New Media Innovates Management and Orientation of College Students

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Abstract: In recent years, emerging media has changed the way people publish information and participate in social life. The rise and development of new media has undoubtedly produced a growing influence on college students. For example, Weibo and WeChat, as the new way of communication on the Internet, affect college students' ideological behavior with strong penetration and attractiveness. College student management workers must attach great importance to the functions of new media in organizational management, information dissemination and ideological shaping, and give full play to the role of microblogging external communication and WeChat internal management, both internal and external, so that WeChat and Weibo become the communication platform between the association and college students, which creates a new channel for the management of college students and innovates the effectiveness of student management. This paper begins with the introduction of new media. After analyzing the characteristics of today's new media, it begins to explore in detail the role of new media in the management of college students.

1. Introduction

Since August 2009, China's portal site, Sina Weibo, launched the "Sina Weibo" beta, Weibo officially launched in China. According to the data released by Sina, the Weibo version is constantly updated. Figure 1 below is a list of Chinese internal resources on Sina Weibo. WeChat is becoming more and more powerful. In 2014, the latest official data of WeChat: WeChat monthly active users has nearly 400 million; WeChat public accounts totaled 5.8 million, occupying an irreplaceable position in online media. It can be seen that new media such as Weibo and WeChat have penetrated into the daily work, study and life of the people, especially teenagers, and have impacted the traditional mode of communication and communication, changing the form of information dissemination and management organization. So, can these new media that you like to see and hear can also be applied to the management of college students and play a major role?

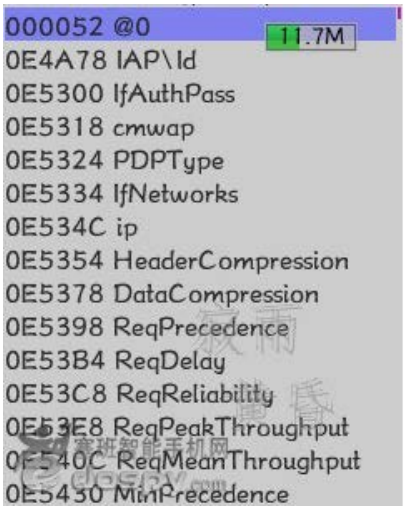

Figure 1 Chinese chemical resources list

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2. The Concept of New Media

New media is the sum of media with communication functions based on computer information processing and the Internet. In addition to the basic functions of traditional media, it also has new features of interaction, timeliness, extension and integration. In the new era, the party building environment has undergone major changes. From the perspective of the inner environment of the party, new problems have arisen in the party's ruling status, the number and structure of party members, and party members' thinking. From the perspective of the external party environment, the international communist movement is at a low tide. The society has also undergone major changes under the influence of economic globalization and multi-polarization of the world. Therefore, the use of new media to promote party building in the new era is an objective requirement for improving the advanced nature of party building, an important issue in improving the ability to govern, and an important way to promote work innovation.

3. Characteristics of New Media

Nowadays, it is an information society. The situation is changing. Based on information network technology, a new wave of media that can carry all kinds of information is coming. In this regard, we must fully understand and grasp, understand its "new" characteristics, and overall, the new media has four more eye-catching characteristics.

3.1 Immediacy

Compared with traditional media, new media is spreading rapidly. Traditional media is often limited by interviews, printing, sales, etc., and new media based on digital technology accepts and publishes information without time and space constraints, and can spread news events in the first place.[1] As a carrier of ideological and political education, its strong timeliness undoubtedly enhances the timeliness of party building work. People can feel the impact and shock of news events in the first time, and it is easier to leave people in thought. Impressed. Second, as a new media for the government's mouthpiece. The release of information in the first place can increase people's trust in the government and facilitate the development of the work.

3.2 Interactivity

The new media is "the spread of everyone to everyone." The new media platform is not only a platform for information dissemination, but also a bridge and link between information publishers and information sharers. The information dissemination of new media is two-way, and the person being disseminated can express opinions on information or topics of interest to him.

3.3 Convenience.

Today, as long as the 3G and 4G signals cover the area, you can browse the web, WeChat intercom, Weibo interaction, instant chat, file sending and receiving, picture sharing, data transmission, etc. through the mobile phone. The convenience of this kind of personal connection and social interaction at any time is beyond the reach of traditional media.

3.4 Extensive

On July 21, 2014, China Internet Network Information Center (CNNIC) released the 34th Statistical Report on Internet Development in China (hereinafter referred to as the "Report"). The "Report" shows that the number of Internet users in China has reached 632 million, and the number of mobile Internet users in China has reached 527 million. From the perspective of regional division, urban netizens accounted for 71.80%, and rural netizens accounted for 28.20%; from the age point of view, netizens aged 20-29 accounted for 30.7%, netizens aged 30-39 accounted for 23.4%, and netizens aged 4049 accounted for 12%, 50- The 59-year-old netizen accounted for 24.5%. [2]It can be seen that the new media coverage and its wide range are very suitable for strengthening party building work.

3.5 Richness

The information content disseminated through the new media is very rich. For example, the relevant information links on the news on each website are very rich, event background information, related topic reports, various expert comments and even netizens' opinions, as well as pictures and audiovisual information. It is something that traditional media cannot give. For example, newspapers have limited pages and radio and television have timeliness.

4. The Status Quo Of College Atudent Management

4.1 The students' old ideas are old

The speed and randomness of information dissemination has increased with the emergence of new media, and information has become more and more abundant and more numerous, but it has been chaotic. In some cases, the lack of common sense and objectivity in the first-hand information can lead to the proliferation of false information and bad information. In the process of growing up, the student party will have a curious attitude, doubting or even rejecting the authoritative information. At this time, those false or bad information will easily stimulate their interest, making it difficult for them to have a correct value. orientation. A small number of students will even use the new media technology to “hype” themselves, and the bottom line of social ethics and public values will be touched. In addition, the way information is disseminated has also been influenced by new media. A variety of information dissemination and communication methods have emerged. Students have shown diversified preferences and inclinations based on their own habits and preferences for different new media technologies. .

4.2 Students' ideological education is not new enough

Ideological education work and the network use an indoctrinated education method, and the platform for publishing information emphasizes authority. All colleges and universities have built the platform for publishing information such as the school's main website and official news, only to adapt to each other, but rarely consider the construction of interactive sections and functions. For the classification and integration of all the information now, it is even less within the scope of consideration. [3]The influence of these traditional online platforms has gradually turned to a weak trend, because it is inconsistent with the direction of student network usage habits, and has even gradually become ineffective in some schools. With the vigorous development of new media technology, information has gradually moved from passive reception to active creation and development, and has become more humane. The SNS website, microblogging, and QQ group are currently the most influential new ways of media communication. The traditional information dissemination methods in the SNS website, micro-blog, QQ group and other network new media are facing enormous challenges, if it is difficult to deal with, the possibility of destruction is also there.

4.3 The overall quality of the student management team needs to be improved

The main source of strength for student management is the university student management worker. The effectiveness of the student management work will directly affect the overall quality and ability of the team. Therefore, the burden of cultivating outstanding talents with both ability and political integrity for the country falls on the management of colleges and universities. This task is extremely difficult and important. Student management workers have been working hard for the first time for many years under the leadership of a great tradition. However, there are still some problems that exist in the university student management work team, and these issues must be taken seriously. At present, for the opportunities brought by new media technology to students' management work, some of the university's student management workers do not have sufficient understanding, continue to use traditional college students' management methods, and fail to apply new university students' management methods, resulting in students. The progress of management work is not satisfactory.

5. The Specific Application of New Media in the Management of College Studengts

5.1 Allow freedom of speech and spread efficiently

As an open Internet information delivery platform, Weibo has rapidly swept the world with its powerful freedom of speech. The emergence of Sina Weibo and Tencent Weibo is especially favored by college students. The main target of ideological and political education in colleges and universities is young students. Through the education of college students, they can win more students' support and cooperation. The powerful interactive features of Weibo cater to the needs of young college students, and also provide a new way of interaction for ideological and political education and student management. On the one hand, college workers can publish the regulations on the need to solicit students' opinions, and publish them on the official Weibo. [4]Students will feedback their ideas to Weibo in the form of forwarding and comments, and increase the communication effect for the school. Information collection and integration provides an efficient way. On the other hand, Weibo allows users to write what they are doing as a passage, or to make a picture, and then free to express their opinions. This allows college student managers to fully understand the students' ideas and attitudes.

5.2 Always positively guide your students and diversify their management methods

The new media environment is the development of information technology and network technology that has transformed the mass media and added functions such as content virtualization, resource sharing and dissemination timeliness. It directly changes the way and content of college students' resource acquisition, and promotes the emergence and development of WeChat, Weibo and other network communication platforms. The diversity of new media messages ensures that college students can receive information from different places at any time and anywhere, and the large amount of vulgar information brought by new media will affect the outlook and values of college students. This situation has caused some college students to be in a state of confusion when they are in full swing. Over time, I have lost my studies and even my life. This requires student management workers to change the traditional teaching mode with the times, pay attention to the use of new media to actively attract the interest of large college students, and strengthen the appeal and leadership of students. On campus, traditional media usually distribute student-related information unilaterally by student management staff through radio, school journals, and conferences. This makes college students only passively accept, can not take the initiative to participate, put forward their own ideas, understanding, doubts, resulting in less and less exchanges between college students and student workers. After applying new media to student management, student management workers can regularly infiltrate ideas and guide students positively.

5.3 Focus on Weibo topics to strengthen communication with students

Student management workers can use the form of long microblogging to publish topics related to ideological education and student management, strengthen communication with college students, and expand information sharing channels. [5]Student ideological educators transmit positive and useful information to students in a subtle form by publishing topics such as “Soul Chicken Soup”, “Employment Platform”, “Current Affairs Review”, and “Wisdom Lecture Hall”.

6. Conclusion

With the rapid development of new media technologies, university student management has ushered in opportunities and challenges. For the various characteristics of new media, college student management workers must conduct in-depth research, and must build a new model of college student management, constantly explore ways to educate people, and improve the effectiveness of student management.

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