Strategies for Safe Communication of University Network Ideology in the Context of Internet

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Abstract: Colleges and universities are the main positions for our Party to carry out ideological and political education and grasp the mainstream ideology. However, with the erosion of the Internet on colleges and universities, the ideology of colleges and universities has gradually shown the characteristics of liberalization, fragmentation, entertainment, routinization and homogenization, which poses a great challenge to the work of network ideology and network security in colleges and universities. In such a dilemma, it is necessary to take corresponding measures to adjust the ideology and network security of colleges and universities, and to build a mainstream discourse system in line with socialist values, so as to guide the network public opinion and network security of colleges and universities.

Keywords: Internet, Colleges and universities, Network ideology, Network security, Network public opinion.

1. Introduction

With the popularity and application of the Internet, college students’ network ideological security has attracted more and more attention from all walks of life. College students are active in various network media platforms, and are the followers and disseminators of social hot issues. At the same time, the continuous deepening of the “Internet+” era has also prompted college students to become the main body of ideological communication in colleges and universities. It has attracted much attention because of its strong sense of expression and refined expression ability. As the core of China’s leadership, the CPC Central Committee is also deeply aware of this important issue. Therefore, General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that we must adhere to Marxism and firmly establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics. Cultivate and practice the socialist core values, and constantly strengthen the dominance and discourse power in the ideological field[1]. The following is a brief discussion.

2. The Communication Characteristics of University Ideology in the Context of Internet

2.1 Characteristics of Ideological Communication Subjects in Colleges and Universities in the Context of the Internet

2.1.1 Strong expression awareness and ability

College students, as a group with a relatively high level of education, have a relatively high level of knowledge and a strong sense of expression and expression ability. They have the courage to expose and express the events around them, pay more attention to the relevant hot issues on the Internet platform, and reflect their own awareness of rights in their attention. In order to get the attention and satisfaction of the public.

2.1.2 The way of thinking is limited, and “student thinking” is more serious

From childhood to adulthood, college students have been receiving continuous cultural education in school, basically not involved in society. Their way of thinking mainly comes from book knowledge, the influence of school and family environment, rather than social experience. The observation of the social ways of the world is relatively one-sided. From this perspective, college students’ views on some problems gradually show the trend of homogenization and superficialization, and their “student thinking” is more serious, lacking the perspective of social insight to look at problems.

2.1.3 Extremely proficient in the Internet

Contemporary college students are basically post-95 and post-00, which can be called “aborigines” of “Internet+”. Obviously, their mastery of the Internet platform is significantly higher than that of other groups. Because of the learning environment created by colleges and universities, they are very sensitive to the trend of the Internet environment. In such a process, there is a profound collision between the ideological education of college students and the Internet platform. College students are skilled in the use of network language to discover and evaluate hot events at the first time. In cyberspace, college students may link up to create some hot events on the Internet. For example, the flow of social media is used to expose the problems of teachers’ ethics, campus safety, teacher-student relationship, disciplinary sanctions, awards and awards, and the management of supporting facilities on campus.

2.2 Characteristics of Ideological Communication Content in Colleges and Universities in the Internet Context

2.2.1 The brand of fragmentation and diversification is obvious

With the popularization and deepening of the Internet, various popular western social trends of thought are widely spread in Chinese society, and the western ideology of “democracy and freedom” is permeated in various fields, so college students are the most vulnerable to be corrected. On the network platform of universities, College students can accept and
publish comments and content on WeChat Moments, Weibo, public accounts, various short videos and other platforms, which makes the content of communication gradually fragmented, and also makes the content of communication diversified. Subjects of different nationalities, different regions, different languages and different backgrounds express their different values, outlook on life and world outlook.

2.2.2 Most of the content disseminated focuses on school events

The scope of learning activities of college students is generally limited to the campus. Eating and living are all on campus, so college students have a very high degree of concern about what happens on campus. Usually, a campus hot event is basically divided into four links from the beginning to the end: brewing-outbreak-climax-cooling. In the gestation stage, individual students initiate or forward an event. In order to attract more people’s attention; In the outbreak stage, more teachers and students forward comments and get more people’s resonance in a small circle of friends. In the climax stage, it attracts more reports from traditional media, self-media or some big V on various new media platforms, forming traffic dissemination, and reaching the climax of the event at this time. When the matter receives a response from the school or the authorities, the flow of attention gradually dissipated, and things slowly subsided.

2.2.3 Irrationality of communication content and instantaneity of communication speed

Today, in the era of self-media, everyone can become the producer and receiver of information. In today’s mixed and difficult to distinguish between good and bad cyberspace, people’s way of life has changed because of the network, but also because of the network. The speed of network transmission is very instant, whether at home or abroad, coastal or inland, eastern or western, urban or rural areas. Basically, they can get the same network information at the same time. Mixed in such a space, the speech of college students is also affected by the social environment and public opinion. Therefore, in such a discourse system, the ideological content of colleges and universities is full of a large number of irrational voices, lacking rigorous and rational reasoning and analysis. Now, under the influence of the epidemic, the trend of extreme nationalism is also on the rise, so the irrational base is slowly becoming deeper, and if it is not stopped, it may lead to more serious consequences.

3. The Challenge of Network Awareness Communication in Colleges and Universities in the Context of the Internet

In the context of the Internet, the work of network ideological security in colleges and universities needs to be strengthened and consolidated urgently. Mastering the state of consciousness.

The right to speak in the field and seize the position in the ideological field of colleges and universities are the embodiment of all the work contents of our Party’s leadership. General Secretary Xi Jinping said when cultivating the outlook on life and values of contemporary young people: “Doing work is like wearing clothes.” Clothes are buttoned down from the first button. If the first button is right, the button below will be right. If the first button is crooked, the following buttons are all wrong[2]. Therefore, we need to understand the challenges faced by the network ideology security in colleges and universities, in order to prevent the subversion of the mainstream ideology in colleges and universities by Western values, and the deconstruction, falsification and digestion of the mainstream ideology discourse power by the fragmentation of the communication content itself.

3.1 The Infiltration of Western Values into the Network Ideology of Chinese Universities

3.1.1 Western discourse system occupies the high ground

Nowadays, in the world’s public opinion environment, the western discourse system has always occupied the highland of the ideological field. The network is not a vacuum zone of ideology, it is a reflection of the virtualization of realistic ideology, and it is the main place where all kinds of ideologies compete. At present, various social trends of thought in the West have exerted a profound influence on the thoughts of college students in China through the Internet. In today’s cyberspace, there is a blind worship of the Western political system and the concept of “universal values” in the West, and the banner of democracy and freedom is constructed. With its own powerful information control ability and big data acquisition means, it makes use of some network opinion leaders or big traffic V. Criticize the legitimacy of the ruling of the Communist Party of China and the socialist core value system. In the process of dispelling the mainstream ideology of our country through the network, college students, as the main body of communication, have become one of the most easily absorbed groups in this system because of their characteristics as the main body of communication.

3.1.2 Infiltration of ideology from overseas, Hong Kong, Macao and Taiwan into the Mainland

With the deepening development of China’s reform and opening up, “one country, two systems” continues to advance in Hong Kong and Macao, and issues such as Taiwan’s peaceful reunification have been exploited by foreign hostile forces in cyberspace. The “Occupy Central” and “Hong Kong independence” incidents in Hong Kong in recent years are the result of the climax of some extreme social trends of thought. However, due to the gap between the mainland and Hong Kong, Macao and Taiwan, the discourse system and moral framework adopted in reporting some political events are quite different from the mainstream ideology of the mainland. As the General Secretary, Xi Jinping warned: “from the perspective of the US ‘Prism’, ‘X-Key Score’ and other monitoring programs, we can see that, the energy and scale of their Internet activities are far beyond the imagination of the world. Whether we can withstand and win in the battlefield of the Internet is directly related to the ideological security and regime security of our country[3].” Under such a strong hedge, college students can easily be confused by these remarks and can not tell the truth. Serious people may subvert
their own values and beliefs and tempt them into the other side’s camp. In addition, in recent years, the erosion of historical nihilism, extreme nationalism, neo-liberalism and other social trends of thought in cyberspace has impacted the mainstream ideological discourse power of colleges and universities in China.

3.2 Impact of Fragmented Communication Content on Mainstream Ideology in Universities

3.2.1 Fragmented communication content is easy to confuse the public

The instantaneity and freedom of the Internet give netizens a wide range of freedom of speech. At the same time, the characteristics of network public opinion, such as suddenness, uncertainty, decentralization, confusion and permeability, also make college students blindly follow some fragmented hot events of public opinion. Because these fragmented hot events are their own abstract or concrete experience from perceptual cognition, they will have a strong resonance with them, and even chatter about those events, running to tell each other, such as Fan Bingbing’s tax evasion and tax evasion in the entertainment circle in recent years, Zhai Tianlin’s degree fraud scandal, and Tong Zhuo’s revision. Because of the high heat, these events force the discourse focus of the mainstream media to shift to the hot direction of network public opinion, while at the same time, college students feel indifferent to the values of “grand narrative” advocated by the mainstream ideology, because they feel that those “grand narrative” are far from their own life and study. Not down to earth.

3.2.2 Fragmented communication content can easily lead to group polarization of communication subjects

The phenomenon of group polarization was first proposed by Stoner of the Massachusetts Institute of Technology in the United States: in the group decision-making situation, individual opinions or decisions often produce the results of group consistency because of the influence of mutual discussion between groups, and these results are usually more risky than the previous individual opinions or decisions. Because they found that individual opinions or decisions after group theory may not only be biased towards the risky end, but also towards the conservative end in some cases[4]. In the process of network public opinion dissemination in colleges and universities, college students have similar values, outlook on life and world outlook because of their similar age and learning and living environment. Such homogenization is becoming more and more obvious in the discussion. So when they get together to discuss hot issues, they tend to come up with consistent results. Combined with some negative social news, the focus of the discussion is increasingly biased towards the dark side of society, which makes it more deeply feel the injustice of society, and often the voice of irrationality is too loud. Extreme ideas will also be rendered in greater breadth and depth at this time, forming a “spiral of silence” phenomenon of network group polarization, which undoubtedly makes it more difficult to prevent and control the ideology of my university and the security of network public opinion. The impact of western discourse system on China’s network ideology and the group polarization effect brought by fragmented communication content confuses college students, which not only brings great challenges to the ideological work and network security work in colleges and universities, but also points out the direction for the new focus of ideological and political education work in colleges and universities.

4. Adjustment Measures of University Ideology and Network Security in the Context of Internet

4.1 Establish Normal Control over the Public Opinion Field on Campus

4.1.1 Strengthen the control of public opinion from the media in colleges and universities

Xi Jinping once pointed out: “If we don’t occupy the propaganda and ideological positions, others will.” With the rapid development of new media, many departments of colleges and universities have opened official accounts of major new media, which increases the potential risk of public opinion in colleges and universities. This puts forward higher requirements for the operation of new media, and it is necessary to formulate a sound management method for the operation of new media. Clear new media account operators, strictly review the content of the publication, to avoid improper speech triggered fierce network public opinion. At the same time, there are also some freelance writers from the media in colleges and universities, who have set up accounts on major network platforms and have a large number of fans, which may be more concerned than the official account. For such self-Media people who are also members of colleges and universities, their comments in cyberspace may trigger a greater storm of public opinion because of their lack of management ability and political awareness. Faced with such a main body of communication in colleges and universities, we need to search for such self-Media people in colleges and universities, try our best to contact them offline, and exert influence on them through multiple channels and in all directions. Regulate their speech and avoid new potential network security incidents with rhythm.

4.1.2 Enhance the emotional resonance between the Mainland and Hong Kong, Macao and Taiwan

Since the implementation of the policy of “one country, two systems” for many years, the development of Hong Kong and Macao has been steadily advancing, but for many years, the public opinion field between Hong Kong and Macao and the mainland has been in a state of separation, Hong Kong and Macau do not understand the political policies of the mainland enough, and the image of young people in colleges and universities in the mainland is also deeply influenced by foreign media. However, mainland college students are influenced by various unhealthy social trends of thought, and their beliefs and values are vulnerable to the backflow of ideology in Hong Kong and Macao. Therefore, we should strengthen the academic and economic exchanges between the two sides, understand each other, enhance the sense of
identity of the university students in Hong Kong and Macao to the motherland, and let the mainland students realize the defects and shortcomings of Western-style democracy. In order to strengthen and consolidate the establishment of socialist values in contemporary college students, reverse the declining status of Chinese discourse in cyberspace, and build China’s discourse system and network security.

4.2 Establishing the Propaganda and Processing Mechanism of Network Public Opinion in Colleges and Universities

4.2.1 Construct a perfect working team mechanism of network public opinion

General Secretary Xi Jinping once pointed out: “If we do not occupy the propaganda and ideological positions, others will.”[5] The outbreak of network public opinion in colleges and universities is often sudden, which will quickly trigger a tsunami of public opinion. In the face of such a situation, colleges and universities should set up a public opinion leading group with the leadership of the Party Committee as the core and the relevant functions of the school as the main force. In order to discover and respond to the relevant public opinion at the first time. For example, the school’s external Publicity Department should cooperate with the public opinion group, and learn from the local departments of network communication, propaganda, public security, media and education, so as to get timely support and cooperation in the process of publishing, clarifying, refuting rumors and publishing public opinion. To ensure that after the occurrence of network public opinion, Schools can respond in a timely manner, so that the work of network public opinion can be carried out normally, so as to avoid triggering greater follow-up hot spots inside or outside the school. And after each crisis, we should sum up experience and lessons, improve the monitoring of network public opinion and the construction of prevention and control team.

4.2.2 Improve the construction of mainstream ideology propaganda team

On the one hand, the ideological and political course in colleges and universities is the most important work to strengthen ideological education. Improving the teaching level of ideological and political course teachers in colleges and universities is the key link to improve the mainstream consciousness of college students. However, nowadays, the teaching effect of ideological and political classes still needs to be improved, and the teaching methods need to be further improved, which can be properly integrated into some practical activities. Stimulate the enthusiasm of students to participate in practice, and practice the socialist core values in the cultivation of body and mind. On the other hand, it is necessary to improve the political literacy and network professional literacy of the propaganda team within the organization, enhance the rational understanding of network public opinion among college students, and avoid blindly following the trend. Increase the introduction and training of network public opinion and big data analysis talents. Improve the level and quality of public opinion propaganda in colleges and universities. By means of new media, we should cultivate a team of people who are proficient in both network media propaganda technology and the mainstream ideology of Marxist theory, and root the values of the mainstream ideology in the soul of college students, so as to improve the working level of network ideology and security.

5. Conclusion

To sum up, the network ideology and network security of colleges and universities in the context of the Internet is an arduous task that we and colleges and universities themselves need to undertake concerning the future of the country. Because the complexity of the Internet adds more potential risks and challenges. Colleges and universities need to establish a series of long-term mechanisms to deal with these risks. It is of great practical significance to construct the discourse power of the mainstream ideology and the network security of colleges and universities.

References


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