**Make good use of new media to build a solid ideological position in colleges and universities**

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Core message: In the face of the challenges brought about by the socialization of online public opinion topics in colleges and universities, it is necessary to lead the direction of campus new media public opinion through authoritative information releases from mainstream campus new media and carefully set agendas, make full use of new media technology to innovate public opinion guidance channels, and effectively enhance the public opinion guidance capabilities of college new media.

[Abstract] Faced with the challenges brought by the socialization of online public opinion topics in colleges and universities, it is necessary to lead the orientation of campus new media public opinion through authoritative information release and careful agenda setting of mainstream campus new media, make full use of new media technology to innovate public opinion guidance channels, and effectively enhance the public opinion guidance ability of college new media.

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At present, with the rapid development of new media and the increasingly multi-layered and complex campus new media public opinion, how to give full play to the positive influence of campus new media public opinion in combination with the characteristics of campus public opinion, grasp the initiative in guiding campus new media public opinion, and make full use of the campus new media public opinion position has become a new issue that colleges and universities urgently need to solve.

There is an irrational and unstable side to campus network public opinion in colleges and universities

The participating subjects are single and the autonomous characteristics are obvious. Contemporary college students have a relatively sufficient knowledge reserve, pay more attention to hot topics and social focus inside and outside the campus, and are keen to speak freely and initiate discussions on topics of interest. These topics and similar experiences can easily touch the sensitive psychology and active thinking of the student group, forming campus public opinion hotspots in a short period of time. Because the campus new media user group has active thinking, personalized speech, and strong independent consciousness, they are happy to speak freely and express their own opinions on new media platforms such as WeChat groups, Weibo, and campus forums, and even challenge traditional public opinion. In their view, using new media to express opinions and express themselves reflects the freedom of speech, which makes the university network public opinion present autonomous characteristics.

The interactive feature is prominent around public affairs. College students generally take events that happen around them as the subject of public opinion, such as domestic and foreign emergencies, social hot issues, and campus management regulations. Because they involve their own interests and cater to their own value orientation, they are likely to cause heated discussions and strong reactions on new media platforms, expressing their desire to actively participate in the management of public affairs. The increasing popularity of new media in colleges and universities has made the interactivity of online public opinion increasingly prominent, mainly reflected in the interaction between new media users in colleges and universities and the media, and the interaction between network users.

The irrationality and instability of public opinion content are prominent. The virtuality and anonymity of the Internet can easily lead to distortion and loss of control of online public opinion in colleges and universities. A small number of college students who lack self-discipline take radical attitudes or even use radical remarks when expressing their opinions. Therefore, campus online public opinion also shows irrational characteristics. Even some people with ulterior motives take advantage of the simple characteristics of college students, relatively closed information sources and relatively little social experience to take the opportunity to publish false information, which can easily lead to deviations in college students' cognition. In this case, it is very easy to lead to the emergence of some negative, extreme and emotional public opinions. Therefore, college online public opinion also shows an unstable side.

Improve the ability of new media to guide public opinion and resist the erosion of Western culture

Building a harmonious university network public opinion environment requires strengthening the new media's ability to guide public opinion. Although college students have a high level of new media literacy, their worldview, outlook on life and values ​​have not yet been fully formed. They are easily disturbed and influenced by the complex information and thoughts on the Internet, and are more likely to form campus network public opinion. With the development and popularization of new media technology, campus management, in addition to routine management, also involves network security management, timely grasping campus public opinion trends, mastering the development of various events, and building a harmonious university new media network public opinion environment.

In response to the need for socialization of university network public opinion topics, we must strengthen the ability to guide new media public opinion. As the main participants in campus new media public opinion, college students naturally have to participate in the larger environment of social network public opinion. In the current era of new network media, rational and irrational speech coexist, and many insights are often easily drowned out by fragmentary speech after entering the network public opinion field. Under this background, the new media public opinion field of universities is inevitably affected by the social network public opinion environment, and the "fragmented" network communication context is becoming a true portrayal of university students' network culture and network public opinion. The new media network public opinion of universities shows a trend of socialization, and it is necessary to further strengthen the ability to guide campus new media public opinion.

Solving the problems of new media in colleges and universities requires improving the ability of new media to guide public opinion. With the help of campus new media platforms, college students' awareness of participating in online public opinion has been further strengthened, and the openness of new media has further expanded the influence of campus public opinion, allowing hot issues on campus to be spread instantly inside and outside the campus, and even become hot topics of social public opinion. Therefore, in the era of all-media with the rapid development of campus new media platforms, new requirements are put forward for the research, prevention and guidance of campus public opinion hot events.

To resist the erosion of Western culture, we need to improve the ability of new media to guide public opinion. On the one hand, the United States and other Western countries still have strategic plots to "divide" and "Westernize" my country politically, and the methods of cultural penetration are constantly updated and strengthened, which has formed a multi-faceted impact on my country's socialist core values. This is more prominent on new media platforms. With the help of interactive new media, it is easier for hostile forces abroad to infiltrate and disrupt my country's ideology. On the other hand, colleges and universities should also actively use new media to strengthen foreign cultural exports and spread China's excellent traditional culture to the international community.

Strategies to enhance the ability of new media to guide public opinion in colleges and universities

We should strive to create an objective and fair image of campus new media and enhance college students' value recognition of new media. Campus new media should strengthen the excavation and processing of information resources, deepen the information content, launch in-depth reports and comments with strong ideas and clear views, and further improve the quality of information content. At the same time, campus new media should also achieve a balance between positive and negative reports, and try to be close to college students' perception of the real social situation. We should analyze the ins and outs of events from an objective and fair perspective, guide college students to look at the problems encountered in the process of social development rationally, and strive to create an objective and fair image of campus new media and cultivate college students' value recognition of mainstream campus new media.

Strengthen the comprehensive integration of campus new media and campus mainstream media, and become a content and opinion supplier for mainstream media. On the one hand, the Propaganda Department of the Party Committee of the University should focus on the professional advantages of news propaganda, rely on the authority and credibility of the department, and build a good campus new media platform; on the other hand, when major events or hot topics of public opinion occur, the Propaganda Department of the Party Committee should give priority to news comments and opinions provided by these new media editors, and can also use some social media push platforms to actively push campus mainstream media reporting information to increase the exposure of college students to campus mainstream media reporting. In addition, for some more serious news content, campus new media should interpret and edit it accordingly based on the style and characteristics of new media within the reporting framework of campus mainstream media and on the premise of being consistent with core values.

According to the emergency response level of campus network public opinion, promote the construction of new media network spokesperson system. If colleges and universities want to master the discourse power of campus new media network public opinion, they should follow the principle of information openness and transparency, and promptly respond to and guide online comments through the information release of network spokespersons, disclose relevant information in a timely, comprehensive and truthful manner, and promptly release the facts and progress of events and emergency plans that college students are concerned about through campus new media. Regularly collect, analyze and track public opinion information, which will help prevent network public opinion from developing in a bad direction. Through the construction of campus new media network spokesperson system, the right of college students to know is guaranteed, and rumors and speculations are eliminated through information disclosure, which can effectively control the trend of campus new media public opinion.

Pay attention to the characteristics of college students' public opinion and realize the linkage between new media agenda setting and public opinion guidance. Ideological and political education workers should focus on major news events and hot, focal, and difficult issues that are closely related to college students at home and abroad, on and off campus, and keenly analyze public opinion to understand the campus focus issues that college students are most concerned about and have a major impact on college life. Then, they should set the new media agenda in a timely and accurate manner and pay attention to the regulation of campus hot topics. Through agenda setting, ideological and political education workers should fully consider the actual demands of college students, actively explore campus hot topics, and guide them to "think what they want", so as to achieve the purpose of public opinion guidance and promote the formation of a positive, mature and rational new media public opinion atmosphere.

Adhere to positive guidance as the main approach and enhance the credibility of new media public opinion guidance. Campus new media should actively intervene in public opinion hot issues, face hot issues from the perspective of campus mainstream media, and conduct rational, objective and fair analysis. It is necessary to avoid both lack of coverage of hot events and excessive coverage of hot events. It should also guide college students to actively explore the ins and outs of hot events and think independently about countermeasures. In addition, college new media can also cooperate with professional social network public opinion analysis institutions to analyze social hot issues that college students are generally concerned about, as well as the ideologies of all walks of life and the mentality of college students and netizens. On this basis, it can carry out targeted dissemination of social hot topics, and conduct in-depth new media reports as much as possible to provide college students with a framework and direction for analyzing and thinking about certain types of issues or hot events that they are concerned about, so as to effectively enhance the credibility of new media public opinion guidance.

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