

## **Research on the Discourse Right of College Students' Ideological and Political Education Network Culture Based on New Media Environment**

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**Abstract:** The new media has changed the traditional spatial discourse structure and formed a more open, equal and inclusive discourse field. The fluidity of discourse communication, the individuation of expression, the lack of communication practice and the diversified development of discourse system have brought great impact on the discourse right of ideological and political education of college students. The right to speak is the right of citizens to make suggestions and express opinions. With the continuous development of information technology, new media platforms have gradually penetrated into the daily life of college students, broadening the access of college students to information, changing the traditional way of communication, and providing unlimited opportunities for the development of college students' right to speak in ideological and political education. At present, in order to enhance the discourse power of network culture in Ideological and political education of College students, we must strengthen the construction of network information technology, strengthen the consciousness of setting up network cultural discourse, promote the wide spread of network cultural discourse, actively participate in the confrontation of network cultural discourse and improve the discourse ability of network ideological and political education.

### **1. Introduction**

With the advent of the era of network survival, the relationship between people and the network has become more and more close and has gradually become a way of life for people. With the development of modern information science and technology, the Internet has increasingly become an important platform for ideological and cultural exchanges, blending and confrontation at home and abroad, which has a great impact on the thinking and behavior of tens of millions of college students [1]. New media is a new media form under the new technology support system, such as digital TV, mobile TV, interactive network TV, mobile phone short message, network, blog and so on. The use of new media as a carrier to enhance the discourse power of college students' ideological and political education should not only fully understand the relevant theories of the discourse power of college students' ideological and political education, but also understand the role and status of new media, and organically combine the two [2]. College students are the precious talent resources of the party and the country, the hope of the nation and the future of the motherland. It is an important topic at present to train them to become qualified builders and reliable successors of the cause of socialism with Chinese characteristics [3]. Therefore, it is an urgent task and an important topic for the ideological and political education of college students to actively occupy the position of network culture and continuously improve the discourse right of network culture.

### **2. The Value and Significance of College Students' Ideological and Political Education Network Cultural Discourse Right**

#### **2.1 It is an urgent need for safeguarding the ideological security of Chinese colleges and universities to enhance the discourse power of college students' ideological and political education network culture**

Ideological security in colleges and universities is an organic component of national ideological

security. Only by continuously consolidating and strengthening ideological security in colleges and universities can Chinese ideological security and national security be guaranteed [4]. The difference between the new media and the traditional media is not big, it is not special, it is just a kind of digital information presented according to different needs. Due to the continuous expansion of network coverage, many college students can make use of various network resources. Cultural discourse right is related to national cultural security, ideological security and even national security. The unique way of new media communication and rich content is increasingly affecting our political awareness, way of thinking, value orientation and behavioral habits, especially for the group of students who are active in thinking and easy to accept new things, they become contact and use new The earliest and most direct group of media [5]. With the advent of the new media era, the openness of the network breaks the ideological and political education mode of traditional colleges and universities, and puts forward new requirements for ideological and political education in colleges and universities. It requires respecting the willingness of college students to study and taking college students as the main body of education. This discourse power with guidance, regulation and control functions plays a vital role in improving the persuasiveness of college students' ideological and political education and enhancing the effectiveness of ideological and political education for college students.

## **2.2 Promoting the discourse power of network culture in Ideological and political education of college students is the realistic need of prospering and developing campus network culture**

Campus culture includes not only explicit campus culture, but also implicit campus culture, including both campus “under-the-net culture” and campus “on-line culture”. The “openness” of new media extends the space of information dissemination and the barrier-free nature of information, and the access and publication of information become more free [6]. To strengthen and improve the ideological and political education of College students, we must actively adapt to the new form of campus culture and actively grasp the discourse power of network culture, which plays an important role in building a positive and upward campus network culture. With the rapid development of new media technology in the network environment, college students' ideological and political education network discourse right has many characteristics different from traditional ideological and political education discourse right. Therefore, colleges and universities should adjust the contents of education when carrying out ideological and political education for college students, and select suitable educational resources for college students to learn from the network, so as to carry out more professional ideological and political education for college students [7]. Grasping the right to speak of network culture can correctly guide the development direction of network culture and prevent the bad network culture information from eroding and damaging the campus network culture environment. College students' ideological and political educators can make judgments according to the changes of these information, and help students solve practical problems by participating in comments, sending emails, or chatting on the internet, thus promoting students' growth and success.

## **2.3 To enhance the discourse power of network culture in ideological and political education of college students is the fundamental need to deepen the education of network culture**

The development of network information technology is quietly changing the lifestyle of college students. Virtual network life has become an organic content and an important way of college students' life. The new media is based on digital technology, expanding the intensity and speed of information dissemination, and pushing forward the spread mode from single to multi-dimensional development, setting off an upsurge in the social field [8]. The interaction between the new media and students is strong, students are not good at grasping it, they are easy to indulge in it, they are divorced from the real world, delay their studies and delay their personal success. College students' ideological and political education dominates the discourse right of network culture. First, correct values should be injected into campus network culture, and scientific theories should be fully used to arm people in the field of network culture, correct public opinion should guide people, noble spirit should shape people, and excellent works should inspire people. College students' ideological

and political education network discourse power is also an ideological power, and its generation process has its own particularity [9]. Under the guidance of social dominant consciousness, following language norms and in the prescribed context, teachers and students carry out propaganda and communication in the process of Ideological and political education. With the rapid development of new media technology, information sources and information flows are integrated to the greatest extent, bringing a brand new discourse field. College students can receive the latest ideological and political education information anytime and anywhere. Through the good campus network culture, it has a positive, positive and sustained impact on College students, and ultimately realizes the unification of College Students' real development and virtual development.

### **3. The Content Coverage of Network Cultural Discourse Right of College Students' Ideological and Political Education**

#### **3.1 Be familiar with the cultural discourse in the field of network**

Familiarity with cultural discourse in the field of networks is the premise and basis for analyzing, innovating and disseminating online cultural discourse. The discourse power of ideological and political education has a guiding function. In the new media environment, it mainly represents the guidance of campus network public opinion, which makes the campus network public opinion develop in the direction of socialist consciousness and the healthy growth of college students. In the ideological and political teaching of colleges and universities, the discourse content is relatively simple, and the rich discourse content can improve the efficiency of education. However, the single discourse content leads to the boring ideological and political education, which is not conducive to the development of professional ideological and political education courses [10]. Under the new media environment, many students have new mental health problems such as Internet addiction and difficulties in interpersonal communication. The right to speak is a dominant role in the process of education. Leadership plays the role of leading discourse. This dominant power masters discourse and controls it in an orderly manner, which dominates the influence and radiation of ideological and political education discourse. If college students' ideological and political education is unable or unwilling to be familiar with online cultural discourse, they will inevitably lack the ability and opportunity to dialogue, interact, contend, and confront with various ideological cultures, and will inevitably lose the dominance of online cultural discourse. Invisibly weakening the control of socialist ideology, is not conducive to the establishment of the current socialist core value system, and has a negative impact on the ideological and political work of colleges and universities.

#### **3.2 Analysis of cultural discourse in the field of network**

In order to enhance the discourse power of network culture in college students' ideological and political education, it is necessary to analyze the cultural discourse in the field of network. The ideological and political education of college students should be good at using Marxist standpoint, viewpoint and method as well as analyzing the discourse of network culture, so as to enhance the pertinence and effectiveness of the ideological and political education of college students on the network. As a special group that is receiving higher education and has not fully entered the society, the discourse right of Ideological and political education of college students deserves special attention. Network power at the individual level refers to the power acquired by someone who enters the cyberspace anonymously through network interaction through a certain kind of avatar. However, unlike other types of network power, ideological and political education network discourse power is a power related to national ideological security. Ideological and political education discourse must meet the needs of college students in order to gain their recognition. They should use the expressions accepted by college students and combine internal and external methods to gain their psychological and emotional recognition. The discourse right of college students' ideological and political education is the interaction and exchange of discourse on the basis of equal status between educators and educatees. Students have the right to actively express their views and opinions to educators. The new media also provides a broad platform for the expression of students'

right to speak and promotes the timeliness of the realization of students' right to speak.

### **3.3 Innovating cultural discourse in the network field**

Innovating cultural discourse in the field of network is the core to enhance the discourse right of network culture in ideological and political education of college students. The interaction and virtuality of the new media blur the boundary between the real world and the virtual world, which makes the one-way transmission of information in the traditional ideological and political education activities diversified. If the online cultural discourse of ideological and political education for university students cannot follow up the development of social life and social practice in time and keep pace with the times of economic society, it is bound to be difficult to reflect and respond to the real issues raised by social life. Ideological and political educators of college students vigorously carry forward mainstream culture through new media carriers, disseminate mainstream values, express correct ideas, and guide the rights of college students' words and deeds in some way. In fact, in the current era of consumer culture, the “discourse” of Ideological and political education is no longer confined to words, voices, etc., nor is it just a long story, but all kinds of suitable for rapid dissemination on the network. Innovating the network culture discourse of Ideological and political education for college students, “with a positive attitude and innovative spirit, we should vigorously strengthen the construction of the Internet and provide more network culture products with independent intellectual property rights. As a new thing, the discourse right of Ideological and political education of College Students under the new media environment can only be guaranteed to develop in the right direction with scientific theory as the basis for development.

## **4. The Way to Promote College Students' Ideological and Political Education Network Cultural Discourse Right**

### **4.1 Strengthen the construction of network information technology**

To enhance the discourse power of network culture of College Students' ideological and political education, we first need to strengthen the construction of network hardware and software, and master the core technology of network information. With the development of science and technology, network technology has been widely used in the practice of Ideological and political education. The realization of College Students' discourse right is an important manifestation of the effectiveness of Ideological and political education, so the new media provides favorable conditions for promoting the discourse right. In the past, the ideological and political education of college students was often limited to classroom indoctrination and face-to-face reasoning, which was inevitably monotonous and easy to be limited by time, space and means. As far as the generation of university students' ideological and political education's right to speak on the internet is concerned, it is to choose the appropriate cyberspace and manage the cyberspace. The promotion of university students' right to speak in ideological and political education cannot be achieved without the carrier of new media. Nowadays, the media information is multifarious, and university students' ability to change information needs to be strengthened. Therefore, the premise for the realization of the right to speak is that educators must strengthen the indoctrination of the socialist ideological system for university students. Therefore, in order to enhance the discourse power of network culture in ideological and political education of college students in our country, we must master the core technology of the Internet, strengthen the construction of network information technology, and construct the technological platform of network culture discourse.

### **4.2 Strengthen the consciousness of setting up internet cultural discourse**

To enhance the discourse power of network culture in ideological and political education of college students, it is necessary to form the consciousness of setting up discourse power of network culture. In this process, new media can be used to instill the knowledge of Marxism into the information dissemination of new media. Relying on collective imagination to construct common beliefs is the key to connect college students and to build consensus, and is the integral element of

the generation of discourse power in college students' ideological and political education network. Firmly grasp the direction of the advanced socialist culture, support healthy and beneficial culture, accelerate the digitalization and networking of outstanding cultural works of the Chinese nation, and standardize the order of online cultural dissemination. By repeatedly broadcasting certain types of news reports, to strengthen the importance of the topic in the public mind. As the educatee and the object of education, the ideological and political information of college students is mainly acquired through teacher education, which is difficult to keep pace with the times. In the traditional media environment, the main way of information transmission is one-way transmission. Choose appropriate discourse topics to launch topic guidance, adopt interactive forms such as direct communication with college students, rely on “collective imagination” to construct the common beliefs of college students with socialist core values.

#### **4.3 Promote the wide dissemination of network cultural discourse**

To enhance the discourse power of network culture in Ideological and political education of College students, we must also effectively promote the dissemination of network culture discourse. In order to realize the discourse right of Ideological and political education of college students in the current situation, we should first use scientific theory to guide, draw lessons from the content of inculcation theory, adhere to the inculcation of Marxist theoretical system, use the method of inculcation theory to combine theory with practice, and adhere to the unity of external input and internal consciousness. Organized ideological and political educators choose all kinds of network communities gathered by college students to attract the attention of college students with the diversified network cultural products implying dominant ideology, and gradually form a certain number of opinion leaders. According to the characteristics of college students' ideological and cultural acceptance, the multimedia expression of network cultural communication is used to express the network cultural discourse reflecting the socialist core value system, to enhance the appeal, attraction and influence of network cultural discourse communication, and to solve the new problems of college students' ideological and behavioral under the network conditions. Our classroom must accept differences, let each individual's voice be independent in the classroom, and let each individual's voice have its own voice in the unity. Therefore, to construct the right to speak on the ideological and political education network for college students, we must enter the life world of college students and design and produce diversified network cultural products with dominant ideology. We will vigorously build a fast, extensive and influential network cultural discourse communication system to form a combination of “online communication” and “offline communication” of cultural discourse, and effectively enhance the communication capability of network cultural discourse.

#### **5. Conclusion**

The new media environment presents not only opportunities but also severe challenges to ideological and political work in colleges and universities. It quietly changes college students' cognitive concepts and behavior patterns. Compared with traditional media, the development of network brings opportunities and difficulties to the development of ideological and political education. Under this social development background, the traditional ideological and political education method is difficult to enhance the status of discourse right, which affects the future development of college students. As the main force of network use, college students' own right of discourse in Ideological and political education has been paid more and more attention. It is a long-term and arduous task to construct the network cultural discourse right of Ideological and political education of college students in China. It requires theoretical circles to put forward more operable construction strategies in the research of the network cultural discourse right of Ideological and political education in order to guide the practice of Ideological and political education of College students.

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