Introduction to Mao Zedong Thought and Socialist Theory System with Chinese Characteristics, we should systematically educate and guide traditional Chinese culture and advanced socialist culture with Chinese characteristics. In the course content teaching of "Moral Cultivation and Legal Foundations", the national spirit and the spirit of the times are combined with cultural security education to make college students aware of cultural security. In the classroom teaching of Introduction to the Basic Principles of Marxism, the class attributes of capitalism and socialism

are compared so that students can understand the nature of capitalism more clearly and thus strengthen their self-confidence in socialist culture with Chinese characteristics. In the teaching of the content of the course "Situation and Policy", the current news is combined with social trends and cultural history in order to enhance college students' clear understanding of the culture and trends of today's time, so as to strengthen their awareness of cultural security. Secondly, open ideological and political theory classes for cultural security consciousness cultivation. On the one hand, colleges and universities should open ideological classrooms for ideological security. In addition to integrating cultural security education into the teaching of all subjects, a compulsory public course on culture and ideology should be opened. Only in this way can a special guidance channel be opened for cultivating college students' awareness of cultural security. On the other hand, develop and visit cultural bases and other mobile ideology classes. The mobile ideology classroom is a concrete manifestation of adhering to the unity of theory and practice. To cultivate the cultural security awareness of college students, it is necessary to innovate the classroom form, combine the small classroom of Civics with the big classroom of society, and educate and guide students to set up a swan's ambition. Therefore, in addition to the education and guidance of the college Civics classroom, it is also necessary to combine with the big social classroom through various forms such as visiting cultural bases, so as to cultivate and enhance the cultural security awareness of college students.

4. Strengthen the ideological construction of the teaching team of each discipline

Despite the remarkable effect of the construction of the teachers' team in our colleges and universities, with the development of the times, teachers are more likely to have low theoretical quality and low team ability in the face of the impetuous society, which will definitely have a negative impact on the cultivation effect of the cultural security awareness of college students in this situation.[8] This requires universities to strengthen the training of teachers in political beliefs, professional knowledge, educational methods and education ability, and make efforts to build a team of teachers with strong political beliefs, excellent business skills, high moral values and reasonable structure according to the standard of "four good teachers" with ideal beliefs, moral sentiments, solid knowledge and benevolent hearts.[2] This includes not only the teachers of all subjects in colleges and universities. This includes not only the construction of teachers of various subjects in colleges and universities, but also the construction of teachers of Civics and Political Science courses in colleges and universities. Specifically, it can be divided into two aspects: on the one hand, teachers of various subjects should adhere to the guidance of Marxist theory. Marxism is the fundamental guiding ideology for the establishment of the party and the country, and is the common ideological basis for the unity and struggle of the whole party and the people of all nationalities. Looking at the current curriculum structure of colleges and universities, it is far from enough to rely on Civics alone to achieve the educational purpose of establishing moral education, but it also needs the correct guidance of teachers of other subjects in colleges and universities. Therefore, when selecting teachers of each subject, the school should not only ensure the reasonable staffing and funding of teachers of each subject, but also must keep strict political, ideological and ability barriers of teachers of each subject, so as to provide guarantee for the cultivation of college students' cultural and security awareness. On the other hand, it is necessary to strengthen the construction of teachers of ideological and political theory courses in colleges and universities. From the teacher's point of view, as the leader of the classroom, the number, quality and ability of the teachers of ideological and political theory course will also affect the students' cultural security awareness. Therefore, it is necessary to match and build a strong team of full-time teachers of thought and political science class, and build a full-time oriented, combined with full-time and part-time,

sufficient number and quality of teachers of thought and political science class. Specifically, on the one hand, to strengthen the construction of college teachers of Civics class to cultivate college students' cultural security awareness, it is required that college teachers of Civics class have solid theories. The teachers in colleges and universities should adhere to the educator first to be educated, and strive to become the disseminator of advanced ideology and culture, and the firm supporter of the party's rule. In other words, teachers, as the leading person of ideological and political education practice process, must have solid, deep and thorough knowledge of Marxist theory, teaching ability to make Marxist theory clear, clear and thorough, teaching attitude of diligent study, diligent thinking and diligent research of Marxist theory, and teaching methods to make Marxist theory live, live and revitalized. On the other hand, to strengthen the construction of the teachers of college Civics class to cultivate the awareness of cultural security of college students, it is required that the teachers of college Civics class are exemplary and serve as teachers. The fundamental task of ideological and political education is to establish moral education. As the guide of the practical process of ideological and political education, the teacher of college Civics is the role model of virtue, which necessarily requires the teacher to be a teacher of learning in theory, but also in practice to be a teacher of character.

5. Invite experts and scholars to hold lectures on cultural safety

From the university level, to cultivate college students' awareness of cultural safety, it is also possible to hold lectures on cultural safety as content by inviting famous experts and scholars in the industry to universities.[3] Nowadays, the world is changing all the time, and the country is in the process of high quality development. Facing the domestic and international environment which is changing in real time, the content and information in the short video space are also in a state of constant updating.[4] Therefore, it is not only difficult for college students to distinguish and judge these new hot events and new social trends, but also for many teachers to react immediately and make scientific judgments. In this situation, we need experts and scholars with deep theoretical foundation, solid knowledge reserve, scientific and unique vision, and rich social experience to solve the doubts and questions of college students and some teachers, and provide a more rational and objective thinking perspective.[5] Of course, in addition to inviting famous experts and scholars to hold lectures on cultural safety, universities and teachers should also actively organize students to watch cultural programs. In the case that schools cannot invite experts and scholars, they can organize students to listen to lectures and watch cultural programs on line. Specifically, on the one hand, colleges and universities can conduct offline lectures on topics such as cultural safety, cultural literacy and new media literacy by inviting some experts and scholars. On the other hand, universities and teachers organize students to watch various cultural programs online, such as cultural knowledge classes and movies with historical and cultural themes. In addition, we organize college students to learn scientific and cultural knowledge through websites such as China University MOOC and Netease Open Class, and appropriately incorporate the courses of online education into the credit system according to the actual situation, so that college students can not only learn knowledge, but also cultivate and enhance their awareness of cultural security in the process of learning humanities courses.

6. Discussion

Based on the existing investigation and research on the current situation of cultivating college students' cultural safety awareness in the field of short video, this paper analyzes the causes of the current situation from the perspective of sound cultivation system of college students' cultural safety awareness, and initially formulates the dual cultivation platform of online and offline, gives full play to the role of the main channel of college thinking class, strengthens the

ideological construction of teachers' team of each discipline, invites experts and scholars to hold lectures on cultural safety, etc. Institutional strategies. It is expected that through the above system, the university will further improve the cultivation effect of college students' cultural safety awareness in the field of short video and help them develop healthily.

References

- [1] Hong, C., & Xijiao, W.. (2013). Research on the countermeasures of college students' network security problems in the era of the new media. The Science Education Article Collects.
- [2] Jing, L., (2019). The current situation of cultivating college students cultural self-confidence under the new media environment. The Science Education Article Collects.
- [3] Hong, L. I., Qiyong, X., & University, C. N.. (2017). Influence of the new media on college students' cultural life. Journal of Chongqing College of Electronic Engineering.
- [4] Da-Qi, N.. (2014). A study of the cultivation of college students' socialist core values in the new media environment. Journal of Henan University of Technology (Social Science Edition).
- [5] Wei, Z., Yuena, Z., & Marxism, S. O.. (2014). Predicament and solution: a realistic examination of college students' cultural security consciousness. Journal of Nanchang Institute of Technology.
- [6] Haoxuan, Q., Xia, L., Meihong, Z., Yuxue, H., & Mulan, H.. (2019). The preliminary development of short video addiction scale among college students. Psychology of China, 1(8), 586-598.
- [7] Xia-Ping, S., Art, F. O., & University, S.. (2013). A study of the university students' ideological and political education innovation in the perspective of cultural consciousness. Journal of Anhui Agricultural University (Social Sciences Edition).
- [8] Kong, F. . (2017). The National Cultural Security Education of College Students from the Perspective of Expanded In-depth Reform. International Conference on Education, Sports, Arts, and Management Engineering.