

Strategies for Life-Oriented Education of College Students' Values in the New Media Environment

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Abstract: New media is a newly emerging communication medium. It not only has strong openness, but also has strong interactivity and virtuality characteristics, so it is very attractive to the general public, and it is naturally also including college students. In the new media environment, in the process of implementing education, colleges and universities must strengthen the education of college students' values and strengthen the introduction of life-oriented education strategies to achieve better educational effects. The author explores and analyzes the impact of the new media environment on the values of college students, and puts forward a strategy for the education of college students' values in the new media environment, hoping to help the formation of college students' correct values.

1. Introduction

With the continuous development and progress of society, traditional media, such as television and newspapers, have gradually faded out of people's field of vision. New media such as mobile phones and the Internet have been integrated into the lives of contemporary college students. The new media environment is full of information of good and bad, which is likely to affect the values of college students. For this reason, in the process of carrying out education and teaching activities, colleges and universities must attach great importance to the value education of college students, and innovate educational methods and methods to help college students establish correct values.

2. The Impact of the New Media Environment on the Values of College Students

2.1 The Impact on the Value Judgments and Choices of College Students

Under the new media environment, the unshielded world of time and space for contemporary college students has been opened up. The amount, speed and field of information transmission have become broader. The narration of information also breaks the traditional single form, and the angle of narration is more diversified. In the new media environment, the transmission of information has not only become more timely, but also in the process of transmitting information, because of the different ideas and values of different transmitters, different meanings will be given to the information. In the process of receiving information, contemporary college students will also be affected by the ideas and values implicit in the information. Although most college students have reached adulthood, their thinking has not yet matured. Their value judgments and choices are easily affected by information, and they are easy to feel confused. This should be something that institutions of higher learning must pay attention to when carrying out educational and teaching activities^[1].

2.2 Cause the Interpersonal Communication of College Students to Become Indifferent

A distinctive feature of the new media environment is its strong concealment. For contemporary college students, they like to communicate with others concealedly through new media. Under the new media environment, college students can get rid of the shackles of reality, without considering the many pressures in real life, and fully express their true self. Express your thoughts and opinions

freely, and you can freely interact and communicate with others on the Internet for a current hot topic, and the sociality of college students has become more intense^[1]. Under the new media environment, people's communication and interaction spaces have become broader and free, and they can understand society more deeply and gain richer cognition and experience. Because of this, the interpersonal communication of college students in real life has become more and more indifferent.

3. Strategies for Life-Oriented Education of College students' Values in the New Media Environment

3.1 Increase the Emphasis on the Value Education of College Students

Under the new media environment, it is a new challenge to the formation of college students' values. Therefore, colleges and universities must increase the importance of college students' value education. In the new media environment, values have become more diversified and complicated, and value selection and judgment have become puzzles, which makes it easy for college students to fall into ideological and moral confusion. What needs special attention is that in the new media environment with multiple value forms, it is easy to form new social atmosphere and strength, but all this should be established on the basis of firm socialist core values. First of all, institutions of higher learning should pay attention to Marxist theoretical education. Regardless of the impact of the new media environment on the campus environment, education and teaching activities. Ideological and political teachers need to insist on guiding the values of college students from the right direction, and inform college students of the correct standards for distinguishing right from wrong, so as to avoid college students from being confused and at a loss in the massive data information and diversified value. At the same time, it guides college students to learn to perceive society from the perspective of Marxism and conduct dialectical analysis of problems. Second, strengthen the education of ideals and beliefs for college students. For the formation of college students' values, ideals and beliefs play a positive role in stimulating^[2]. In the process of educating college students on values, teachers should guide college students to balance the relationship between personal ideals and social ideals from the perspective of life, strengthen and strengthen their ideals, so as to avoid college students getting lost in the complex new media environment direction. Finally, improve the education of college students' view of social honor and disgrace. Under the new media environment, the subject consciousness of college students has been significantly enhanced, but the moral consciousness of college students has also been weakened in a subtle way. Therefore, in the process of implementing education, colleges and universities must strengthen their reflection on the value education of college students, and while increasing their attention, they must continue to innovate and reform.

3.2 Build a Campus New Media Information Platform

In the new media environment, colleges and universities should give full play to the important advantages of the new media environment and strengthen the application of life-oriented education strategies in the process of implementing values education for college students. On the one hand, colleges and universities should strengthen the application of mobile phone networks^[2]. For example: In order to better implement values education for college students under the new media environment, a college developed a campus APP based on the characteristics that college students generally like to play with mobile phones, in which newspapers, radio, television, etc. are set up. With the module, college students can not only use this APP to learn more related knowledge, but also learn about the school's information and activities in a timely manner, so as to strengthen the connection between college students and institutions of higher learning. On the other hand, through the establishment of exchange groups such as WeChat groups and QQ groups, college students can freely communicate and interact with other students and teachers, so that teachers can understand and master students' thought dynamics and life changes in a timely manner, thereby being more targeted. Sexually adopt life-oriented strategies to carry out values education for college students.

3.3 Carry out Ideological and Political Education for College Students in a Way That is Close to the Life of College Students

Under the new media environment, ideological and political teachers in colleges and universities must actively change their previous educational concepts and role positioning, but should start from the perspective of actual life and enter the lives of college students as guides and instructors. According to the main characteristics of the new media environment, we strive to become the guide of the ideas and values of college students in the new media environment. At the same time, ideological and political teachers should give full play to their important role of information dissemination gatekeepers, use methods close to college students' lives to carry out ideological and political education to college students, and establish an equal and harmonious teacher-student relationship with college students. It is well integrated into the life of college students, so that you can understand and master the current college students' ideological characteristics and life situations in a timely manner. Break the previous "overlook" perspective of ideological and political education, try to understand and feel the life of contemporary college students, so as to encourage college students to feel the care and concern of teachers for them, promote the individualized development of college students, accurately grasp the pulse of the times, and promote College students form correct values.

3.4 Focus on Improving College students' New Media Literacy

At this stage, new media has gradually become an indispensable part of college students' study and life. In the process of implementing values education for college students, colleges and universities should not prohibit college students from using new media. On the contrary, they should be in the life-oriented value education. Conform to the development of new media, focus on thinking and analysis, how to achieve the improvement of college students' new media literacy. For college students, new media literacy is not only the ability to interpret information, but also the ability to accurately judge information. Under the new media environment, colleges and universities should actively develop courses on improving college students' new media literacy in the process of implementing values education for college students through life-oriented strategies. And it can also broaden their own educational thinking, organize college students to discuss current hot topics and news events as the center, encourage college students to boldly express their ideas and opinions, and guide college students to actively self-reflection, in the constant collision of ideas, To achieve the improvement of college students' new media literacy, so as to achieve the effect of moisturizing and silent education.

4. Conclusion

In summary, under the new media environment, college students' ideological concepts and values are easily affected, which not only affects college students' value judgments and choices, but also causes college students' interpersonal communication to become indifferent. For this reason, colleges and universities must Increase the importance of the value education of college students, and strengthen the use of life-oriented education strategies, so as to guide college students gradually to form correct values in a subtle way.

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