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**CHALLENGES AND COUNTERMEASURES OF EDUCATION FOR  
COLLEGE STUDENTS' VALUES UNDER THE ENVIRONMENT OF THE  
RISE OF NEW MEDIA**

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**ABSTRACT**

The rise of new media has caused the revolutionary change of ways of information dissemination, which shows the new characteristics that including the popularization of the disseminator, the complexity of the content and the concealment of information dissemination. As the most active group of new media users, college students' value education faces the challenge of serious utilitarianism, multiple value confusion and lack of subjective value. Under this circumstance, we should pay more attention to the utilization, guidance and integration of new media to strengthen the value education of college students. In this way, we can lead the practice of internalization, optimize the education environment, and form a resultant force of education.

**Keywords:** new media; college students; values

College students, whose value orientation will greatly influence the value orientation of the whole society in the future, are the hope of the nation and the future of the motherland. Under the environment of new media, the mode of information communication has undergone a revolutionary change, and the value's education of college students is facing unprecedented challenges. Actively responding to the challenge and making the correct value judgment in the complex information to guide college students to establish the correct values are the urgent issues in the higher education, which has important practical significance and far-reaching historical significance.

**I. The new characteristics of information dissemination under the rise of new media**

New media is the integrated name of all new means or forms of communication, which means "the use of digital technology, network technology and mobile communication technology, and

through the Internet, broadband LAN, wireless communication network and satellite channels, with television, computer and mobile phone as the main output terminal, to provide users with integrated information and entertainment services such as video, audio and language data services, online games, and long-distance education, etc.”<sup>[1]</sup> China Internet Network Information Center (CNNIC) released the thirty-ninth China Internet development statistics report, showing that, China's Internet users reached 731 million, and the Internet penetration rate was 53.2% by December 2016. <sup>[2]</sup>Comparing to newspapers, magazines, radio, television and other traditional media, new media has caused a revolutionary change in the mode of information dissemination. Information dissemination presents new features.

### **1. The popularizations of information communication users**

Under the traditional media environment, information dissemination is a one-way transmission. The main part of the media is through the mass media and they selectively transmit information to the audience. The audience, as a communication object, passively receives information. In the process of the whole communication, the disseminator is in the leading position and they control the quantity of information, guide the direction of information dissemination; while the audience is in a passive position. They accept all kinds of information through the main channel of information and have a narrow range of choices. The rapid development of new media causes a revolutionary change in the way of information dissemination and has changed the traditional media environment that the media is a single point, making the information exchange from individual to individual possible. The transmitter and receiver can form extensive free interactive relationships. In this way, the dominant position of the subject of communication is naturally affected, and every individual, organization or institution can become the subject of communication. Thus, the subject of communication shows the characteristics of popularity. Because of this, the influence of information dissemination appears decentralized.

### **2. The complexity of the content of information communication**

The new media breaks the opposition between the disseminator and the audience in the traditional media environment, and realizes the transformation from one-way communication to timely and interactive communication. Everyone under the new media environment can participate in the whole process of information dissemination, has the right to release information and becomes a publisher of information. Information can be published at any time and any place, and the communication tools are diverse. Expressing opinions can also be varied, which will inevitably lead to a surge in information and make the dissemination of information more active than ever. The users of new media can follow their minds to spread the information. Then, the source and content of information are lack of the requirements of specification and management,

which will inevitably cause massive information problems. The complicated content of communication leads to the coexistence of the mainstream and the non-mainstream in new media, meaning the coexistence of elegance and vulgarity, good and bad. In particular, pornography, violence and other harmful information spread freely in the new media, and have a negative impact on the establishment of the correct values.

### **3. The concealment of Information dissemination**

Under the traditional media environment, the role and the relationship of media and audiences are certain, while those under the new media environment are mostly virtual. The relations are not open. The two sides only need to use the new media platform, and virtual symbols to avoid barriers and have free communication. Gender, age, identity and other personal information can be shielded. The virtuality of identity makes the communicators' sense of social responsibility and moral sense absent, and their contradictions in reality and thoughts can be expressed freely and freely in the new media. As the new media monitoring is not perfectly monitored, the information publisher in many cases does not need to assume responsibility and obligations, leading some people to do whatever they like. This makes people's trust reduce in the process of the use of new media, and there will be even some new moral problems, such as infringement of copyright and personal privacy.

## **II. The challenge of College Students' Values Education under the new media environment**

The formation of values depends on a certain external environment. The new media has changed the mode of information dissemination, which poses a severe challenge to college students' values education.

### **1. Distorted value orientation and serious utilitarianism**

The value orientation is a kind of attitude towards the main objective things, including the pursuit, evaluation and selection.<sup>[3]</sup> It decides and controls people's value judgment and choice, and directly affects the individual's attitude and behavior. Since 1970s, numerous empirical studies have repeatedly demonstrated that public order of social issues is strikingly similar to or even almost entirely synchronized with the mass media.<sup>[4]</sup> The wide application of new media, with its unique entertainment, popularity, and commercial benefits, brings students physical and mental relaxation. But this kind of media preference which lay too much on entertainment and commercial benefits but knowledge, culture and seriousness, will gradually decreased the students' appreciation level and their judging ability. In particular, the dissemination of false, vulgar, pornography, violence and other negative contents in the new media, seriously polluted the social environment which college students develop in, misled the value orientation and

pursuit of College students. College students have strong sense of subject. Their senses of social participation, fair competition and other modern value orientation are clear. This consciousness is often expressed as the personalized tendency, self-centered personality, and value their personal interests as principle and moral evaluation standard of thought and action. When there are conflicts between public and personal interests, they consider first of all the personal interests ones. The power, status, money are seen as the goal of life. Their value orientations are close to utilitarianism. Hedonism, money worship and other prominent material value orientation are dominant.

## **2. Value judgment will be influenced and multiple values are confused**

Value judgment is a kind of subjective cognition, which is a judgment of whether the subject can meet its own needs and the degree of satisfaction. <sup>[5]</sup>This kind of judgment is based on the thought of the things itself. Facing the same things or actions, different people will make different or even opposite value judgment. Value judgment has characteristics of subjectivity. Under the new media environment, the values of contemporary college students showed a variety of features, leading to the diversification of value conflict. It is inextricably linked with the progress of the times, the unique economic development as well as the students themselves. With the rapid development of information technology, new media provide a diverse perspective for college students. They can have more convenient access to various information. But complex information will lead to the chaos of students' value choice and judgment. Because their outlook on the world, life and values is in the final phase of the establishment, mostly they want to have pursuit of individuality, emphasize the difference of themselves from the others, are easier to be influenced by the values and ideology on the internet and are prone to lose immunity and judgment. It is difficult for them to form the correct values, which indirectly caused the contradiction and conflict with the social core values. It is not conducive to the spread of positive values. <sup>[6]</sup>It is in the new media environment that information conflicts affect the value judgment of college students and cause confusion of multiple values.

## **3. Affecting the choice of value and causing the lack of subjective value**

The value choice is based on the individual's basic social cognition and understanding of the things. People make the value choice of the object according to their own value orientation, and then use the minimum cost to obtain the maximum utility. <sup>[7]</sup> Under the new media environment, students are exposed mass daily information. Because they already have certain cognitive abilities and cognitive levels, and are no longer blind to thoughts and speeches and authorities, they can be subject to their own beliefs and ideals. College Students' value choice often presents the characteristics of individuality, although this can enhance their self-awareness and self-

confidence. But driven by economic interests, it may also appear the lack of the main value among them. The concentrated expression of ideals and beliefs confusion, lack of sense of responsibility, moral quality problems will appear. The contemporary college students' responsibility is weak and realistic values gradually replaced the idealistic values. A majority of them determine the evaluation more from their own needs, emphasize practical benefits and individual interests, and ignore the collective spirit and social responsibility.

### **III. The Corresponding Measures of College Students' Values Education under the new media environment**

Under the new media environment, guiding students to establish the correct values should use the help of new media. We should firmly grasp the key link of practice of internalization and create a good educational media environment and form joint educational force with new media.

#### **1. Using new media to guide practice internalization**

The formation of values is a gradual process, which needs to undergo stages of perceptual knowledge, rational cognition, emotional identification, rational identification and so on, so that it can gradually be internalized into its own values. The above stages are inseparable from practice, and only through sufficient practice can we truly form scientific values, and then guide the action. Practical activity is an effective way for college students to go deeply into, to understand, to serve the society and to enhance their sense of social responsibility. It is an inevitable choice for college students' values education. Through the rich practice, students can absorb new knowledge, form the mainstream values in line with the social development, and they also can strengthen the original correct values, timely correct values that are inconsistent and incompatible with the mainstream of social values. Therefore, we should grasp the key link of practice for strengthening the values education of college students, pay attention to develop the role of social practice, let the students form scientific and stable values, through personal experience in school and out, make the value into perception, cognition and action, and ultimately achieve KAP unified goal. The emergence and development of new media caused a revolutionary change of information dissemination. The mixed messages caused the confusion of values of college students to a certain extent, but it is undeniable that the new media has the incomparable advantage in the dissemination of information. Under the new media environment, the value educations of college students need dialectical analysis of new media. We should give full play to the unique function of the dissemination of information, knowledge spreading, value guidance, and guide students to internalize it in practice. New media is an effective carrier of College Students' values education. For strengthening the values education of college students, we should first give full play to the positive function of new media, use new media to carry out

publicity and education, strengthen the mainstream values of propaganda, guide students to actively participate in related activities, and expand the practice influence. In this way, we can enhance the attraction of practice and stimulate students' initiatives to participate, educate and improve by themselves.

## **2. Leading new media and optimizing educational environment**

The formation of College Students' values is influenced by the internal and external environment. Especially, The new media environment. A good environment can strengthen the understanding, identifying and practicing of the mainstream values of college students. Otherwise, it will weaken the power of the mainstream values in education. Therefore, on the one hand, we need to the optimize the campus environment, nurture campus culture, pay attention to the influence of campus culture, enhance the adhesion of values education; on the other hand we should optimize the social environment, focus on cultivating the new media environment, use the mainstream values to lead the surrounding environment of the campus. Campus culture is a comprehensive reflection of school spirit and study style, and it influences college students' ideological concepts imperceptibly. It is related to the effectiveness of College Students' values education. First of all, we should strengthen the infrastructure construction of campus cultural activities, and form a platform for campus cultural activities, such as newspapers, radio, television and Internet. At the same time, we should pay attention to the cultivation of humanistic environment in the campus, and construct the campus culture, which embodies the requirements of social development, the characteristics of the times and the characteristics of the school. In the construction of campus culture, we should give full play to the role of new media, and carry out positive educational impact with the help of new media, especially the education of mainstream values. Secondly, the social environment is an extension of the campus environment, is an important place for student activities, and its cultural values and social customs will seep into the campus, and have an important impact on College Students' values. To optimize the social environment, we should strictly check the entertainment places and business activities around the school, build a healthy surrounding environment, avoid all kinds of vulgar activities and its impact on the values of College students. The key to optimize the social environment of the information era lies in the construction of the new media environment. Not only should we purify the environment of new media, reduce the negative influence on College Students' values, but also pay attention to lead the new media with mainstream values. Only by combining the two approaches, reducing the negative impact and enhancing the positive effect of organic combination, can we continuously optimize the values of college students in the new media environment.

## **3. Integrating new media and forming educational resultant force**

School, family and society are the three important forces of values education for college students. Only by the formation of the three linkages and constructing all-round educational environment, can the formation of values education be established. School, family, and society are all in the new media environment and will suffer the impact of it. The three parties' interaction of education network construction depends on the integration of new media. Only by effectively integrating new media resources can we truly build a joint education network of schools, families and society and form the biggest educational resultant force. The formation of the resultant force of the students' value education needs to grasp two key points, namely, the integration of teacher resources and the establishment of educational platform. Whether it is the integration of teacher resources or the construction of education platform, all of them need to make full use of new media to integrate new media resources, and play the greatest role of new media to educate people. The integration of school teacher resources should not be limited to ideological and political theory courses' teachers or professional teachers, but includes all administrators, counselors, class teachers and so on. All teachers should make clear the task of their commitment to the values education of college students, study relevant theoretical knowledge deeply, renew the ideas of education, grasp the characteristics of the new information era of new media, mix the values' education into learning and life. To build the values' education platform should be through class activities, academic lectures, knowledge competitions, theatrical performances and other forms of activities that college students are willing to participate in. During social practice, education practice, innovation and entrepreneurship activities, we can gradually realize the penetration of values' education. Under the new media environment, we need to integrate new media organically, optimize the media environment of College Students' values education, and form a fully covered educational network.

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