

# Measures to Improve College Students' Aesthetic Education from the Perspective of We-Media

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**ABSTRACT.** Throughout thousands of years of human civilization, aesthetic education plays an important role in shaping the human soul. In recent years, people's material living conditions have gradually improved, and the requirements for personal development are extremely strict. The most important point here is how to use aesthetic education to enrich human spiritual life. Aesthetic education integrates all the beautiful images in the world into teaching through forms, so that people have a new understanding of beauty. We-Media is a new type of media, which is of great significance to the cultivation of thinking and behavior of college students. Since We-Media will not be bound by time and area, it is convenient for interaction, so this medium is the core medium for cultivating college students' aesthetic education, demonstrating the effectiveness of college students' aesthetic education.

**KEYWORDS:** We-media, Aesthetic education, Measures

## 1. Analysis of We-Media Characteristics

### 1.1 Personalization

We-Media has significant public and personalized characteristics. Based on the We-Media time domain, the application group belongs to an independent individual, and the representative of the results of independent selection is the information receiver. The publication and acquisition of information are often limited by individual decisions, so the personalized characteristics of We-Media are relatively obvious. This media operator creates a relatively free environment for application groups to communicate. In this environment, Internet technology allows information communicators to publish messages in their own Weibo and WeChat accounts, using this method to achieve resource sharing, and at the same time, the personalized characteristics of We-Media are very obvious. We-Media application group is restricted by education, occupation and age, and also embodies personalized characteristics in information screening. In the process of information selection, search is We-Media application group is restricted by education, occupation and age, and also embodies personalized characteristics in information screening. In the process of information selection, search is generally carried out according to their own preferences and demands, so as to screen the information they need and play the value of We-Media information. For We-Media users, all users can publish and collect information at will, enrich We-Media resources, and share the personalized features of We-Media.

### 1.2 Easy to Operate

For traditional media, the team is required to complete information collection, writing, and publishing to provide guarantee for the effective transmission of information, while the We-Media information transmission basically has no conditions. Based on the We-Media network platform, users only need to fill in their personal information in detail, and then apply for a We-Media account, which makes the difficulty of publishing public information less. The application process does not require too many professional learning skills. Most people can quickly and proficiently operate and communicate with others on the Internet in the form of text and pictures. Mobile network promotion and smartphone technology innovation create opportunities for the development of We-Media, strengthen communication efficiency, reduce operating costs, and allow more people to accept We-Media. Therefore, the convenience of We-Media has been recognized by the society.

### ***1.3 Outstanding Real-Time***

It takes some time for information to be transmitted. Traditional media releases information layer by layer. When it is transmitted to the application group, it takes too much time. Therefore, the application of the traditional media information is usually a long time and poor real-time. The media is built on the basis of Internet technology to complete the transmission. Since the information transmission from the media platform is not affected by time and region, it will be quickly communicated to the users. After receiving the information, the application group can quickly provide information feedback. In addition, the We-Media application or the publisher can publish the exploration information at the first time to enhance the information transmission rate, which is a feature that traditional media does not have [1].

## **2. Application of We-Media in College Students' Aesthetic Education**

### ***2.1 Content Dispersion***

The role of aesthetic education in college students' education is very obvious. Based on the We-Media vision, the role of aesthetic education is that the We-Media platform resources are relatively rich, but at this stage, the We-Media information can not correctly guide the direction of aesthetic education speech of college students. College students often complete the selection of information resources in the We-Media platform, which prefers news information and entertainment information. We-Media is a new model of college students' aesthetic education. The aesthetic education system data in the platform is difficult to form a framework, the content is still shallow, and it lacks readability and guidance.

### ***2.2 Weak Subjectivity***

Nowadays, most college students have established their own We-Media accounts, so it is acceptable to integrate We-Media students into aesthetic education. In the application of this program, some false information will be released, and there is no concept of the consequences of information dissemination, so the subjectivity is weak. The We-Media world is relatively free and full of all kinds of information resources. College students can't distinguish the true and false information very well. They are easily infected by low-end information. They believe in rumors and spread rumors, which directly harm their physical and mental health.

### ***2.3 Poor Use Effect***

We-Media can not only publish information, but also transmit information. Now it has been widely used in various fields to build official platforms in the region and improve the interaction frequency. However, there is a big gap between the real application effect and the expected effect. The problem of implementing college students' aesthetic education with the help of We-Media is that teachers do not understand the operation steps of the media. The number and influence of We-Media platforms created by universities are far from other fields.

We-Media is relatively new for college students. It is necessary for colleges and universities to go through a long development stage to carry out aesthetic education with the help of We-Media. For today's We-Media, its content is monotonous, its update time is fuzzy, and its communication with the outside world is limited. At this time, teachers should consider the development trend of the industry [2]. When teachers carry out aesthetic education activities through We-Media, they do not regularly innovate aesthetic education content, enhance students' interaction, create comfortable aesthetic education atmosphere and comprehensively improve students' aesthetic quality according to the application of We-Media of college students. Many teachers are not familiar with the use process of We-Media, and can not fully demonstrate the value of college students' aesthetic education, which increases the difficulty of achieving the goal of aesthetic education.

## **3. From the Perspective of We-Media to Improve the Aesthetic Education Methods of College Students**

### ***3.1 Strengthen the Quality of Aesthetic Education Information***

In the process of carrying out aesthetic education, the quality of education content can fundamentally improve the effect of aesthetic education. Diversified and contemporary aesthetic education content can fully

demonstrate the uniqueness of aesthetic education. Teachers can innovate the content of aesthetic education materials with the help of We-Media. Teachers use the We-Media platform to collect materials about aesthetic education from many information resources, and then publish them in the We-Media platform to provide convenience for the educated, comprehensively adjusting the backward and monotonous situation of traditional education content of aesthetic education. We-Media content not only injects vitality into aesthetic education but also brings many problems. For example, the We-Media communication content is cumbersome, diverse, and involves a wide range of fields. Students often suffer from environmental constraints when using We-Media<sup>[3]</sup>.

Therefore, when examining the content of We-Media, teachers must always implement the human-oriented thinking and carry out aesthetic education activities for college students based on the self-media perspective. Combining college students' own characteristics and media demands to enhance students' level of information review, it is conducive to college students to make rational judgments in actual aesthetics and strengthen their literacy in all directions.

### ***3.2 Cultivate the Media Literacy of College Students***

On the one hand, students are equipped with information thinking. In general, information thinking mainly involves two aspects: information's own cognitive level and information appeal. The first step for students to use We-Media is to master its content in detail and understand the true value of information. In addition, by comprehensively comparing their own needs for information, we can rationally infer We-Media information, enhance the efficiency of information collection, and use We-Media scientifically. It is not only necessary to enhance the information content awareness and cognitive level of college students, but also to focus on cultivating their information output ability, so that students can publish social values information on the self media platform, and protect the platform environment from being damaged. Both information ingestion and output can be used at a high level, in other words, focus on the cultivation of college students' mainstream We-Media information publication and communication.

On the other hand, based on the environment of We-Media network, we should strengthen its moral level. When students use We-Media, they can use information communication channels to collect standards consistent with social morality, which can comprehensively adjust the relationship between communicators and receivers, and the same as social morality is the sum of specified behavior standards. When students publish and receive information on the platform, they actively restrict themselves according to the rules and regulations, and follow the network morality and norms to carry out information exchange activities. In front of many media information, we should have the ability to judge, deal with the bad information correctly, and do not spread.

### ***3.3 Improve the Interaction between Teachers and Students***

The long-term classroom explanation is easy to make students feel tired, so they hate the traditional teaching mode. Facing the free network environment, they can better meet the learning elements of students. In the We-Media, they can search valuable and educational information resources according to their own preferences. Students' individual characteristics make their aesthetic ideas and aesthetic literacy different, so they can supply their aesthetic education materials through other information. The platform can meet the requirements of students and provide customized delivery for the required information. In addition, college students can communicate with other students in the We-Media to expand their social circle; teachers can interact with students on the platform to let students master aesthetic education knowledge. The communication between teachers and students in the We-Media can fully show the flexibility of aesthetic education, so as to achieve the educational goal.

## **5. Conclusion**

In summary, relevant scholars believe that when external factors meet the demands of students, students can maintain a positive attitude, thereby reflecting the achievements of education. Based on the time domain of We-Media, students have a new information model and can freely deliver content on the platform, so teachers must grasp this point and adjust the state of college students' aesthetic education through We-Media to promote the development of college aesthetic education.

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