The Problems and Countermeasures of Undergraduate's Idealistic Dynamic in the New Media Environment

Guodao Zhang[1,a], Zi Ye[2,b], Xuwei Zhu[3,c]

[1] Zhejiang Province, China, Ouhai District of Wenzhou City, Wenzhou Business School

[2] Zhejiang Province, China, Ouhai District of Wenzhou City, Wenzhou Medical University

[3] Zhejiang Province, China, Ouhai District of Wenzhou City, Wenzhou Business School

[a] email, [b] email, [c] email

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Abstract: With the rapid development of mobile Internet, the development of new media constantly updated, people are not affected by the new media. College students as an important member of the new media users, but also by its impact. The continuous development of new media and the popularity of its application to the life of college students, learning and other convenience, but also will have some negative impact. Under the new media environment, it is necessary to solve the problems caused by the negative effects of the idealistic dynamic of college students.

New media and it's environment

About the concept of new media, the first in the form of plans to put forward in 1967 by Gold Mark, the United States Columbia radio and television network (CBS) Technology Research Institute, director of the EVR (television). So far, the new media's definition is not conclusive, the experts also each one sticks to his argument and Shanghai Theater Academy associate professor Chen Yongdong's presentation of the specific performance of the new media are summarized and set: new media is relative to the traditional media (currently refers to newspapers, radio, television, etc.) of the emergence of new forms of communication, the current main refers to the Internet, mobile phones, outdoor media.

Characteristics of New Media

New media features in the "new", which in the new concept, new technology, new method, the effect of four aspects. In addition, the core features of the new media outstanding performance in a timely manner with the interaction of these two aspects.

The new media environment is a new mass media environment, which is formed by the traditional media. With the new media as the medium of communication environment with the characteristics of the traditional media environment is characterized by: fast, free, open, etc..

Under the New Media Environment, College Students' Ideological Trends are More Likely to Have Problems

With the development of the Internet, people living environment and new media are inseparable, and college students as an important member of the Internet users, their life, learning and new media, has great influence on the ideological trend of new media environment on College students.

Today's college students of post90s are growing up in the era of new things flourish. In the face of the diversity of information, college students' ability to accept is very strong, they are willing to accept the new culture, willing to pay attention to the social hot spots. But in the carrier network environment to the new media, all kinds of information and the ability to identify students dragons and fishes jumbled together, weak, relatively easy to believe that the dissemination of information on the network, causing negative emotions easily deceived.

Contemporary college students have a strong sense of the times, they are active in thinking, love life, have lofty ideals, eager to contribute to the value of self. But college students world outlook, outlook on life and values in life, all kinds of learning experience has gradually formed and established, facing massive network information, their judgment is weak, in the face of inaccurate information lack of judgment, can be misleading. In addition, some people will gain the use of the network, the release of some provocative remarks, while the students are most likely to be used by the group of young college students will become a tool for these times to incite sedition spread.

The richness of information resources in the new media environment. The new media such as network, digital information technology as the foundation, has excessive information resources, new media network for college students is not a new thing. But the new media with its fast update of the information and resources for college students is increasingly updated, which is very rich and convenient for college students to learn resources. But on the other hand, the information on the network when faced with negative and uneven in quality, information, college students have no enough ability to distinguish between right and wrong, easy to lose in the mass of information.

New media has high interactivity. In the new media environment, with the help of new media each person is a communicator, the spread of information more freely. In the interactive environment, the interaction is more likely to produce negative information, negative information on the new media dissemination of college students to a certain extent on the university students' thinking mode, the concept of value, etc.

Solutions to the Idealistic Dynamic Problems of College Students in the New Media Environment

With the continuous development of new media technology, the negative impact of new media on College Students' ideaistic dynamic has a great relationship with the new media environment.To solve this problem, we should start from the source, with the relevant laws and regulations to the regular network environment.

Due to the constant development of the new media environment, the original ideological education team of college students need to adapt to the new media environment. First of all, there must be a high quality young teachers continue to supplement the ideological education team, making the teacher team constantly younger. Secondly, the ideological education team must have a high ideological and political level, pay attention to students' quality education, and play the role of College Students' self education. Thirdly, the ideological education team should have a certain new media technical ability, to have a new media innovation and new media awareness of the application of the composite education team.

Make good use of the WeChat public platform, micro-blog, pay attention to the construction of the official WeChat micro-blog and the official public number and to strengthen management. The content to try to be realistic and natural, increase the service, improve the students' attention, in order to meet the students interests, the students willing to accept the way to carry out ideological and political education, solve the ideological trend of college students growing up in the new media environment problems.

Strengthening the socialist core value of college education in the basic theory of education, all-round implementation of the practice of education, let the students to establish correct world outlook, outlook on life and values in the rich and complex under the new media environment, have a strong socialist conviction, resist the bad thoughts all kinds of thoughts to College students in the new media environment.

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