

The Cultivation Path of Network Civilization Literacy for Vocational College Students in The New Era

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Abstract: With the rapid development and popularization of the Internet, students in vocational colleges have been deeply influenced and infiltrated by the network media. In this new era of digitization and informatization, the internet has become an important platform for students to obtain information, exchange ideas, and carry out learning. However, the complexity of the online world has also brought unprecedented challenges to students, such as the difficulty in distinguishing the authenticity of online information and the misconduct of online behavior. Therefore, enhancing the network civilization literacy of vocational college students is of great and far-reaching significance for promoting their comprehensive development, optimizing the ideological and political education system, and promoting the construction of societal network civilization. This article is dedicated to studying the cultivation path of network civilization literacy for vocational college students in the new era. Through in-depth analysis of the characteristics and existing problems of online behavior among vocational college students, combined with the educational characteristics and resource advantages of vocational colleges, a series of practical and feasible cultivation measures have been proposed. The implementation of these measures aims to help vocational college students establish correct network values and behavioral norms, enhance their network civilization literacy, and enable them to grow healthily and develop comprehensively in the online world.

1. Introduction

With the rapid development and popularization of the Internet, the network information in the new era is characterized by fragmentation, layering and emotion [1]. These characteristics not only bring us convenience, but also pose an unprecedented threat to the ideological risk prevention and control work of vocational colleges [2]. The security of network information dissemination is no longer just a technical issue, but has risen to a height that concerns national security and social stability [3]. Therefore, creating a good online ecological environment and improving the internet literacy of the whole population has become a common concern for China and even the world [4]. Vocational college students are important users of the Internet. They are active in various online social platforms and are the makers and disseminators of online public opinion. However, due to limitations in age, experience, cognition, and other aspects, vocational college students often lack sufficient discernment ability and self-discipline when facing online information, and are prone to being induced and eroded by negative information [5]. Therefore, enhancing the network civilization literacy of vocational college students, helping them establish correct network values and behavioral norms, has important practical significance and long-term strategic value.

As an important way of educating students in universities, ideological and political education should actively adapt to the new requirements of network civilization construction and fully play its role as the main channel in network literacy education [6]. In the face of the complexity and diversity of network information in the new era, ideological and political education needs to constantly innovate educational concepts and methods, and carry out network civilization literacy education in a way that is more close to students' reality and more in line with the characteristics of

the times [7]. At the same time, ideological and political education should actively respond to the new challenges of building a high-quality education system, integrate network civilization literacy education into daily teaching, and make it an important component of comprehensive quality education for students [8]. Exploring new methods to enhance the network civilization literacy of vocational college students is an important issue facing ideological and political education in current vocational colleges. This requires us to deeply analyze the online behavior characteristics and psychological needs of vocational college students, understand their true thoughts and feelings in the online world; At the same time, we also need to fully utilize modern information technology means, innovate the form and content of network literacy education, and enhance the pertinence and effectiveness of education.

By strengthening the education and guidance of network civilization literacy, building a good network ecological environment, leveraging the exemplary and leading role of teachers, strengthening the collaborative education role of families and society, and implementing innovative cultivation methods and methods, we can effectively enhance the network civilization literacy of vocational college students, laying a solid foundation for their healthy growth and comprehensive development. In addition, enhancing the network civilization literacy of vocational college students is also an important part of promoting the construction of national network civilization. As the future pillars of the country, vocational college students' network civilization literacy will directly affect the overall level of the country's network civilization. Therefore, vocational colleges should shoulder the responsibility of cultivating network civilization builders in the new era, and through systematic education on network civilization literacy, cultivate a group of excellent young people with noble network ethics, good network behavior habits, and strong network information discrimination ability.

2. The Importance and Current Situation of Cultivating Network Civilization Literacy among Vocational College Students

2.1. Importance

The cultivation of network civilization literacy among vocational college students is not only related to the comprehensive development of individual students, but also an important manifestation of the progress of China's social civilization development [9]. Firstly, the cultivation of network civilization literacy among vocational college students is an important way to promote their comprehensive development [10]. The internet has become the main channel for vocational college students to obtain information, exchange ideas, and carry out learning. By enhancing the cultural literacy of the internet, students can better utilize online resources, enhance their ability to screen and distinguish information, and avoid being harmed by harmful information. At the same time, the improvement of network civilization literacy also helps to cultivate students' self-discipline, critical thinking, and social responsibility, enabling them to make correct value judgments and behavioral choices in the online world. Secondly, the cultivation of network civilization literacy among vocational college students is an important manifestation of the development and progress of social civilization.

As one of the main users of self media, vocational college students' online behavior and literacy directly affect the order and atmosphere of the online space. By cultivating the network civilization literacy of vocational college students, they can be guided to establish correct network values and behavioral norms, create a healthy, civilized, and harmonious network environment, and promote the continuous progress of social civilization. In addition, the cultivation of network civilization literacy among vocational college students is also of great significance for the construction of national network civilization. As the future pillars of the country, vocational college students' network civilization literacy will directly affect the overall level of the country's network civilization. By strengthening the education of network civilization literacy, we can cultivate a group of excellent young people with noble network ethics, good network behavior habits, and strong ability to distinguish network information, providing strong talent support for the

construction of national network civilization.

2.2. Current Situation

Currently, China's online platforms have achieved rapid development, profoundly influencing people's daily lives with their unique dissemination methods and wide coverage. However, in contrast to this rapid development, the relevant regulatory mechanisms have not yet been perfected, which to some extent increases the complexity and uncertainty of the cyberspace. For the specific group of vocational college students, online platforms not only bring convenience, but also bring a series of challenges. Self media communication is like a double-edged sword. On the one hand, it can promote the modernization and convenience of student management, such as issuing notices and organizing activities through online platforms, improving management efficiency; On the other hand, due to the diversity and complexity of self media information, it has also brought difficulties to the management of online time, identification of online information, and formation of values for vocational college students.

At the same time, the information on self media platforms is of varying quality, including false, vulgar, violent and other harmful content. Due to limited experience, vocational college students often find it difficult to accurately distinguish this information, which can easily lead to misleading and infringement. In addition, the openness and anonymity of self media platforms have also made the issue of value conflicts and ideological infiltration increasingly prominent in the online space. This is undoubtedly a huge challenge for vocational college students who are in a critical period of value formation. According to the survey, more than 85% of netizens are in the age group of 18-30 years old, and the vast majority of them are users with a college degree or above (as shown in Table 1). This data further demonstrates that vocational college students, as one of the main users of self media platforms, have a significant impact on the order and atmosphere of the entire online space due to their online behavior and literacy. Therefore, strengthening the cultivation of network civilization literacy among vocational college students, enhancing their network literacy and self-discipline awareness, has become an important task faced by current vocational colleges.

Table 1 Survey of netizens

Age	Proportion/%	The proportion of users with college education or above/%
Below 18	5.2	0
18~30	85.4	69.5
Over 30	9.4	17.3

3. The Cultivation Path of Network Civilization Literacy for Vocational College Students

3.1. Enriching Educational Content

To cultivate the network civilization literacy of vocational college students, the primary task is to enrich educational content, ensuring that these contents are both targeted and effective. The educational content should revolve around mainstream values, scientific theories, advanced culture, and other dimensions, aiming to guide students to establish correct network concepts and behavioral norms. Firstly, to defeat various erroneous ideologies with mainstream values. The cyberspace is a convergence of various ideologies and viewpoints, inevitably mixed with erroneous and extremist content. Therefore, vocational colleges must strengthen the education of mainstream values for students. Through various forms such as classroom lectures, case analysis, and thematic discussions, we deeply analyze the erroneous trends in the online space, guide students to correctly identify and analyze rationally, and adhere to the correct value stance.

Secondly, arm students with scientific theories in their minds. The improvement of network civilization literacy cannot be separated from the guidance of scientific theories. Vocational colleges should increase investment in Marxist theoretical education and help students master scientific thinking and analytical methods. By systematically studying the basic principles of

Marxism, network communication theory, and other related knowledge, guide students to form a rational understanding of online information, enhance their ability to distinguish and criticize online rumors and false information. Finally, nourish the hearts of students with advanced culture. Advanced culture is an important resource for cultivating network civilization literacy. Vocational colleges should actively guide students to access and understand excellent online cultural works, such as positive online articles, short videos, micro films, etc. By organizing cultural performances, lectures, and online cultural festivals, students can experience the charm of online culture firsthand, enhance their aesthetic ability and cultural literacy.

3.2. Optimize Teaching Methods

Optimizing teaching methods is crucial for enhancing the effectiveness of cultivating network civilization literacy among vocational college students. Teachers play a crucial role in this process, and they need to flexibly adjust their teaching strategies to meet the learning habits and needs of students. Firstly, teachers should have a deep understanding of the learning habits and interests of vocational college students in order to better adjust their teaching language style. Using simple and interesting language forms to package ideological and political education content can transform obscure and difficult to understand theoretical knowledge into easy to understand concrete understanding. Secondly, teachers should pay attention to the creation of teaching situations, transforming dull and boring teaching situations into vivid and interesting learning experiences. Teachers can utilize multimedia technology and online resources to showcase rich images, videos, and audio materials, making teaching content more vivid and intuitive.

In addition, the process of educational communication is a continuous dynamic process, including determining educational communication information, selecting educational communication media, channel transmission, receiving and explaining, evaluating and feedback, and adjusting and retransmitting stages (as shown in Figure 1). At each stage, teachers should closely monitor the reactions and needs of students, and adjust teaching strategies and methods in a timely manner. For example, in the stage of determining educational communication information, teachers should select suitable teaching content based on the actual situation of students and teaching objectives; In the stage of selecting educational communication media, various media resources should be fully utilized to improve teaching effectiveness; During the reception and interpretation stage, teachers should actively guide students to understand and reflect on the content they have learned; During the evaluation and feedback stage, teachers should promptly collect feedback from students in order to further optimize teaching methods.

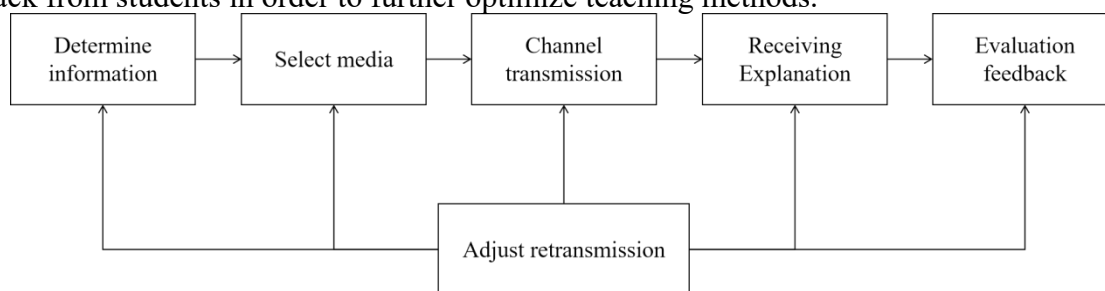


Figure 1 Educational communication process

4. Conclusions

The cultivation of network literacy among vocational college students is not only a practical requirement for practicing socialist core values, but also a potential requirement. The socialist core values, as an important component of socialist culture with Chinese characteristics, provide a solid theoretical foundation and value orientation for the cultivation of network literacy among vocational college students. In the era of the internet, enhancing the network civilization literacy of vocational college students is of great significance for maintaining the cleanliness and health of the online space and promoting the comprehensive development of vocational college students. By continuously enriching educational content, innovating educational methods, and optimizing

teaching methods, we can guide students to establish correct network concepts and behavioral norms, and improve their level of network literacy. At the same time, we should also strengthen cooperation between families and schools, form an educational synergy, and jointly create favorable conditions for the cultivation of students' online literacy.

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