

# On the Innovation of College Students' Patriotism Education under the New Media Environment

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**Abstract:** *The new media is different from the traditional media form, which has a great impact on college students' study, life and ideology, and enriches the content, form and approach of college students' ideological and political education. As an important part of ideological and political education, college students' patriotism education is facing good development opportunities and challenges in the new media environment. We should treat these issues comprehensively, effectively and dialectically. New media technology will change people's habits of receiving and transmitting information, and the trust in information and dependence on mass media will be significantly weakened, making public opinion more diversified. The impact of new media digital interactive technology and three-dimensional communication on information and public opinion will bring great impact on college students' patriotic education. In the face of such a situation, there will be some students' patriotic emotion cognition and related confusion, but we should also see that it is easier for students to express their patriotic emotion under the new media. Therefore, in the face of the new media environment, we should constantly innovate the patriotism education of college students, so as to help the ideological and political education in colleges and universities achieve outstanding results, and enable college students to achieve the comprehensive development of core literacy.*

**Keywords:** *new media environment; college student; patriotism education innovative approach*

## 1. Introduction

Patriotism education is the most prominent banner for mobilizing and encouraging the people to unite and struggle, and also a great force for enhancing the people's spirit and national cohesion, and is the spiritual pillar for realizing the great rejuvenation of the Chinese nation and completing the great cause. With the development of digital media technology, a series of new media came into being. Universities and college students who are willing to accept new things will be affected by the new media [1]. With the continuous expansion of the influence of new media, the information dissemination is not guaranteed, the virtuality becomes more and more prominent, and the strengthening of Western hegemonic culture, all of which will bring certain problems to the patriotic education of college students. If we don't take a macro view of these situations and think rationally, we can't identify and grasp the essence of them, and the patriotic education of college students can't develop with the times in the new media environment. At this stage, the educational circles have fully realized the importance of new media to college students' ideological and political education, and have made rational analysis around the opportunities and challenges, and also put forward effective countermeasures. Patriotism education is the eternal theme of ideological and political education in colleges and universities. The impact of new media, digital interactive technology and three-dimensional communication on information and public opinion will also have a significant impact. Therefore, we should explore new ways of college students' patriotism education under the new media environment, so as to innovate the model of college students' patriotism education, better adapt to the new media environment, and comprehensively improve the overall level of education.

## 2. Impact of new media development on information and public opinion

The new media can provide targeted content to the people. It is a communicator and receiver, and a kind of communicator with equal integration. Millions of people can communicate well through the new media platform, which has the characteristics of interactivity and timeliness. His massive information-sharing multimedia hypertext personalization and community characteristics make it further develop and improve in the current social context, and this new communication technology has

also undergone significant changes. The way people receive and transmit information has changed. In the past, people are more accustomed to getting relevant information and transmitting information from traditional mass media. New media has changed such dependence. Everyone can carry out mass communication. There is no clear relationship between information and meaning. Everyone is not only the receiver of information, but also the publisher and dissemination of information. In addition, people's trust in information has changed greatly, and the emergence of new media has changed the situation that traditional media is dominant. The channels for people to receive information are more convenient. Everyone can become a source of information, and can modify text, edit pictures and videos in various ways, and even simulate sound. In such a complex situation, people's trust in information will be significantly reduced, and people will be particularly confused when many information is inconsistent with the information of traditional media.

In addition, the position of the mass media in the formation of information and public opinion has also changed. The emergence of new media, the formation of the whole media pattern, and the dominance of the mass media in public opinion have also changed significantly. With the new media technology platform, individuals can actively participate in the whole process of public opinion, and vulnerable marginal individuals can break the silence and express their personal appeals. This situation has changed the one-way development of the mass media. The mass media needs to be close to the relevant opinions of the individual community to adjust the reporting position and content of the whole media. In addition, the influence of individuals and communities in the whole public opinion has changed significantly. In the new media environment, the threshold for publishing information is relatively low, and all kinds of opinions can be published, which has the development possibility of changing its own public opinion. Because various opinions cannot be expressed, the sum of opinions will form different public opinion guidance and make the network public opinion diversified. In the traditional media environment, the mass media is a relatively professional media organization that controls the direction of public opinion. However, in the new media environment, the authority of the mass media has been weakened to a certain extent. What the new media brings is fragmented and emotional expression of opinions. In this case, if the overlap of the two public opinion fields is small, the pertinence and guidance of public opinion will be weakened, and the two public opinion fields cannot overlap. The mainstream media will lose their intervention in the influence of public opinion.

### **3. Challenges and opportunities for patriotism education of college students under the new media environment**

Since entering the 21st century, a new state of new media has developed rapidly in university campuses. New media has brought great changes in social environment and personal development, and has brought significant changes to students' learning, lifestyle and communication [2]. In this new environment, college students' patriotism education is facing great challenges. Only by analyzing these challenges and connecting with relevant opportunities can we correctly respond to them. We should seize the opportunity to help college students to make innovations and breakthroughs in patriotism education.

The main challenge is the non-barrier nature of information. Compared with the traditional relatively closed campus environment, new media information dissemination has no barrier, but there are related opportunities. For example, new media makes the campus environment more open. Students can not only understand the relevant content at home, but also understand the current political news abroad, and understand the government's policies and routes. This is one aspect of the benign, but the non-barrier causes the diversity of students' thoughts and easily affects the formation of students' patriotism. The new media era provides a natural anonymous platform for information dissemination. Under such circumstances, the information released by mobile media is mixed, and some inappropriate remarks and outdated and decadent ideas will be widely disseminated through new media. Under such circumstances, some bad human rights thoughts, individualism and other wrong political views will gradually affect the ideological will of students. Some domestic anti-socialist and anti-state evil forces spread reactionary information through new media, which has a negative impact on the entire education environment. At the same time, in order to seize the market, the commercialization of media is prominent, and some media use the new media communication platform to hype and incite public opinion through many forms such as stealing concepts, transplanting flowers and trees. Under such circumstances, once the information is understood and recognized by college students, it will bring serious challenges to the students' correct view of patriotism. At the same time, for college students, although their independent learning ability is relatively strong, it does not mean that they can rationally judge massive information in the whole new media environment, so it is easy to follow the media to

form a tendentious thinking.

Facing the opportunity to improve the mobilization of patriotic behavior. One of the main reasons for the lack of barriers for information dissemination is that the new media transmits information quickly, covers a wide range of information, and the rapid and wide coverage of information dissemination in the media environment, so that information can be known in a short time. These advantages make up for the lack of traditional radio and television and other traditional media in terms of calling for mobilization. Under such circumstances, we should seize relevant opportunities to mobilize college students to participate in patriotic behavior. Express patriotism. But under such circumstances, some irrational patriotic factors are also increasing. Under the new media environment, college students can learn about major current political news at home and abroad and pay attention to current events and national construction by means of the Internet, mobile phones and other media. But in the new media environment, all kinds of information are mixed, and rational and irrational factors exist together. In the process of rational expression of patriotic sentiment and initiation of patriotic behavior, the public has some irrational content. For example, some students have affected the good order of the whole society by smashing Japanese brand stores, cars and other aggressive behaviors in the process of boycotting Japanese goods. At the same time, some people published some contempt and hate statements against the Japanese nation on the Internet, incited netizens to oppose Japan, and blindly transferred their dissatisfaction with the Japanese right-wing forces to the ordinary people, which has become a kind of irrational patriotism. This situation is really worrying. In addition, the traditional patriotic education model is challenged, and the virtual space affects the realistic patriotic education, and the patriotic achievements cannot be guaranteed. In addition, the form of multi-directional communication impacts the traditional one-way education mode. It weakens the authority of educators in the classroom, weakens the influence of ideological and political theory in college students' patriotism, and the media quality of educators has been affected to a certain extent. College teachers are responsible for students' patriotism education and ideological and political education. As organizers and guides of college students' patriotism, they have a great mission. College students' correct cognition of patriotism and the formation of rational patriotic feelings cannot be separated from the guidance of ideological and political educators in colleges and universities [3]. However, at this stage, the new media has put forward higher requirements for the quality of college students' ideological and political educators and teachers. If these educators lack professional information technology and sensitivity to accept new things, they will not be able to occupy a dominant position in the propaganda, education and interpretation of patriotism and guide students to learn better. In addition, the subjectivity of college students has begun to awaken. At the same time, some extreme ideas will also spread among the students. In addition, the increasingly complex patriotic education environment for college students caused by diversified information makes it more difficult to coordinate various factors.

#### **4. Innovative ways of patriotism education for college students under the new media environment**

In the opinion of the CPC Central Committee and the State Council on further strengthening the improvement of college students' ideological and political education, it was clearly proposed that we should actively occupy the new position of online ideological and political education, provide relevant services for students' study and life with the help of the network platform, provide strong guidance to students, and expand the channel space of college students' ideological and political education. Under the new media environment, such a view is convenient for colleges and universities to carry out innovative guidance on the ideological and political education of college students. Focusing on the advantages and prominent role of the new media, we can amplify the relevant advantages to better serve the patriotic education of college students, and at the same time, we should also clarify the adverse effects. Try to avoid these influences by effective means as much as possible, and help college students' patriotism education to truly play a prominent role. In this case, we need to cooperate with each other to form a benign communication platform through the construction of relevant education platforms, and then use the guidance of new media to cultivate students' new media literacy, Then create a relatively open teaching mode to realize benign expansion of the role of new media in classroom teaching.

##### **4.1 Build education platform and develop education channels**

First, build a new media patriotic education theme website with the university campus as the main body. As an important part of college students' study and life, new media is also an effective source for

college students to receive and transmit information. In the process of carrying out patriotism education for college students, colleges and universities can use the multimedia platform to create the theme website of patriotism education for college students. In the process of website construction, we should pay attention to the selection of content and interactive communication. At the level of content selection, we should choose the things that attract the attention of college students according to their physical and mental development characteristics and ideological dynamics. We should better carry out patriotism education with the typical people around us, try to reduce the cases of patriotism labels in the way of education, and learn from some hidden forms of education, such as civic education, science and technology and cultural communication, so that students can imperceptibly love their country.

On the other hand, with the development of new media technology, we can build a platform for teacher-student interaction. The traditional model and patriotism education are relatively simple, and teachers express with the help of relevant cases and theories, while students only passively accept these expressions. At the same time, the time of classroom education is limited, and it is impossible to achieve interactive communication with teachers. In the face of this situation, the teacher interaction platform built by the new media platform can be used to enhance the educational effect. New network tools such as WeChat and microblog can be used to provide a brand new platform for college students' patriotic education. As followers and lovers of new things, college students can open their own microblog to record their lives and express their opinions. Teachers can visit and browse the students' microblogs and WeChat to understand the ideological trends and behavior trends of college students. After finding their confusion, they can conduct interactive guidance as soon as possible. In the interactive guidance, targeted interactive communication can be carried out, and several students can also be pulled into the group for interactive communication. We can also combine the actual situation of the students in the whole class and realize a non-instant communication by means of group mail and group discussion, so that a topic with targeted guidance can break through the limitations of time and space, facilitate the interactive discussion between teachers and students, and enhance the value of patriotism education in such circumstances. In the context of the new media era, everyone can become a communicator of information, and everyone can become the subject of expressing opinions, and their influence in the formation of individual and group public opinion is gradually increasing. The training of opinion leaders in new media is very important. Opinion leaders can set up teachers of high moral standing in colleges and universities, and they can also be backbone members of student associations. These people must have correct ideological cognition, firm ideals and beliefs, strong patriotic feelings and noble patriotic sentiments, ideological progress, and good morality. In this way, they can better play a role of exemplary leadership, contribute their own strength to the patriotic education of college students and do a good job in various services under the overall social environment.

#### ***4.2 Use and guide media to cultivate media literacy***

New media has changed students' habits of obtaining information and the influence of mass media on public opinion. At present, students are deeply dependent on new media and have outstanding ability to obtain information, but their identification ability is relatively limited, and their network moral level is general. Their new media literacy is related to the effectiveness of college students' patriotism education. Therefore, at the current stage, new media literacy has become a necessary quality for college students. Media literacy is a favorable composition of ability and knowledge, which requires the construction of relevant knowledge structure with the help of certain educational approaches and life experience. In this process, around college students' new media literacy, it mainly includes the cultivation of college students' information dissemination values and the selection, evaluation, understanding and judgment of information. We should cultivate students' correct media values. In the new media environment, information spreads quickly, has a wide range of influence, and has a huge amount of information, which has a certain impact on college students' learning and life. College students are both recipients and disseminators of information, so in this case, we should strengthen the education of college students' media moral awareness so that students can have correct ideas. In addition, we should use effective events to educate and guide students' public opinion, so that students can think both positive and negative when they encounter some opinions and debates, and express their views after careful consideration, rather than vent freely and wantonly, so that they can play a good role in the maintenance of the network environment, instead of receiving the mixed information of the good and the bad, and spreading the wrong with the wrong.

#### **4.3 Open teaching mode and give full play to teaching function**

In the new media environment, we should build an open teaching model with the help of the characteristics of new media, such as timeliness, openness, efficiency and multi-directional interaction, give full play to the advantages of new media, and constantly enrich the content and form of classroom teaching, which is conducive to enhancing the attraction, appeal and effectiveness of patriotic education. In this case, we should use new media technology to innovate teaching forms and enhance the attractiveness of teaching. The whole teaching model can be innovated with the help of new media technology to enhance the attraction and appeal of teaching. The new media technology is illustrated with pictures and texts, and the sound and emotion are integrated, forming a good classroom scene. The traditional ideological and political theory course is the main channel of patriotism education for college students. Teachers will mainly use theoretical methods in the process of classroom teaching. Such theories are relatively boring, which makes students unable to obtain relevant knowledge vividly and intuitively and sublimate their thoughts. The current model can make the whole educational content more vivid and interesting, and can make the patriotism education of college students play a prominent role with the help of rich videos and other educational materials. In addition, new media technology can also be used to innovate teaching content. In order to give full play to patriotism, it is necessary to have a targeted understanding of the ideological dynamics of college students, integrate relevant resources, flexibly integrate into the hot news of the current society, and integrate into the society and the content of students' attention, so as to achieve the ultimate goal of patriotism education. In addition, we can also use new media technology to continuously innovate teaching methods to enhance the two-way interaction of teaching. In the process of enhancing their theoretical learning and cultivation, college teachers have a good reason to convince others with reason and move people with emotion in teaching interaction. Students will actively communicate and exchange with teachers. Only after these knowledge are truly accepted and recognized by students can patriotism education truly achieve outstanding results.

#### **5. Conclusion**

To sum up, the new media environment has brought unprecedented opportunities and challenges to the patriotic education of college students. Because of the typical characteristics of the media, the patriotic education resources of college students have also been enriched and improved, and the relevant channels have also been continuously expanded to further enhance the effectiveness of the patriotic education of college students. The openness, virtuality and permeability of the new media help college students' patriotic education play a prominent role. But in this process, we should also be aware of the increasingly complex campus environment and social environment under the new media environment. We should take advantage of favorable ways to deal with the challenges brought by new media to the overall patriotic education of college students, turn the challenges into development opportunities, make patriotism and new media technology closely linked, form a benign situation of patriotic education of college students, promote the progress of patriotic education of college students under the environment of new media, and make patriotic education really play a role.

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