

Explore the Path of Guiding the Values of Young College Students with Short Videos

Neng Chen

Sichuan University of Science & Engineering 643000, China

Abstract

Opinions on Strengthening and Improving Ideological and Political Work in Colleges points out that ideological & theoretical education and the guidance of value should be strengthened, ideal and belief education should be put in the first place, to guide teachers and students to establish a correct outlook on world, life and values. However, the traditional educational guidance mode of ideological and political work in colleges and universities is faced with the challenge from the new network media. The social trend of thought is diversified, and the market pursuit and refined egoism fill the campus in the current. Social trends of thought are diverse, market-driven and refined egoism pervade the campus. This research use questionnaire survey and the analysis of large data for portraits of young college students of short video app users. In this way, it is pointed out how to combine the short video content of colleges and universities with these contents and fields, so as to improve the user stickiness of young college students and achieve better educational purpose, and also explore the content recommendation mechanism of various short video platforms to lay a foundation for the promotion of short video in colleges and universities.

Keywords

Ideological and Political education, short videos, Values of Young College Students.

1. The Necessity of Using Short Video to Guide the Value of Young College Students

Opinions on Strengthening and Improving Ideological and Political Work in Colleges points out that ideological & theoretical education and the guidance of value should be strengthened, ideal and belief education should be put in the first place, to guide teachers and students to establish a correct outlook on world, life and values.

However, the traditional educational guidance mode of ideological and political work in colleges and universities is faced with the challenge from the new network media. The social trend of thought is diversified, and the market pursuit and refined egoism fill the campus in the current. Social trends of thought are diverse, market-driven and refined egoism pervade the campus. In the face of these difficulties, how to make good use of new media technology and how to occupy the new position of ideological and political work in colleges and universities is worth exploring.

Current data show that There are 854 million Internet users in China, and the Chinese Internet users aged 20-29 account for the highest proportion, reaching 24.6%. At the same time, college students have become the representative group of students, and their needs are the weathervane of the network. Our newest generation, the post-00s generation, has become the major users of the Internet. Among the TOP10 types of apps used by mobile netizens per capita per day in 2019, short video grew significantly among many apps. By 2019, the number of users exceeded 820 million, with 22 hours per capita per month, occupying a large part of students'

spare time. Therefore, it is worth trying to use short videos to strengthen value guidance, and it can achieve a huge effect at a microscopic level.

2. Problems with Short Video Platforms

Short videos, which are usually only a few minutes long, are the hottest Mainstream mode of communication in the current Internet information world, and whose propagation speed is astonishing, the general views of which are over hundreds of thousands. But at present, the content of short video sharing platform is uneven, exposed in many vulgar and negative contents frequently, such as pregnant mothers and vulgar speculation, bringing many problems to this platform that should be a socialist advanced cultural communication platform. At present, the state is gradually introducing measures to regulate relevant fields, and it is in urgent need of a benchmark to spread positive energy and advanced culture, so as to guide and regulate the development of the industry.

Problems in value leading of short video platform:

The first problem is the lack of respect for traditional Chinese culture and history. In recent years, there have been abuse of revolutionary martyrs, destruction of historical relics and worship of Western culture on the Internet platform, and these people are mainly the young generation. It is because of their disrespect for our traditional Chinese culture and history that they have been violated by many Western ideas.

The second problem is the lack of national and ethnic identity. Due to the lack of understanding of domestic and foreign situations, the lack of confidence in the country's development, and the indifference to national affairs and politics, some students gradually reduced their sense of identity to the country and the nation. Short video platform of colleges and universities will be a benchmark to spread positive energy and advanced culture. It is worth pondering how to make this benchmark play a stronger leading role in cultivating and promoting the core socialist values. This study will explore methods and paths for short video platforms in colleges and universities to be a better value-leading role.

3. Use Short Video to Explore the Path of Value Guidance for Young College Students

(1) Create a main platform for short video education

Universities should get rid of the barriers of traditional values education, take advantage of short video, take the initiative to build short video platforms organized by school officials at all levels, and make good use of personal short video accounts of ideological instructors and counselors to improve the effectiveness of value education for teenagers. Universities should actively change the traditional single value education mode, and take the initiative to meet the challenge of information diversity. Universities should take short video platforms organized at all levels as a new front for value education. Universities can start with the school history and school motto to spread positive energy on the basis of introducing the university. Counselor teachers as the people of college students daily contact with most closely, can immediately understand the student most information of interest, in his short video platforms issue some topic about students' academic, emotional, job and other related topics, to be recognized by college students in a "down-to-earth way" and guide them out of life confusion and troubles. Universities should link up different types of short video platforms, promote the construction of short video system in universities, and truly grasp the dominant right of campus culture in their own hands.

(2) Occupy the main channel of content dissemination

The wide dissemination of short videos is the most important feature for us to apply them to ideological and political education. The dissemination scope of short videos is closely related to the content. Only rich and diverse content can attract college students, and only with rich and positive content can short video serve as a means of value guidance. Therefore, we should apply the socialist core values to guide the campus short video culture, realize the value guidance for young college students in a subtle way, and master the right of discourse and dominance of the campus short video culture. We should also strengthen our ideals and beliefs in education, abandon the vulgar and boring content in the original short video, change the purely entertaining nature of short videos, maintain a keen political awareness, strengthen video audit, strict video management, take China's excellent traditional culture and heroic deeds as short video resources with strength, depth and temperature to spread positive energy.

(3) Cultivate the main force of network propaganda

On the one hand, it is necessary to improve teachers' ability to use short videos and build a ideological and political teacher team with new thinking, new means and lively methods. Ideological and political teachers in the short video era should have an in-depth understanding of Xi Jinping Thought on Socialism with Chinese Characteristics for the New Era and other theoretical knowledge, integrate the ideology, affinity and theory, skillfully use the most acceptable short video platform for college students, and effectively interact and share information with college students to achieve the purpose of subtle education and guidance. On the other hand, the positive effect of peers should be brought into play and a backbone team of short video students with high political literacy should be established. They have mastered the latest technology and platform, and are familiar with the path and way of short video propaganda. As the "web celebrity" in university ideological and political education, they can drive other students to accept relevant information first due to their own attraction.

(4) Integrate into the main classroom of ideological and political education

In the era of short videos, the diversified development of personal preferences, personality, ideology and values is inevitable, but the fundamental ideological education is firm and unshakable. Under the background of "curriculum ideology and politics", optional courses can be added to teach college students the ability of short video creation, communication, appreciation, evaluation and so on. Meanwhile, guidance can be provided in content planning and organization to give full play to the active role of college students in creating short videos. At the same time, students are encouraged to create short video themed activities that are closely related to campus, life and study, their enthusiasm are mobilized to participate in the creation. We can integrate ideological and political elements in the short videos creation process, change personality presents as organization guidance, transform self-expression into self-education, change fallen down into pursuit for good, making short video creation an effective way to inspire and guide college students to participate in collective, experience independently and feel personally.

References

- [1] The Danger and opportunity of ideological and political education in the age of short video, The network education, 2020,06.
- [2] YU Guoming. The Era of "Personal activation" : The Reconstruction of communication Ecology under the Internet logic-An extended discussion on the viewpoint of "Internet is a high-dimensional medium"[J], Modern communications, 2015(5).
- [3] QuestMobile Institute. 2019 Short video industry Semi-annual Insight Report, [EB/OL]. Quest Mobile, <http://www.questmobile.com.cn/research/report-new/58>.

- [4] Xi Jinping stressed at the National Conference on Ideological and Political Work for Universities: Ideological and political work should run through the whole process of education and teaching to create a new situation for the development of higher education in China[N].The People's Daily, 2016-12-09.
- [5] Neil Postman. Amusing Ourselves to Death[M], Guangxi Normal University Press, 2004.
- [6] PENG Lan. Short video: "transgenic" and rebreeding of video productivity[J], Press Circle, 2019(1).