**Thoughts on the Media Literacy Education of College Students in the New Media Environment**

【Summary】

In the new media era, the media environment has undergone drastic changes, and the content, channels, methods, and concepts of information dissemination have shown new characteristics. As the main force of media applications in the new media era, college students are facing huge challenges in their media literacy. When there are many unsafe factors in network information, the media literacy of college students also needs to reach a higher standard. Based on the relationship between media information dissemination and social change in the new media era, understand the connotation of media literacy, combine relevant literature, analyze the impact of the educational environment and the new media environment on college students’ media literacy, and finally propose the training of college students based on the analysis. Media literacy opinions or suggestions.

【Key words】

New media college students' media literacy education

【About the Author】

Wei Maolin (1994-), female, from Langzhong, Sichuan, a master student in the School of Marxism, China West Normal University, research direction: ideological and political education communication.

Gu Shengran (1972-), male, from Chongqing Dazu, Ph.D., professor of China West Normal University, deputy director of the Sichuan University Students Ideological and Political Education Center, master's supervisor, research direction: social belief theory, history of philosophy, political philosophy, etc.

Zhang Zhiguo (1978-), male, from Pingyao, Shanxi, lecturer, master's degree, research direction: college students' ideological and political education and student party building; Ma Fu, associate professor of the School of Marxism, Xi'an University of Technology, master's tutor, research direction is student ideological and political education .

## 1. Media Literacy

Media literacy refers to people's ability to understand, select, discriminate, survive, evaluate and use information when faced with various media. In the context of the digital age, the definition of media has long been out of the category of traditional media such as newspapers, radio, and television, and even encompasses all types of new media represented by self-media and micro-media. As aboriginals in the digital age, contemporary college students need to be exposed to many media every day, and their life and learning are already inseparable from various media. Therefore, the media literacy of college students is particularly critical, and colleges and universities also regard the media literacy education of college students as the quality education of colleges and universities. An important part.

The new media environment has also spawned new media literacy. New media literacy refers to the ability and accomplishment that people show in the process of contacting, using, and controlling new media such as the Internet, mobile phones, digital television and using new media to spread information. It includes media users’ cognitive ability of new media. , Use ability and correct new media ethics. Regarding the definition of new media literacy, scholars have conceptually defined it from different angles. In Yu Xiucai's view, new media literacy mainly refers to the quality and accomplishment shown by the public when contacting, interpreting and using new media and new media information... It emphasizes the public's ability to use new media [3] . Cai Qi and Li Ling believe that new media literacy is to shift the center of media literacy from cultivating media criticism ability to cultivating information management ability. It should cover three aspects: screening ability, screening ability, and integration ability [4] . Ji Haiju pointed out that new media literacy mainly refers to the ability of people to contact and understand new media, the ability to interpret and criticize new media, the ability to participate in and use new media, and the ability to create and disseminate new media [5] . From the relevant research of various scholars, they all recognize the important role of individual participation and subjectivity in new media literacy, but to some extent they have ignored the new media ethics of cultivating the subject. The new media morality refers to the ideological quality and aesthetic ability possessed by media users.

New media literacy is an extension of traditional media literacy in the new media era, and its emergence benefits from the rapid development of new media.

## 2. The status quo of contemporary college students' media literacy

   The "Survey Results of China's Educational Informatization Development" published by the Education Management Information Center of the Ministry of Education and the School of Education of Peking University on China News. On average, students spend more than 3 to 4 hours online every day in school, but half of their time is spent on network activities that are not related to learning. The most popular on campus network is not learning resources, but BBS, movies, and online games. According to a survey of 587 college students in Nanjing on May 5, 2007, in the Xuanwu District of Nanjing City, 9% of college students indulged in the Internet and abandoned their studies. In March 2005, Shanghai launched a questionnaire survey on the subject of "Media Literacy Status of Shanghai University Students" targeting undergraduates from six universities in Songjiang University Town. The survey shows that the media literacy status of Shanghai college students presents the following characteristics: (1) In terms of media exposure, college students' consumption of various media is generally at a moderate level, and media exposure is frequent. Among them, the consumption contact with the Internet is more prominent. (2) In terms of media cognition and understanding, college students have a clearer understanding of the commercial nature of media, and lack of understanding of the audience's active status in communication. In addition, most college students are aware of the influence of the media on their knowledge structure and perspective thinking, but they are relatively ignorant of other deep-seated influences of the media on values. (3) In terms of media evaluation and judgment, college students lack sufficient judgment and vigilance in the representation and construction of media. He believes that the media should be free and independent with less government regulation, support the media marketization route, and advocate the de-ideologicalization of the media. (4) In the production of media applications, college students are not proactive enough to use information, and the proportion of people participating in media interaction and media content production is also very low. [6]

## 3. The significance of cultivating college students’ new media literacy

First of all, it helps to educate and occupy positions. In the era of new media, college students who are willing to pursue new things are enthusiasts and enthusiasts of new media. They frequently obtain information and express ideas through new media such as the Internet and mobile phones. The daily life of college students is increasingly showing a trend of shifting from "online" to "online", from reality to virtual. Therefore, education should also combine "reality" and "virtuality" to promote the coordination of education and new media literacy education.

Secondly, it helps to guide universities in the physiological use of media and create a clear and clear cyberspace. People in the media environment are not isolated individuals. Everyone has his own network peer group. These network peer groups are formed due to age, or due to common interests or hobbies, or due to work needs and other reasons, and group members will influence each other consciously or unconsciously. "Cyberspace is the common spiritual home of hundreds of millions of people... No one wants to live in a space full of falsehoods, frauds, attacks, abuse, terror, pornography, and violence." Contemporary young students are a promising generation. With a high level of knowledge and culture, a high thirst for knowledge and learning ability, they are unwilling to live in a media environment full of false, violent, and vulgar information. Cultivating college students’ new media literacy, on the one hand, can help college students to identify the values ​​hidden behind the information through the surface of the media information, and dig out real and effective information from the vast information flow; on the other hand, it can also enable college students to be online Disseminate information responsibly, do not believe in rumors, do not spread rumors, and keep a clear head in the online public opinion field. More importantly, the improvement of college students' new media literacy level will subtly affect other members through the interaction between peer group members, prompting network peer group members to identify with them. This will help create a clear and clear cyberspace

## 4. How to cultivate and improve the media literacy of college students

At present, the media literacy development of college students is not obtained through scientific theoretical guidance and systematic practical training, but in daily learning and life, through intuition and insights when in contact with the media [7] . College students live and study on campus Main venue. How to effectively improve the media literacy of college students, help college students shape the right untaken, create a rational cultural generation and transmission path, funny and irreplaceable responsibility. (1) Shaping a correct "media view": stressing that media literacy education should be incorporated into humanistic quality education

Colleges and universities should use various propaganda, education and management platforms to promote the shaping of college students’ media perception and self-control to improve their cognition and use of media functions, and guide them to establish in the media field to distinguish between right and wrong, true and false Information concept, improve the ability to extract and use effective information, and then make full and effective use of the rich resources provided by the media platform.

### (2) The organic combination of media literacy education and ideological and political education

First, the construction of an online platform for educators and college students. As the main force of ideological and political education for college students, college ideological and political teachers must comprehensively improve their media literacy, master a wealth of network information and knowledge, and construct a discourse communication platform where educators and college students are present together. Communicate with students through new media, carry out discourse clarification, value guidance and rational guidance of emotions. Through specific media literacy case analysis to cultivate students' ability to use new media for learning, communication and independent thinking, so that students can know how to choose and judge from the massive information, so as to enhance the ability of college students to resist negative information.

Second, the expression and resonance of the rich in ideological and political education. In the "Internet +" environment, the integration of media literacy education and ideological and political education of college students is an objective need for the development of modern ideological and political education [8] . Media literacy education is a kind of internalized education. Ideological and political teachers should make classroom Chinese, teaching materials, discourse, and informative, and standardize the use of various media carriers commonly used by college students. This can not only cultivate students' integration and satisfaction with the way media carriers obtain information, but also train students to make full use of the network to enhance Learning interest. At the same time, it expands media teaching, realizes the online upload and opening of teaching resources, combines classroom real teaching with network virtual teaching, and educates and guides college students to learn to screen the massive information on the Internet, and make correct and rational judgments on hot issues in news and public opinion. In this way, we can prevent the risks of bad ideology that college students may face under the Internet environment, so as to improve the opportunity and efficiency of equal participation of educators and college students, and realize the purpose of self-education and self-management of students.

### (3) Build an educational practice platform to improve media literacy

Broaden the channels of campus cultural life and build an educational practice platform for college students to improve their media literacy. One is to make full use of various media in the school, such as campus network, publicity column, school newspaper, campus radio and television, school official WeChat public account, Weibo, etc. A clear understanding of the social function of the media, the connotation and extension of information, and the characteristics of news, establishes the deconstruction of various information, the acceptance of information content, and the use of media to enhance the ability of college students to identify media information . The second is to give play to the role of student social organizations. College student associations have become the main force of campus cultural activities and another important position for college students to develop their media literacy. Organize various activities through student clubs, open up various, rich and flexible media literacy education activities such as college student clubs and organize moral forums, inspire students to consciously identify and introspect when contacting media information, and enable college students to improve media literacy in a subtle way . The third is to cultivate a group of student backbones with high media literacy, establish models, publicize their deeds, and speak out; at the same time, hire them as campus media informants, keep an eye on the dynamics of media public opinion, and give full play to the leading role of student backbones in improving college students' media literacy.

### (4) Establish a network system to improve college students' media literacy

The improvement of media literacy is not only the responsibility of colleges and universities, but also requires the government, society, and families to unite and work together to create a good environment. The government should play the role of legal supervision and control, timely detect and control the spread and spread of online rumors and false information, and eliminate the negative impact of bad information on college students from the root mountain. At the same time, the society should establish various media release review and feedback mechanisms, especially Great attention should be paid to the ideology implied by internet buzzwords and new media symbols, to create a healthy and progressive social environment for college students, to improve the media literacy of college students imperceptibly, and to promote the formation of their healthy personality. The family education of college students' media literacy is indispensable. When students are found to be disturbed by bad media information, they should not be allowed to let it go, but should be corrected in time. Therefore, colleges and universities should coordinate with the family, government, and society to become an important link in improving college students' media literacy.

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