Research on the Campus Culture Construction of Universities in Ethnic Minority Areas under New Media Environment

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Abstract: With the rapid advancement of global information technology，contemporary college students are looking forward to grasping the right to information. The wide spread of new media has broadened the channels for college students to understand campus culture. This paper will introduce the characteristics of campus culture construction in ethnic minority areas, analyze the existing problems, introduce the advantages and Strategies of campus culture construction in ethnic minority areas under the new media environment, and according to the content of campus culture website and Wechat public platform construction, put forward some suggestions to strengthen the construction of campus culture in ethnic minority areas.

1. Introduction

Campus culture is a group culture with students as the main body, education as the main orientation, spirit, environment, behavior and system culture construction as the main content, and campus spiritual civilization as the main characteristic [1]. While more and more worship of western culture appears, national culture is also being forgotten at an alarming rate. The good news is that people nowadays are using various methods to call for the lost national culture. In recent years, the national and local governments have paid special attention to the construction of campus culture in colleges and universities in ethnic areas, such as the "March 3 Campus Culture Festival" held in Guangxi Normal University for Nationalities in 2018.

New media is a relative concept. It is a new media form developed after traditional media such as newspapers, TV, etc. It includes all digital traditional media, network media, digital TV, digital newspapers and magazines, etc. [2]. New media is also a broad concept. It is a form of communication that uses digital technology and network technology to provide users with information and services through broadband local area networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, mobile phones and digital televisions [3] . After the rise of Web2.0, some new forms of social media applications, such as microblog and WeChat, have also been called "new media" by some people [4]. Strictly speaking, new media should be called digital new media. New media are rapidly integrated into the life of young students with the advantages of wide coverage, strong mobility and quick response, and are playing an increasingly important role. How to use the platform of new media to build university culture in ethnic minority areas and make it perfect and develop has become an urgent matter.

2. The Current Problems in the Construction of Campus Culture in Colleges and Universities in Ethnic Minority Areas

In an era when multicultural development has become an inevitable trend, the symbolic value orientation of culture and the selective function of education point directly to campus culture. As colleges and universities in ethnic areas, how to use the platform of new media to construct the culture of colleges and universities in ethnic areas and make it perfect and develop has become a

very important thing. At present, colleges and universities in ethnic minority areas have made some achievements in the construction of campus culture, but the problems are gradually exposed.

The construction of new media is relatively lagging behind. The construction of new media in colleges and universities has transitioned from publicity columns to campus websites and other forms. Colleges and universities have gradually realized that the combination of new media and traditional media construction has become an effective means to expand the popularity of schools and enhance their comprehensive strength. However, the equipment is not advanced enough to meet the needs of campus culture. The construction of computer network is relatively deficient, and the construction of campus library is relatively insufficient. The low click-through rate of school official website and forum is closely related to the single content and lack of practicability. In the stage of media construction and publicity, platform developers should be obligated to introduce the functions of each media to the vast number of users and give them the most direct and profound user experience. In addition, publicity methods should be put in place to enrich the main content of cultural communication in colleges and universities, actively organize the exchange and study of new media personnel in colleges and universities, and carry out self-improvement and development.

Shaping a bad consumer culture. In fact, most human needs are constantly stimulated and induced by new media. Consumer culture has changed people's use of things in the past. Consumers are increasingly acquiring self-identity through advertising and self-persuasion. At the same time, online virtual consumption is all the rage, and new media induce college teachers and students to invest through advertisements. Nowadays, students in colleges and universities have spared no expense to buy expensive advertising products.

Liberalization of information dissemination. As the new media deliver information freely and rapidly, it is accompanied by the disadvantages of difficult supervision and interference of bad information. Most college students get information through the Internet, and their knowledge and discrimination of information are low. The correct outlook on life and values have not yet taken shape. Once wrong understanding is formed, it is not conducive to their growth.

(4) Simplification of information acquisition. Most college students rely too much on the new media network and have the habit of copying and pasting network information, resulting in inertia and lack of thinking about learning. Infringement of Internet intellectual property rights keeps pace with the times and should be restrained by morality in blind corners not touched by law. Fragmented learning enables us to find a "shortcut" to learn knowledge, resulting in less and less reading of books, which is not conducive to cultivating the students' learning spirit of questioning and criticizing. Various forms of online games are widely popular, and many college students indulge in them, deviating from their life goals.

(5) Over-reliance on network. With the popularity of social networking sites, the way students communicate has changed. The timeliness of the media has brought great convenience to students, but slowly many students like to send words they do not want to express to the space for comfort and do not like to tell face to face, which makes people lack sincere communication. Some students are addicted to online games and social software, leading to a withdrawn personality. These phenomena reflect that while the new media brings convenience to everyone, it also brings many problems.

3. The New Media Platform Construction Strategy of University Campus Culture in Ethnic Minority Areas

In many forms of new media, the campus culture website and WeChat public platform have played a huge role in the construction of campus culture in colleges and universities due to their remarkable practical functions and the advantages of the vast audience of teachers and students. Based on this background, the following construction strategies are proposed by combining the students' demand for the construction of campus culture with the functions and technical advantages of the two platforms.

Improve the content, optimize the user experience As colleges and universities located in ethnic areas, they have the obligation and responsibility to carry forward the school-based culture while

inheriting and carrying forward the unique ethnic culture. Whether it is a cultural website of colleges or a WeChat public platform, content construction is of vital importance. The three elements of the website are purpose, content and overall function. The cultural influence it brings and its influence on humanity and society cannot be ignored. The website should be designed according to the principles of overall unity, advanced and open, convenient to use and safe and reliable to optimize the user experience. In the design of cultural websites in colleges and universities, plate planning is especially important. Through research and analysis, the cultural websites of colleges and universities in ethnic minority areas should include the following major sections: ethnic culture, red culture, dormitory culture, community culture, landscape culture, class culture, school construction (school rules and discipline, training programs, campus activities, group discussions, and life services), friendship links, special columns, and innovative leadership (teacher-student competitions, academic exchanges, question and answer, and artificial intelligence). These sections closely connect the cultural construction of colleges and universities in ethnic areas with new media, and give full play to the advantages of new media, which has a certain role in promoting the development of college culture in ethnic areas. Similarly, colleges and universities in ethnic minority areas already have WeChat public numbers for student workers, youth league committees and secondary colleges. They have set up columns such as youth square, major study, student workers online, information inquiry, campus service, professional features, etc. They have achieved the functions of promoting school-specific culture, publicizing and reporting the work of youth league, life service, and curriculum study. The contents are relatively sound and greatly facilitate the lives of teachers and students in colleges and universities. Only by devoting ourselves to the construction of campus culture in all aspects can we achieve good results. Strive to achieve a sound public number function and optimize the use experience of teachers and students.

Publicity and promotion to form a national style

During the promotion of university websites and WeChat platforms, we should seize the cultural characteristics of ethnic regions and use some innovative forms of activities to enhance the platform's influence on college students. For example, we can cooperate with school associations and use the platform's functions of tweeting, voting and message interaction to publicize community activities on the platform, such as activities carried out by student associations with ethnic characteristics such as "ethnic exchange association" and "folk art development association", including ethnic knowledge lectures, ethnic customs exhibitions, ethnic art performances and singing competitions with the theme of "multi-language, multi-culture", artistic performances, art calligraphy and photography exhibitions. In this way, the limitation of time and space can be surmounted, and the purpose of enhancing the friendship of college students and transmitting national cultural information can be achieved. We can cooperate with the Communist Youth League and the Institute of Science and Technology to publicize the national cultural construction measures of universities, covering the landmark buildings and cultural landscape construction of universities in ethnic areas, including the national cultural museum and the national cultural corridor. Colleges and universities in ethnic minority areas improve teachers' academic and scientific research ability through training and further studies to strengthen the construction of teachers' team, so as to enable teachers and students in colleges and universities in ethnic minority areas to understand the content of school construction efficiently and conveniently and to better invest in the cultural construction of colleges and universities in ethnic minority areas. Universities in ethnic minority areas are mostly concentrated in remote areas and are close to neighboring countries. Cultural and scientific exchanges have obvious geographical advantages over some universities in the center of our country. We should give full play to its geographical advantages and use the new media platform to promote the exchange and study between universities in ethnic minority areas and universities in neighboring countries and regions through measures such as publicizing and reporting seminars for professors, exchanging students for exchange and study, constructing a new media cooperation and publicity platform, encouraging university teachers to teach in neighboring countries, holding discipline competitions, etc. We should stick to the combination of introduction and going out to carry forward the culture of universities in ethnic minority areas with rich ethnic characteristics both

at home and abroad. At the same time, we should learn from the successful experience of universities in neighboring countries in running schools, enrich the connotation of university construction in ethnic minority areas, and promote the exchange and cooperation in culture, science and technology with neighboring countries. The platform should focus on integrating the concepts of innovation, vitality and realism into the network culture construction of universities in ethnic minority areas, and actively publicize and report the cultural exchange activities between teachers and students in universities. Two-dimensional codes of the platform can be posted in university canteens, dormitory buildings, campus billboards and other places in ethnic minority areas, and online promotion meetings of the platform can be held. The visibility of the platform can be improved by way of explanation of platform functions by managers and prize-winning guessing, etc. Teachers and students of universities are encouraged to pay attention to the platform dynamics and actively participate in the construction of platform culture through WeChat code scanning, website collection and other forms, so as to play a role in promoting the platform and improving the influence of the platform. The platform should push articles and information closely related to teachers and students in universities in ethnic minority areas, and build the platform according to the idea of "content is king" and "innovation wins" to attract the attention of teachers and students.

Standardize construction and form a system As managers of new media platforms, they should have sufficient information integration capability. Only by improving the level of managers, standardizing construction and forming a system can the platform give full play to its advantages.

Team member technology and team spirit building

The lasting development of a new media platform cannot be separated from a high-quality team, and this team should have the ability to dynamically acquire campus information, edit and publish information in a timely manner, be integrated into student groups, and be able to manage the platform from the perspective of the audience. Team members should unite and cooperate with each other to jointly complete the construction of the platform. Before the article is published, the platform needs to go through many reviews, including screen, composition, text and other content reviews, to ensure that what appears in front of people is a beautifully designed page with rich content. Managers should take the smoothness of platform page operation and the integration of national culture and campus culture as evaluation criteria, and will build a platform that is easy to understand the university culture in ethnic areas and present it to users.

Develop more websites and WeChat public platform functions To develop more functions of the website platform, for example, to develop a notification function similar to Feixin, which can timely and accurately send department news, notification announcement, education consultation and other contents to students' mobile phones, so as to ensure that college students do not miss key information. Can optimize the website popup function. We should try our best to push the contents of the platform deeply into the hearts of the people, collect some information on cultural activities of universities in ethnic minority areas, and combine the live broadcast function of the website to send it to students in the form of pop-up windows in real time and accurately, so that students can intuitively feel the charm of campus activities with ethnic minority areas in the first place. Develop more WeChat public platform functions, for example, we can develop the educational administration inquiry function of WeChat public platform, and include curriculum inquiry, empty classroom inquiry, teaching evaluation inquiry, grade point inquiry and other functions in the development plan, so that teachers and students in colleges and universities can quickly find the educational administration information they need through this platform without logging into the academic administration office at the computer end, thus facilitating the learning and life of teachers and students in colleges and universities. We should gradually develop WeChat applets with practical functions for college students, including question-and-answer games on how much national culture knows and crossword puzzles on scholarly campuses, etc. We should enrich the forms of WeChat public platform to build university culture in ethnic areas, and strive to push the construction of university culture in ethnic areas to a wider scope, collect feedback from users in time, solve problems one by one, and perfect details one by one.

4. The Use of New Media Interactive Function, to Carry out Community Activities to Expand the Channels of Communication

Associations are derived from universities. Their interest and creativity determine their importance. As an organization for college students to participate in after entering the university, the organization is guided by teachers, managed by students and carried out by members of the organization. The existence of community organizations has greatly enhanced students' interest in learning. Students can join different community organizations according to their interests. Under the new media environment, many organizations organize a series of activities in combination with national characteristics, such as folk song competition, national costume production competition, folk story telling and other activities, to promote the spread of national culture in colleges and universities. The WeChat public platform's tweet interaction and forwarding collection function can be used to timely publish the activities of various societies on the platform in the form of tweets. Users can share the wonderful contents they see with friends or collections, thus improving the dissemination speed of community activities. At the same time, the activity video can be linked to the article. Teachers and students in colleges and universities can intuitively feel the charm of the activity spirit and national culture, increase the participation of college students, and make national culture better integrated into campus life. Conclusion With the development of the times and the rapid rise of the Internet era, the ways and means of colleges and universities to publicize school-based culture by using new media are gradually diversified. Through a comparative analysis of the different functions of the website and WeChat platform, the article puts forward the concrete form of combining new media in the construction of university culture in ethnic minority areas, which has theoretical significance and practical value, and is conducive to enriching the communication form of university culture in ethnic minority areas and promoting ethnic culture. The role of new media in the construction of university culture in ethnic minority areas needs to be improved, including the construction of Internet sharing platform, the cultivation of new publicity teams, and the construction of curriculum system. It is hoped that the article can attract more people to devote themselves to the construction of university culture in ethnic minority areas on the new media platform so as to make it develop better.

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