

New Impetus of Campus Culture Education Based on Short Videos

Xihua Chen*, Haining Huang, Huiling Lin

Guangzhou College of Technology and Business, Guangzhou, 510850, China

*Corresponding author: qxihua@126.com

Abstract: With the development of new media, short videos have become one of the important media in colleges and universities. It plays an important role in disseminating campus culture and carrying out ideological and political education via network, and transmitting positive energy. In order to highlight the educational function of campus culture, this paper starts from the characteristics of short videos, exploring the function of short videos in the practice of college education in terms of its information receiver, dissemination form and content. Firstly, from the aspect of information receiver, it proves that young college students have become the main force and new force of short videos transmission. Secondly, from the aspect of dissemination form, it elaborates that great attention should be paid to the implementation of educational services in colleges and universities, and the characteristics of short videos should be integrated with students' personality to create and spread diversified short videos, thus achieving the effect of moistening things silently, subtly and imperceptibly enlightening students' minds. Finally, three educational functions of campus culture based on short videos are proposed from the content of communication. One is to educate students with real people stories; the second is to educate students with real-world situations and emotions; the third is to educate students with competitive spirit and classic books.

Keywords: Short Videos, Campus Culture, Colleges and Universities, Educating People

1. Introduction

With the development of the Internet, the demand for campus culture communication has grown rapidly, and short videos have emerged with the characteristics of short duration, fast dissemination, and easy production. Short videos, or micro-videos, are a form of micro-culture, a special cultural phenomenon that has emerged with the performance of micro-blogs, micro-letter, micro-videos, micro-literature, micro-public welfare and other cultural forms in the 21st century [1]. The Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Situation issued by the Central Committee of the Communist Party of China and the State Council in 2017 pointed out that "University or College should strengthen the Internet carrier construction of ideological and political work, encourage students to participate in interactive community, build education websites and professional academic website, set out the construction of 'two micro and one end use like expression of college students ideological and political education". [2] This not only requires colleges and universities to play the correct value-oriented role of micro-culture, build a good education pattern, provide college students with a pleasant culture, but also needs to link short videos with the actual development of college students themselves, create several positive and healthy cultural elements full of positive energy, constantly enrich the contemporary value and spiritual connotation of campus culture, and create a brand of special campus cultural activities.

2. The Dissemination Audience of College Short Videos

2.1. College Students are the Main Force of Short Videos Communication

The 49th *Statistical Report on the Development Status of China's Internet Network* released by the China Internet Network Information Center (CNNIC) shows that as of December 2021, the number of China's Internet users reached 1.032 billion, up 42.96 million from December 2020, and the Internet penetration rate reached 73.0%, among which the number of short videos users reached 934 million. University students account for a high proportion of the group and have the following characteristics.

Firstly, college students are characterized by strong receptiveness, a high desire for knowledge, and a wide range of knowledge. They have a strong demand for cultural diversity. Meanwhile, they are likely to explore beauty, pursuing beauty and defining beauty. They are confident and opinionated about life and they also have leading edge of reality in thinking concepts, and keep curiosity and freshness about new things, who provide diversified resources for the dissemination of college short videos and inject new momentum for the development of campus culture. They provide diversified resources for the dissemination of short videos in colleges and universities and inject new dynamic energy into the development of campus culture. Secondly, college students generally have the characteristics of extensiveness, interactivity and diversity in interpersonal communication, which make them "active". They like to record their daily lives, express their unique ideas, vent their grievances, reveal their true emotions, publish original works, show their personal charming, share anecdotes and broaden information boundaries through short videos, which provide a powerful impetus for short videos dissemination. Thirdly, post-00 college students are the new youth who develop with the mobile Internet, they have been exposed to the Internet earlier and are highly dependent on the Internet. They are native netizens who can quickly master the skills of using new media such as short videos and get used to their communication methods. [3] Therefore, college students become the main force of short videos communication in colleges and universities.

2.2. College Students are the Driving Force of Short Videos Dissemination

Campus culture is the main content of short videos communication, while student groups and new media centers are the raw power of using short videos to spread campus culture. On the one hand, colleges and universities disseminate campus culture through short videos made by departments or organizations such as School League Committee, student union and new media Center, to realize the educational function of campus network culture. However, campus culture involves all aspects of science and technology, culture, sports, life, learning and entertainment, and requires a large number of new media people to participate in it, including script design, promotion and mobilization, activity follow-up, on-site filming, post-editing, work release, content diversion and platform dissemination. Therefore, colleges and universities will recruit a group of freshmen with certain media literacy and a love of short videos every year as a backup force to spread campus culture and join in the operation of new media, to better spread characteristic campus culture and shape the brand of cultural activities. On the other hand, these new members have strong interest in short videos. They are not only creators, producers, but also audiences of short videos content. They can continuously record, create, share and spread the content to ensure the normal operation of the new media platforms. At the same time, they all combine their study, life and entertainment to make short videos, which are easy to get the favor and recognition of college students, trigger emotional resonance and maximize the educational function of campus culture. It can be said that without the raw power of college students, there would be no rapid spread of short videos.

3. Short Videos-based Forms of Campus Culture Communication

3.1. Attaching Importance to the Leading Role of Short Videos

As a form of spreading campus culture, short videos have an important value-led role in promoting traditional culture, propagating advanced ideas and carrying out online thinking politics. Spreading campus culture through short videos can subconsciously influence the values of college students and guide their healthy growth, nourishing all without a sound and touching their hearts. Take the Learning Commune APP commonly used by college student Party members as an example, it provides a virtual online learning environment where educators use new media, technology and means to organically integrate campus culture with ideological and political education, publish and share news events, educational cases and academic views on the platform through diverse ways such as videos, audio, pictures and text to promote the mainstream views of campus culture, which not only leads to extensive communication and discussion among college students, but also promotes a convergent way of thinking and cognitive psychology of campus culture. In addition, with the development of new media technology, such as news broadcast, People's Daily News, the mainstream media spread the positive energy successively in all kinds of short videos platform, and attracts a lot of students, which have promoted the spread of campus culture and built up an ideological position on the Internet, making the originally boring textual information vivid and simple, guiding students to establish the correct political aspirations and value orientation, strengthening their patriotic mission and responsibility. Under the new situation, to strengthen the guidance of campus culture, colleges and universities need to give full play to the

advantages of short videos to gather positive energy for education, expand new space for education and stimulate new momentum for education, so as to achieve the fundamental purpose of "establishing moral education".

3.2. Advocating the Technical Diversity of Short Videos

With the rapid development of mobile Internet, short videos as with wings of take-off. Compared with traditional videos editing and production, short videos have the advantages of low technical threshold, fast transmission speed, wide coverage and strong interaction, etc. Moreover, it does not require certification permission and can be shared anytime, anywhere and instantly, successfully attract a large number of young college students. Therefore, it has also become an important stage for universities to spread campus culture. Because college students are interested in new media and have strong learning ability, they can quickly master the rules and production skills of short videos. There are also videos production APPs such as "Cut Screen", "Second Cut" and "iMovie", which further simplify the production process of short videos and lower the threshold of using short videos, and these videos production APPs come with many styles, templates, filters, special effects and soundtracks, which create convenient conditions for college students to make various forms of short videos with campus culture. In addition, college students usually record the wonderful moments of campus cultural activities and create short videos with rich and diverse contents at national anniversaries, traditional festivals, graduation seasons, or special times such as campus science and technology culture festivals, music festivals, sports festivals, food festivals, etc. These wonderful moments are likely to present in different ways such as integrating with music, dance, poetry drama, opera, cartoons, calligraphy, poetry, sculpture, architecture, arts and crafts, as well as the variety of art styles, record styles, and literary styles favored by college students to highlight the unique charm of campus culture and shape the brand of cultural activities with school-based characteristics.

3.3. Embracing the Forms of Expression of Short Videos

Short videos can not only convey correct values and cultural knowledge in an entertaining way, but also express real feelings and record touching stories, which can warm people and hearts. First of all, most short videos maked and released by colleges and universities are related to campus culture and students' life, with the characteristics of respecting individuality and emotional needs, use convenient, vivid and interesting, which can fully express the life value, quality attitude and emotional needs of college students, and have good interactivity and experience, which can give college students strong sensory experience and spiritual shock and trigger wide emotional resonance. Secondly, the short videos are short, dynamic and self-entertaining, which deeply attracts college students. Colleges and universities use short videos to present educational difficulties and political hotspots in the form of "entertainment", which can not only make the original boring cultural knowledge become humorous and interesting, but also broaden the channel of fragmented learning for college students, which is easy to be accepted by college students and achieve the effect of "internalization in the heart and externalization in action". Once again, short videos are highly interactive, often using "stimulating", "fresh" and "jumping up" ways to present relaxed and interesting content, which is popular among students. Students can also post remarks and opinions, exchange views and opinions, share information and happiness on the short videos platform. Therefore, to a certain extent, short videos can not only help college students eliminate psychological burden, relieve mental pressure, enrich campus life, but also promote the exchange of ways of thinking, show the charm of campus culture, strengthen ideological and cultural exchanges between teachers and students, find students' potential psychological problems and timely guidance. It can be said that whether in study, life, love, family and other aspects, short videos have a subtle influence on every college student, and also become an important way for college students to express their feelings and entertainment in daily life.

4. Campus Culture Communication Strategy Based on Short Videos

Colleges and universities give full play to the role of the main position of educating people, create a strong and contemporary campus culture atmosphere, and take advantage of new media, integrate old and new media resources, open the border between media, combine short videos with campus cultural activities to enhance the attractiveness and appeal of short videos and promote the wide spread of campus culture.

4.1. Educating Students with Real People Stories

Universities advocate leading the construction of online culture with mainstream values, insist on the unification of theoretical and practical education, focus on the "language art" infection, artistic rendering and technological integration through innovative campus culture education, and skillfully integrate the ideological and professional education into short videos to stimulate the potential of teachers and students, unite the hearts and minds of the campus, transmit positive energy, and shape the new man of the times [4]. Firstly, one of them is to make use of the campus culture branding activities to embellish and implicitly influence. Through the campus culture brand activities such as "Top 10 touching deeds on campus" and "Looking for the most beautiful young people", the touching deeds and the most beautiful young people are made into short videos, and the network is used to publicize the real-life stories on campus, so that students can transmit positive energy on campus with the power of role models. By this way, they are more likely to advocate true goodness and beauty, develop concepts, cultivate quality and improve the realm in the process of paying attention to good people and good deeds. Secondly, with the help of special commemorative days, to see the big picture in a small way, highlighting the educational function. For example, in 2022, which is the 100th anniversary of the founding of the Chinese Communist Youth League, colleges and universities record the most exciting parts of heroic figures and revolutionary events with the help of short videos, and reflect the big theme of patriotism through a small event and a small episode [3]. Another example is the Maozhi Conference, using AI, VR, AR, MR and other technologies to make a short videos of the historical background and related events of its convening, reflecting the full picture of the Maozhi Conference and the value of the Conference in the history of China's development, and at the same time inspiring college students to continuously study red culture, strengthen revolutionary beliefs, inherit red genes, enhance cultural heritage and patriotic feelings. By spreading campus culture with the help of short videos, not only can college students understand the characters' images and the causes of related events in the process of paying attention to the characters' stories, but also can achieve the purpose of educating people and events with people. [3]

4.2. Educating Students with Real-world Situations and Emotions

On the one hand, whether college students can get quality learning resources and equal learning opportunities depends on the creation of college media environment. Colleges and universities can tap into positive and healthy innovative cultural elements full of positive energy, integrate Marxist theory, Xi Jinping's socialist thoughts with Chinese characteristics in the new era, socialist core values and the school motto, the idea of "five advances in moral learning [5]" into new media such as official campus microblogs, public numbers, short videos of Jitterbug, spread traditional and advanced culture through online competitions, We also disseminate traditional culture and advanced culture through online contests, question and answer, debates, interviews, consultation and counseling, etc. to create a campus media environment that can infect students' minds, cultivate their sentiments, shape their personalities, cultivate their qualities and improve their cultivation, so that students can have a good inner experience under the inculcation of this environment. On the other hand, universities also need to rely on the creation of media environment in the process of spreading campus culture and mainstream consciousness. With the help of new media such as short videos, it is possible to build an internal campus social ecology, report relevant topics and events, and guide the focus of public opinion. It is also possible to show the campus environment, teaching equipment, teaching places, library resources, cultural activities, accommodation, special food, personalized services, humanistic care, and the scientific rigor and seriousness of teachers, etc., so as to be useful, affectionate and interesting, and to convey true feelings, so that students can experience the school's intention and affection, feel the unique charm of campus culture, and develop a sense of belonging and recognition in their hearts, thus stimulating students' potential, establishing a big feeling, increasing their interest in learning and actively exploring learning. Although there are many factors that are difficult to control in the form of production, editing and content of short videos, they can play their own advantages in creating a media environment or in promoting education and services, as long as they are properly guided and effectively regulated. In this way, short videos can create a harmonious campus atmosphere for students, and cultivate people in an innovative environment and impress them with their true feelings.

4.3. Educating Students with Competitive Spirit and Classic Books

Colleges and universities are the frontier of inheriting, spreading and creating excellent and advanced culture. By means of short videos and other new media, various competitions and themed education activities are widely carried out, which can not only increase students' extracurricular life, stimulate youth

style, but also enrich educational content and expand the space for cultural education. On the one hand, Colleges and universities can organize short videos design competitions according to the themes of ideological and political education, patriotic education, security education, traditional culture, general knowledge of law and professional knowledge, and encourage students to participate in the competitions in the form of documentaries, narratives and propaganda films, which not only improve the level of in-depth integration of computer technology and disciplines among college students, stimulate their interest and potential in learning computer knowledge and skills, but also enhance their ability to use computer for problem solving and system design, cultivate their sense of teamwork and innovation and entrepreneurship, and further enable students to experience the sense of achievement in knowledge harvesting and practical wisdom in problem solving. On the other hand, colleges and universities can guide young students and teachers to focus on the countryside, take effort to rebuild traditional villages, special villages, typical villages of rural revitalization, excellent traditional culture, rural red culture and new era culture, and participate in "colorful countryside", "three rural areas" and other thematic educational practice activities. Students and teachers are contribute to inherit and promote the excellent traditional culture and the historical experience of the Party's century-long struggle with some educational and practical activities in the form of short videos, research reports, animation, posters, pictures, poems, calligraphy, Chinese paintings and other forms. By this way, we can better demonstrate the major achievements of building a well-off society, poverty eradication and rural revitalization so that to promote the excellent culture of Guangdong villages to empower rural development, to help rural revitalization and the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, to welcome the The Party's 20th National Congress will be convened victoriously. In a word, no matter in the school competition or off-campus practice, colleges and universities should give full play to the advantages of short videos, closely combine professional education and cultural education with short videos, create a harmonious cultural atmosphere and pure network space, and highlight the educational function and value of campus culture with small views and cultural people.

5. Conclusion

Nowadays, short videos have become the main channel of information dissemination. Colleges and universities should integrate various media resources, give play to the main theme of short videos, explore a new paradigm of campus culture construction actively, open up new positions of network thinking and government, expand new space of network education, create a positive and healthy cultural atmosphere for students, and realize better effect of campus culture education service.

Acknowledgements

This paper is funded by Guangdong Province 2021 Annual Education Science Planning Project (2021JKDY037).

References

- [1] Luo Zhao. *Research on the Function of Micro-culture Education and its Realization Mechanism* [D]. Shenzhen University, 2019.
- [2] CPC Central Committee and State Council. *Opinions on Strengthening and Improving the Ideological and Political Work of Colleges and Universities under the New Situation* (Zhongfa (2016) No. 31).
- [3] Hong Chunhua, Ren Zhibing. *Exploration of Micro-videos Dissemination Strategy of Patriotic Education in new Era Colleges and Universities* [J]. *Journal of Urumqi Vocational University*, 2020, 29(01): 13-16.
- [4] Han Jiaojiao. *Research on the Current Situation and Countermeasures of University Campus Culture Education in the New Era* [D]. Huazhong Normal University, 2019.
- [5] Kuang, Banghong. *Reflections and Practices on the Educational Ideology of "Virtue as Action and Learning as Superiority"* [J]. *Higher Education Exploration*. 2011(03): 55-60.