Research on the Value and Strategy of Red Culture Communication in Universities from the Perspective of the Internet

Shitao Zhang*, Anqi Jin

School of Network Communication, Zhejiang Yuexiu University, Shaoxing, Zhejiang, China.

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Corresponding author: Shitao Zhang, School of Network Communication, Zhejiang Yuexiu University, Shaoxing, Zhejiang, China.

Abstract

With the rapid development of network technology, the dissemination of red culture in universities is also changing. At the same time, in the era of new media, the dissemination and promotion of red culture in universities also face many challenges and opportunities. This article first analyzes the challenges faced by the dissemination of red culture in universities in the new media era, and then proposes innovative strategies to enhance the dissemination of red culture in universities in the new media era. Research suggests that universities should strengthen guidance on college students' online behavior in the new media environment; Actively play the leading role of teachers in the dissemination of red culture among college students in the new media environment; Fully utilize new media technology to promote innovation in the forms and methods of red culture dissemination among college students; Actively strengthen the construction of campus network culture and create a good atmosphere of campus public opinion.

Keywords

Network perspective, Red culture, Value and Strategy

Introduction

Universities must attach great importance to improving the quality of the dissemination of red culture among college students, continuously innovate the methods and means of dissemination of red culture among college students, deeply understand the psychological needs and value orientations of college students, timely respond to students' concerns, solve doubts, ease emotions, and resolve conflicts. At the same time, we should actively use new media platforms to strengthen communication and exchange with college students, answer questions and clarify doubts, ease emotions, and resolve conflicts; Strengthen the monitoring and guidance of online public opinion among college students; Give full play to the advantages of new media and innovate propaganda model.

1. The significance of spreading red culture in universities from the perspective of the internet

Firstly, enhancing the dissemination of red culture among college students is an important aspect of innovative development in the dissemination of red culture in universities from a network perspective. In the new media environment, college students have more diverse ways to obtain information and more convenient learning methods. In the process of spreading red culture in universities, we should actively use new media technology, leverage the advantages of new media, innovate work concepts, enrich work carriers, and enhance educational effectiveness.
nation of red culture in universities, educators mainly rely on traditional media such as newspapers, radio, and television to carry out educational work. Nowadays, the dissemination of red culture in universities can fully utilize online platforms and mobile terminals for information transmission and communication, which is conducive to promoting the personalized and differentiated development of students' learning of red culture. Secondly, new media platforms have the characteristics of large amount of information and fast dissemination speed, which can help improve the effectiveness of college students' learning of red culture. Once again, new media platforms have characteristics such as interactivity and personalization (Zhou Jing, 2011).

Secondly, improving the red spiritual literacy of college students is an important guarantee for achieving the goal of talent cultivation in universities. What kind of people to cultivate is a fundamental question that ideological and political educators in universities must answer well. With the development of society and changes in talent market demand, ideological educators in universities need to constantly update and improve their knowledge system and educational concepts. Only by continuously improving one's theoretical level and practical ability can one better cope with changes in social development. Therefore, universities should actively adapt to the development needs of red culture dissemination in the new media environment, continuously innovate educational concepts, enrich educational carriers, and enhance educational effectiveness (Huang Jie, 2022). The current domestic and international situation has undergone profound and complex changes, and the ideological struggle is very intense. In the new media environment, various ideological and cultural exchanges collide, stir up and permeate with each other. In this situation, strengthening and improving the dissemination of red culture has become particularly urgent and important. Universities are one of the important positions for cultivating builders and successors of the socialist cause.

2. Innovative strategies for the dissemination of red culture in universities from the perspective of the internet

2.1 Strengthen guidance on college students' use of the internet in the new media environment

Universities should strengthen guidance on college students' use of the internet in the new media environment, help them establish correct network values, and improve their network civilization literacy. Firstly, universities should establish a complete system of network regulations to constrain college students' use of the internet in the new media environment through laws and regulations, promote their active participation in the dissemination and communication activities of new media, and consciously maintain good network order. Secondly, universities should establish a sound management system.

On the one hand, universities should improve their internal management system and incorporate the use of the internet by college students in the new media environment into the scope of school management; On the other hand, universities should establish a communication and coordination mechanism between departments such as the Youth League Committee, the Student Affairs Department, and the Student Affairs Office, clarify the specific responsibilities of each department in the dissemination of red culture among college students, and ensure the orderly development of internal management work in the school. Finally, colleges and universities should pay attention to the construction of campus culture, build a new media culture environment on campus, and create a healthy, civilized and harmonious network cultural atmosphere (Liu Weiqiu & Dong Xixi, 2017).

2.2 Using New Media to Enhance the Affinity of Red Culture Communication in Universities

Universities should actively use new media to carry out the dissemination of red culture and improve the affinity of red culture dissemination in universities. Firstly, universities should fully utilize the advantages of new media and build a platform for the dissemination of red culture in universities. Universities can use new media to establish new media platforms, provide more opportunities for college students to learn and exchange, increase their attention to the dissemination of red culture in universities, and thus enhance their sense of identification with red culture. Secondly, universities should actively carry out new media interactive communication activities. Universities can enhance their understanding and understanding of new media by holding various special lectures, symposiums, and other means, and improve their understanding of new media. Finally, universities should actively utilize new media to carry out rich and colorful campus cultural activities. By organizing various campus cultural activities to enrich the extracurricular life of college students and enhance their interest in the dissemination of red culture in universities. At the same time, universities should actively use new media to carry out the dissemination of red culture, enhance college students' sense of identification and participation in the dissemination of red culture in universities, thereby improving their literacy and ability to use online behavior in the new media environment, and promoting them to better adapt to the needs of social devel-
development and their own development.

2.3 Strengthen the network information literacy of college counselors and improve the effectiveness of red culture communication

As the main undertaker of daily red culture communication, college counselors' network information literacy is directly related to the success or failure of college red culture communication. Therefore, colleges and universities should pay attention to the cultivation and promotion of network information literacy of instructors. Through regular training, lectures, salons and other ways, the counselors constantly strengthen their learning and understanding of new media knowledge, constantly improve their network information literacy, and then effectively use new media to carry out the work of red culture communication among college students. Secondly, universities should strengthen the training of counselors on new media technology operations. Counselors should continuously strengthen their learning and understanding of new media technology, proficiently master the application methods and skills of various new media technologies, and continuously improve their ability and level to carry out red culture dissemination work in the new media environment. The evaluation work can effectively motivate counselors to continuously strengthen their learning and understanding of online information, thereby comprehensively improving the effectiveness of the dissemination of red culture in universities.

2.4 Actively play the leading role of teachers in promoting red culture among college students in the new media environment

From the perspective of the internet, the forms and methods of red culture dissemination continue to innovate, but new media has not changed the essence of red culture dissemination. Therefore, in the era of new media, universities must adhere to the principle of putting people first, fully leverage the leading role of teachers in the dissemination of red culture, and make them always the leading force in the dissemination of red culture. In the new media era, college teachers should keep pace with the development of the times, actively change their ideas, strive to improve their comprehensive quality, active learning new knowledge, master new skills, understand new trends, and study new problems through the network platform. Only in this way can we keep up with the pace of the times and become the leading force in the dissemination of red culture among college students. In addition, college teachers should improve their information literacy to a new height, influence and infect students with their good words and deeds, and help students establish a correct world outlook, outlook on life and values (Yue Aiwu & Chen Wenyi, 2022).

2.5 Fully Utilize New Media Technology to Promote Innovation in the Communication Forms of Red Culture

Firstly, new media technology has provided new avenues for the dissemination of red culture. In the era of new media, utilizing new media technology can enrich the content of red culture dissemination and make it closer to life. Due to the complex living environment of college students, their ideological and political situations also exhibit diverse characteristics. This requires university teachers to use flexible and diverse methods to promote red culture among college students. Traditional preaching, indoctrination, and rigid indoctrination can no longer meet the psychological needs of the current generation of college students. Therefore, in the era of new media, university teachers should fully utilize network information technology, innovate the forms and methods of red culture dissemination in universities, and enhance college students' sense of identification with new media (Yang Wei, 2022).

Secondly, universities should fully utilize new media technologies to promote innovation in the forms and methods of red culture dissemination. Universities should establish a management and education model centered around the school, led by teachers, and student-centered, so that students can develop a strong curiosity and thirst for knowledge about new media and gain more knowledge through information exchange. Specifically, when carrying out the dissemination of red culture among college students in universities, new media technologies should be actively utilized. In conducting theoretical teaching, various methods such as video, audio, and pictures can be used to present teaching content to students. In addition, teachers can make full use of WeChat official account, microblog, Tiktok and other platforms to publish and disseminate teaching activities. When carrying out practical teaching, universities can use methods such as micro videos and micro courses to fully utilize various new media technologies to enrich students' practical learning activities (Chen Ye, 2020). Finally, universities can fully utilize network technology to establish student-centered management and education models. Specifically, new media technologies such as WeChat official account and microblog can be used to convey the principles and policies of the Party and the country to students when carrying out theoretical
teaching in colleges and universities; When conducting practical teaching, methods such as micro videos and micro courses can be used to convey relevant professional knowledge and skills to students; When carrying out the dissemination of red culture, micro forums, micro classrooms, and other methods can be used to convey information about national current affairs and politics to students.

2.6 Actively strengthen the construction of campus network culture and create a good atmosphere of campus public opinion

The construction of campus network culture in universities is an important way to strengthen and improve ideological and political work in the new media era. It is of great significance for promoting the growth and development of college students and improving their comprehensive quality.

Firstly, universities should fully leverage the important role of campus network culture in the new media era and strengthen the construction of campus network culture. With the rapid development of internet technology, people can use the internet to spread information, communicate and exchange, providing a richer carrier for the dissemination of red culture. At the same time, universities should fully utilize campus network culture to carry out red culture dissemination activities, use new media platforms to promote the policies, guidelines, and routes of the Party and the country, and use new media platforms to carry out theme education activities, cultural and sports activities, etc (Chen Shujie, 2019). Through the application and innovation of new media technology, the dissemination of red culture has become more lively, attractive, and infectious, thereby better promoting the development of red culture dissemination among college students (Liu Chang & Zhang Xiaoxiao, 2020).

Secondly, by building a new media platform, we can timely and accurately convey the hot issues that college students are concerned about, helping them better understand the dynamics of social development. Issues such as employment, healthcare, housing, and education that college students are concerned about can be promoted and interpreted through new media platforms to help students better understand national policies and improve their own quality. Through new media platforms, students can not only understand the national policies and policies, but also timely access to social development trends, which is of great significance for improving the dissemination of red culture.

3. Conclusion

The development of network technology has changed people's lifestyles and also brought new challenges to the dissemination of red culture in universities. From the perspective of the internet, universities should fully recognize the importance of the internet in the dissemination of red culture in universities, grasp the initiative of online publicity, actively adapt to the development trend of new media, strengthen guidance on the use of the internet by college students in the new media environment, and play a leading role of teachers in the dissemination of red culture among college students in the new media environment, fully utilize new media technology to promote innovation in the forms and methods of red culture dissemination among college students, actively strengthen the construction of campus network culture, and create a good campus public opinion atmosphere. Only in this way can we continuously improve the quality of the dissemination of red culture in universities, improve the ideological and political qualities of college students, and promote the cultivation of more outstanding talents in universities.

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