Research on the Countermeasures of College Students' Cultural Education in the Times of Network Information

Hu Hong

Xi'an Peihua University, Xi'an Shaanxi, 710125

Abstract: Because of rapid, efficient and convenient features, Internet has been widely concerned and used by human being, and it has changed the social production and the life style of people greatly. Under the background of the current network information times, network communication makes the cultural content present a pluralistic situation, which challenges the cultural concept and cultural communication of contemporary college students. In the network information times, how to carry on the cultural education to the college students, and how to make them understand and master the correct cultural connotation has become the important content of the ideological and political education work of the university. On the basis of clarifying the challenges in the cultural education of the college students in the times of network information, this paper tries to analyze further and think about the countermeasures of college students' cultural education in the times of network information.

College students are the successors of socialism; they are the important foundation and guarantee of national development. As the saying goes ---- when the teenagers are strong, the country will be strong. The cultural consciousness of college students represents the cultural consciousness of the future country to a large extent; therefore, it is a basic work to carry on the cultural education in colleges and universities. In the times of network information, various cultures constantly impact people's ideology. While enjoying the achievements of network science and technology, college students are also influenced by Western cultural values and other aspects via the network. These factors influence not only the mainstream cultural values of college students, but also their way of thinking and value orientation to a certain extent. Under the background of the rapid development of socialism in China, how to carry on the scientific and correct cultural education to the university students according to the background of the network information times has become an important content in the higher education.

1. Features of cultural diffusion in network information times

The rapid development of network technology has changed the way of thinking of people, and the rich network culture has influenced people's traditional values. These cultural contents cover many levels and many aspects, which not only promote the development of society, but also harm the development of society. At the same time, this kind of culture also has the new features of diffusion in the network information times.

Compared with the traditional ways of cultural diffusion, the cultural diffusion in the network information times is more open and free, which is closely related to the overall social environment of the network information times. In fact, the Internet itself is highly open, and it breaks through the traditional shackles of space. In the times of network information, the cultural exchange and dissemination that are between countries and regions become more simple, so that different kinds of cultural characteristics can be integrated and different cultures in the network environment is familiar to more people. At the same time, the users of Internet can also express their views and opinions online. Therefore, in network information times, cultural diffusion is more open and free.

Network technology has the characteristics of synchronism. Different values and cultural concepts can influence all the Internet users. The Internet users also can understand the cultures of

different regions and countries on the Internet. Both positive and negative things can be understood and these imperceptibly infect people's values and ideas, so that cultural diffusion in network information times has the characteristics of shared and pervasive.

Diversification and variability are two different characteristics. Diversification means that the source of information is diversified; the requirement of entering the network platform is relatively low, as long as you know the network technology, and you can express your opinions and ideas on the network if you can operate the network equipment. Therefore, the main part of the culture on the network is diversified, the source of information on the network is diversified, and its developmental driving force is diversified, these all lead to the diversity of cultural content in the times of network information. For example, some government departments, enterprise organizations, social organizations, even some ordinary users of the network can use the network to spread culture, express culture, interpret culture, and become the main part of the creators of culture and information. Variability refers to the relatively changeable cultural mainstream content in the times of network information; this kind of variability is closely related to the social development and people's psychology, people often has different cultural demands and the cultural connotations are different under different social backgrounds.

Culture itself is an abstract word. In the traditional sense, culture can be expressed by means of certain specific objects or other ways, which ranges from regional cultures such as dialects and folk custom to cultural objects such as antiques, books, etc. By these carriers, Culture can be more vivid, and have the hallmarks of times. But in the times of network information, culture is more digitized and virtualized by the modeling of people. On the Internet, a passage of words can become a form of expression of culture; pictures, videos, and some other things are also the expressions of culture. Although this situation shows that the modern network culture is freer and more diverse, it also shows that it is lack of cultural connotation in the times of network information.

2. Challenges to college students' cultural consciousness in the times of network information

Culture in the times of network information has many characteristics; these characteristics lead to the culture not only plays a positive role in the cultural consciousness of the college students, but also has some negative influences.

The formation of self-culture consciousness is a complex and systematic process, which is closely related to the background of one's living circumstance, the experience of life and the education background; among them, the living circumstance plays an important role in it. Most of the current college students were born in 1990s; even some of them were born in 2000s. Considered the age characteristics of the contemporary college students, they are growing up with the rapid development of the network; the network has become an essential part of their daily learning and life. Although there is numerous information on the network and a lot of the information is convenient and helpful to the college students' learning, but it also has great influence on the cultivation of the cultural consciousness of the students. For example, there are many unhealthy online games, much negative news on the Internet, which could have a psychological impact on college students, even could let the students have s mistake self-cognitive and influence the normal cultivation of college students' self-cognition. For example, many college students worship modern so-called "cyber stars", envy the lives of them after watching the short videos that are acted by the "stars" on the Internet, and so on. These problems could make college students unable to correctly understand the society and themselves, so that the bad information greatly influences the cultivation of the correct self-cultural consciousness of the college students.

The 19th Congress of the Communist Party of China puts forward that ---- contemporary youth should be brave in innovation, do things in a thoroughgoing manner, and hard-working. College students, as the successors to the future of socialism, their own ideals and beliefs play an important role in the future growth and development of their own. The traditional culture of China advocates "the gentleman keeps improving himself", "planting a grain in spring and harvesting ten thousands grains in autumn". It is believed that success requires hard work. But in the times of network information, it has a large number of "false" news online; the false news has caused a serious

impact on the ideals and beliefs of college students. For example, a certain remark on the Internet----"the success of Jack Ma was due to his courage of quitting his steady job as a teacher.", and the resignation letter of an enterprise staff member said, "the world is so big, I would like to see it." These rumors or fragmented news have had a certain impact on the ideals and beliefs of college students. Some college students think that they should not waste their young time in school, or even misinterpret the famous saying, "it is better to walk a thousand miles that to read ten thousand books". Some college students do not study hard at school and live a featherbrained life, which greatly affect the cultivation of college students' correct ideals and beliefs.

In the times of network information, the cultural ideas of all countries in the world can be connected at any time, and college students can also communicate freely with people from other countries via the network, which objectively promotes the integration of college students with other overseas cultures. However, in the virtual world of the Internet, there are many outlaws who spread rumors against our country and nation, such as advocating that "China's four great inventions belong to the X country," Li Shizhen is not Chinese, but X people", and so on. At the same time, What is more, some people defame the fame of our socialist country by false information; denigrate the correct leadership of the China Communist Party; and puts forward erroneous messages such as "the economy should be privatization", "armed forces should not belong to any parties" and so on. If college students receive the false information for a long time, their conception of nation and state would be gradually weakened, and their sense of identity and belonging to the nation and state would be reduced as well.

3. Countermeasures for improving the cultural education of the college students in the network information times

The cultural communication in the times of network information is diverse and complex, so we should strengthen the cultural concept of college students in the network times. To shape the correct cultural concept of college students in the new times, we should make them fully aware of the negative and incorrect contents in the process of cultural communication in the network information times, vigorously carry forward the socialist core value system, and resolutely oppose all wrong trends of thought. Colleges and universities should regularly carry out ideological and political education courses, so that the college students can know the correct cultural connotation that contemporary youth should have, and help them to set up correct cultural concepts.

College students are in an important stage of deepening their cultural concepts. So, the cultivation of college students' cultural ability needs to be guided by the external force to some extent. The features of openness and interactivity of culture under the background of network require college students to have the inclusive thought of culture; the way of cultural cultivation should be changed from traditional individual indoctrination to various interactions, from preaching education to equal communication. Therefore, colleges and universities should do well in the combination of online and offline guidance, take the college students as the centre in cultural education. For example, the schools can improve their teaching methods and means, and enhance the timeliness of cultural education by the materials in library, some audio teaching materials, online materials, and so on. In the process of practical cultural education, the teachers should let the students to understand the connotation and extension of a certain culture on the network, at the some time, the teachers should know well the about the cultural education of the students by means of writing, speech, etc. The teachers should encourage or guide the students' actual cultural cultivation according to the actual cultural situation of the students, correct their cultural concepts by the combination of online and offline, and realize the correct cultural education.

Since the 18th National Congress of the China Communist Party, General Secretary Xi Jinping has put forward the concept of "cultural self-confidence" for many times. Cultural self-confidence is an important cultural thought of contemporary Chinese people. It is not only a heritage of excellent traditional culture, but also a fusion of positive modern culture. To achieve modern socialist cultural self-confidence by inheritance and integration is a high degree of recognition and pride to our national culture. The author believes that cultural self-confidence is the most important cultural

essence of contemporary college students, and it is also an important core of college students' cultural cultivation. We have a lot of contents of traditional cultural, the theme of these contents are mainly about dreams of individuals, loving motherland, and so on, the traditional culture of China is badly needed by the contemporary college students. We have Mao Zedong's thought, the theory of Deng Xiaoping, the important thought of "three represents", the scientific development view, and Xi Jinping's socialist thought with Chinese characteristics in the new era. These theories are the core thoughts of China Communist Party; these modern socialist cultures are the cultural innovations required by contemporary college students, and these traditional and modern cultures together constitute the cultural self-confidence of the college students, these are the core of culture that college students need to master. Therefore, colleges and universities should help the college students to establish cultural self-confidence by various forms, so as to realize correct cultural education.

4. Summary

In a word, the cultural education of college students is related to the cultivation of cultural ideas of college students, which is of great significance to the future development of college students and the country. In the current network information times, college students are directly exposed to the network culture. It is bound to be influenced by incorrect cultural communication on the Internet. Therefore, we need to combine the background of the times to constantly promote the cultural education of college students, so as to help them follow the correct cultural concepts and cultural connotations.

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