

Media Literacy Education of Chinese College Students under the New Media Environment

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Abstract

Aspects of new media technology to Chinese college students thinking, language, behavior and psychology have had a significant impact, fully understand and grasp the opportunities and challenges of the new media environment to ideological and political education, conduct media literacy education to enhance adaptability and effectiveness of ideological and political education is a priority China ideological and political education.

Key words: New Media, College Students, Media Literacy Education

New media refers to the relative correspondence, telephone, newspaper, radio, film, television and other traditional media in terms of relying on digital technology, Internet technology, mobile communications technology and other new technologies to provide information services to emerging media audience. There are blog search engine, SMS, digital TV, virtual communities, portals, online games, mobile TV, etc., some of which belong to the new forms of media, some new media hardware, software, new media and new information services the way. Subject to the conditions of the schools, the media environment in which college students mainly by mobile phones, blog, online and traditional media together constitute. Among them, the network is a college favorite media and other media, according to the degree from strong to weak order of television, books, newspapers, SMS and radio. New media is not only a collection of text, images, sound, video, in one of the "multimedia", but also the integration of newspapers, radio, television and other traditional media in one of the "all media", rich and convenient communication of its information resources, has become a university student access and exchange of information important channel for ideological and political education provides a new environment and a good opportunity. But in the new media environment, the free dissemination of information, grass-roots, dissemination communicators personalized, instant access to information, enterprise media organizations, information on virtualization environment can easily disrupt the dissemination of information, resulting in relationships fragile, virtual reality world, public opinion biased and so on, to the ideological and political education has posed a serious challenge.

1. College students constitute media literacy

Media environment is the social and environmental factors following the economic environment, political environment, cultural environment and the natural environment, but also a very important. How to encourage students in the digital media age learn to identify and use the scientific media, become masters of information, rather than media slaves, is the core of the new media environment of ideological and political education. From the results of academic research, the current media literacy of contemporary college students constitute roughly

includes four areas: linguistics, psychology, philosophy and art studies. Some scholars believe that media literacy constitutes include: (1) the level of technology and applications that can be engaged in the work of the media sector; (2) the language semantics, aesthetics and values level, that appreciation of media content and the ability to distinguish; (3) structural level, refers to the knowledge of the structure of the media sector, management and other aspects. In the context of globalization, media literacy college students constitute only far beyond the scope of media literacy and general knowledge and cultural standards of localization. Many Chinese universities set up a "mass communication" course and media literacy education, many colleges and universities in the classroom and dormitory installed broadband network in the past that "plus blackboard chalk" teaching methods and rely purely political and ideological education "indoctrination" model updated. However, a deeper look, university teachers and students of media functionality is often limited understanding of the effect of the macro-social sphere, they are mostly global dissemination of information rather than criticism adaptability and innovation, the knowledge of the new media features also tend to be submissive, learning-oriented and non-constructed type. With the media and new media to accelerate the process of globalization march into the university hall, complex composed of college students of media literacy is gradually revealed.

2. The students through media exposure and education status quo

2.1 Students through media exposure

Young people's access and use of the media are social cognition, social consciousness began, on the basis of the formation of a social impression, and social judgment. At present, Chinese society is in the period of rapid change and transformation, social and cultural environment on the spiritual world of contemporary college students and behavior had a huge impact, but also directly affect the status of their media contacts.

(1) Content on the media exposure, from text messages to gradually shift the image information. College Students praised the "electronic writing and interpret blueprints simplified form", the aesthetic sensibility of the growing interest. PC and TV is their most frequent contact with the media, the clear leader in the text books, newspapers and other traditional print media.

(2) On the level of media exposure, generally at a low level of knowledge and understanding. While many students can quickly and easily access information, but can not for the media and information dissemination of information to make a more accurate assessment itself. In the course of using the media, media content and actively choose the mode of transmission or dissemination of media content and make the appropriate evaluation also lacks the ability, you can not content itself with the information needs of the media provided an effective link, but can not fully effective use of media resources to improve and develop themselves.

(3) In the media exposure will, recreation motivation point is fairly obvious. The competitive environment in contemporary society to the students caused tremendous psychological pressure, which makes the purpose of their contacts and media applications in large part to the emotional catharsis, seeking sensory stimulation, or relaxed state of mind, spiritual pleasure. So relaxed, happy and free entertainment programs, games, video works and other media content is easy to get their acceptance and love, such as QQ chat, watching movies, BBS forums, Facebook, online games and other prevalent on campus, some even Internet addiction is part of the game reflects their state of mind and emotional catharsis.

(4) On media literacy constitution, lack of sufficient attention to media ethics. A considerable part of the students understanding of media ethics rather vague, such as news publishing knowledge, intellectual property, network management and other aspects of the very poor. Many people, such as the invasion of hackers and other issues are not to be examined from the ethical point of view, but from a purely technical conduct praise perspective. Ethical issues associated with the media as a highly developed media technology brings a special form of moral issues, has not attracted enough attention college students. Media information dissemination is an urgent need to build grassroots media-related ethics.

2.2 The situation of Media Literacy Education Students

Developed very early emphasis on media literacy education, as the origin of the UK, media literacy education early on the inclusion of the school system, the establishment of an independent media research elective courses in high school, and a corresponding public examination; Canada Back in 1989, Ontario will be the media literacy column were compulsory school curriculum. In China there is not enough emphasis on media literacy education and reform the traditional ideological and political education.

(1) Focus on traditional media and more modern and less media attention. Development of information technology, not only beckons with figurative manifestation of cultural transmission mode of education, but also shows the future of the former figurative culture traits. With the advances in modern technology, television networks, mobile phones and other new media increasingly occupy young people living and learning space, while the attention of the current school education are still many places to stay in the culture of books, newspapers and other traditional media's cognitive abilities on the understanding of modern digital media is not much. Actually engaged in a considerable part of the ideological and political education of workers facing "Whether it is the use of information technology, or adapt to new values or lifestyle are not as young people increasingly outdated embarrassment." Existing network, blog, application of multimedia technology and other carriers in the current ideological and political education, are often rendered fat from the disorder, such as discrete states, and with the lack of mutual echo.

(2) Focus on knowledge, skills and more concerned about the practice of creating small. In recent years, China gradually start adding content in primary and secondary education in media literacy education, such as students in high school English courses, "to understand the situation in the major English-speaking countries of the mass media," "according to the task to learn from a variety of media obtain information and processing ", etc., but in addition to the news media university colleges, there is no universal set up media literacy education. School media literacy education, whether theoretical or relevant are behind the development of media technology.

(3) Focus on the theoretical level and more attention to less speculative cognition. Existing media literacy education is largely remain in the interpretation of the modern media on a theoretical level, but also a lack of information about the nature of media awareness training, evaluation, identification and selection capabilities. Interactive and virtual exchanges of information between the new media era, the urgent need for us to cultivate the body's own capacity for critical thought and decision capabilities.

3. The construction of media literacy education among university students

3.1 The creation of media literacy programs, updates ideological and political education

Media literacy refers to public access, interpretation, use of media quality and training, including the three links: contact the media, access to information; interpretation of media, the media uncritically accept information; use of media work and life, through the medium of sound and maintain their own interests. Media literacy is not only qualified, but also the methods and skills, which determines the most basic and core of modern media viability. Universities should be the new media literacy education into the category of quality education by organizing lectures and new media offer electives popularize knowledge of new media, new media applications will penetrate into the relevant teaching, making media literacy education as general education college and public education. At the same time, strengthen the student media and the legal concept of moral consciousness, self-awareness and encourage students to establish a correct concept of new media, training and awareness-raising and capacity-college students to consciously resist harmful information, and consciously abide by the media and Ethics, the rational use of the new media resources.

3.2 Strengthening of media literacy education, reshaping the harmonious relationship between teachers

The new media environment, the production of information dissemination mechanism is a "public" to "small minority" of transmission mode, select and use information to achieve the liberalization and individual autonomy. In the new environment to carry out ideological and political education, ideological and political education to change the traditional theory of heavy "indoctrination" and the formation of the subject teachers and students passively accept the situation, to achieve educational role change. According to the characteristics of the new media era, and the inherent law and the requirements of the ideological and political education, adhere to play the leading role of teachers, to help college students learn to understand and analyze complex social phenomena, positive identification of complicated information to guide students to actively participate in the entire autonomous educational process. Establish a dominant position of the educated and self-education and learning to master the concepts, so that teachers and each other communicators and recipients of information, education and the educated each other while the ideological and political education, and the formation of educators and students in collaborative learning model, and build a harmonious interaction between teachers and students.

3.3 Improve the regulatory mechanism of campus New Media Information

Currently university website, mobile news and other forms of new media do not have the technical conditions and management conditions fully supervised, unable to bad information from the outside, the error message is monitored, can not effectively control the dissemination of information, therefore, must Under the conditions of new media channels for dissemination of information technology, the way a more strict supervision and management. Colleges and universities on the one hand through the construction of its own network to be a virtual organization, the establishment of a network administrator, etc. to strengthen supervision of information dissemination, on the other hand, including the media itself, including the entire society should also strengthen technical research, the implementation of the classification or filtering information to the media, Monitoring good source. At the same time to develop and improve relevant laws and regulations, strengthen supervision and management of mass media, mass media conduct strictly implement the responsibility to actively guide and encourage positive content of the mass media dissemination of health, and criminal use of mass media conduct severe blow, and make sure there are laws to go by.

3.4 The construction of high-quality media literacy education team

Faculty of construction on critical media literacy education must be multi-level, multi-channel to build a high-quality teachers. In addition to media practitioners to strengthen professional ethics and professional skills training, but also to strengthen the non-media practitioners in media literacy education, as educators, universities, professional education must be confined to disentangle from the break professional and professional education system, to build a platform for media literacy education. On the one hand, we must continue to combine the actual school, applying knowledge of communication to strengthen research work related to the theory, the special nature of the new media environment familiar ideological and political education. On the other hand, by conducting lectures, in-service training, and exchange a variety of ways to communicate or even qualification of teachers and other educators to contact and accept new educational philosophy and educational model in the new media environment, to further improve the quality of their information and the use of mass media proficiency. With this multi-channel, multi-level construction projects, and establish a number of both technical expertise but also master modern media law, have a certain ability to respond to high-quality teachers, to better carry out the full range, high-quality media literacy education .

3.5 The formation of the evaluation system of media literacy education

The formation of media literacy education evaluation system to ensure that media literacy is an important factor in the quality of education. Assessment of media literacy education can learn from the British student evaluation in the field of elementary education. This is a three framework: in most of the country on a public examinations and national tests, the main test each stage (usually at least half a year) student achievement, test standards generally use a unified national standard level, as academic achievement test when the end stage of education. In the middle of it is to evaluate the implementation of teachers, including school teachers and school examinations at the end of the usual tests, teaching process, teachers test is a regular, continuous assessment and records. Relative to the developed countries, more mature media literacy education, media literacy education in China has just begun. On the one hand we must learn the theory and experience of foreign media literacy education, on the other hand should be combined with China's national conditions, go take the research strategy of localization, and gradually create for our own media education system. Finally, media education requires the joint participation and cooperation of school, family and society. Families should do a solid backing, parents act as role models for the children grasp this opportunity to educate their ability to properly use the media information knowledge. The community should create a good, healthy living environment, which alone could form a concerted effort on the students' ideological and political education.

6. References:

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