

Practical Strategies of College Students' Incorruptible Culture Education in the New Media Era

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Abstract

Colleges and universities are the gathering place of the essence of humanistic thought, and also the pioneers of the construction of spiritual civilization. In the construction of clean culture, colleges and universities have an unshakable important position. With the development and progress of the times, in the process of building a clean culture, new media technology has become a reliable carrier to open up new ways and innovative forms, and the construction of clean culture in Colleges and universities has opened a new media era. This paper focuses on the integrity culture education of college students in the new media era. Taking the characteristics of College Students' integrity education in the new media era as the breakthrough point, this paper comprehensively analyzes the contents and methods of College Students' integrity education, and provides practical strategies for the construction of clean culture in Colleges and universities and the ideological education of "Combating Corruption and advocating integrity".

Keywords

New media; College students; Integrity education; Clean culture construction.

1. Introduction

As a traditional virtue, honesty is a prerequisite for our party to maintain its advanced nature, and it is also an indispensable moral foundation. Under the background of the new era, the campus culture must be coordinated with the clean culture. Through a series of cultural activities, the connotation of integrity can be expressed in the form of culture. Colleges and universities are the gathering place of the essence of humanistic thought, and at the same time, they are the pioneers of the construction of spiritual civilization. As the main venue of clean culture, colleges and universities have an unshakable important position. The purpose of honest culture education in Colleges and universities is to create a harmonious atmosphere of "taking honesty as honor and corruption as shame". Building a clean culture is the practical need of building a harmonious campus and running a good efficient education. It is also a necessary starting point to improve and practice the ideological and political education of college students. It is an important measure to promote the honest and clean administration of the leading group in Colleges and universities, the honest Teaching of the teaching staff, and the strengthening of the concept of "respecting honesty and respecting honesty" by young students. It is also the historical necessity of carrying out the party's work style, clean government and anti-corruption work. [1][2]

Traditional media, such as radio, television and newspapers, have limitations in time and space; new media embodies the characteristics of convenience, virtuality, anonymity and interactivity. New media provides useful communication information to the public through Internet, digital storage and mobile communication technology, with the help of various forms of network platforms, such as wechat, blog, forum, etc. The new media technology can make the information spread quickly, break away from the limitation of time and space, and make it possible to transmit and receive information anytime and anywhere. In addition, the new media has created a full freedom of speech environment for all the participants, greatly increased the exchange and interaction, and improved the sharing of resources and information. With the development and progress of the times, in the whole process of building a clean culture, the role of new media technology is becoming increasingly prominent, and

it has become a reliable carrier to open up new ways and create new forms. The construction of clean culture in Colleges and universities has opened a new media era.[3][4]

2. Characteristics of honesty education for college students in the new media era

"College students are a special social group. The special identity of college students, the special environment of university campus and the special era of contemporary college students determine that the integrity education is unique." [5] Some scholars have sorted out the basic context of College Students ' integrity education. Compared with other ideological and political education, college students ' integrity education presents the following different characteristics: first, forward-looking, that is, future oriented, to help college students develop the excellent character of advocating honesty, and curb corruption from the ideological source. Second, targeted, the implementation of professional integrity education activities for college students of all cultural levels and majors. Thirdly, the integrity and integrity of the family are inseparable from the comprehensive education. Fourth, gradualness, integrity education of college students is an arduous task, need long-term training, step by step. But in addition, in the new media era, the integrity education of college students shows the following obvious characteristics:

2.1 The diversification of teaching carrier

The integrity education of college students is an open education behavior, and its carrier is very rich. In the traditional education mode, classroom teaching is regarded as the first choice of clean education, and various kinds of group activities are assisted. The campus culture is the real connotation carrier behind the integrity education of college students. Relatively speaking, the off campus base can be used as an extension carrier of College Students' integrity education in a sense, and family education can be called a kind of cooperation carrier. However, in recent years, the rapid development of the network has promoted the University integrity education to a more diversified way. The growing new media with blog, microblog and wechat as the main body is playing an increasingly important role in college students ' integrity education, and has become a carrier of clean education with rapid dissemination and wide radiation area.

2.2 It is increasingly urgent to enhance the timeliness

In the traditional ideological and political education, lag has become the biggest resistance of College Students ' integrity education, because of the limitation of educational means, the educational effect will not be instant, and it needs to be observed in a longer period of time. However, in the new media era, the network can be spread freely everywhere. Its scope is very wide and the force is very large, which puts forward higher requirements and challenges for educators themselves. If educators have a good application of network technology and the contents and methods of College Students ' integrity education can keep up with the development of new media, and make use of the latest technology and expression, we can not only aim at The common characteristics of college students, taking into account the unique personality of college students, the effect of honest education on them will be much better than that of traditional indoctrination and preaching, so as to ensure that the integrity education really keeps timeliness.

3. The basic principles of honesty education for college students in the new media era

The incorruptibility education in schools has its own characteristics. Therefore, in order to promote the integrity education of college students in an all-round way and make it see the more intuitive effect, we should adhere to the following several more important principles.

3.1 Follow the principle of being close to reality

In order to deepen the integrity education of college students, we should pay attention to strengthening the students ' psychological identity, combine with the ideological dynamics and special psychological characteristics of college students, scientifically deploy the contents of integrity education, try to carry out honest education through easy to understand language, vivid examples and

forms easy to be accepted by college students, so as to make the contents and methods of education conform to the cognitive rules of young college students Law.

3.2 Follow the principle of positive guidance

College students are in the core stage, their thinking has entered the formal shaping stage, their ability to distinguish right from wrong is relatively weak, and their rebellious psychology is strong, and they have obvious curiosity psychology. Therefore, the integrity education for them should be different from adults. The education content and education method should fully consider the psychological characteristics of college students, adhere to the positive guidance and incentive, not too much publicity Pass on the negative cases, so as to avoid the negative psychological effect of students. Therefore, in order to carry out integrity education among college students, we should insist on positive education as the main means of education, and take some warning case education as an auxiliary.

3.3 Follow the principle of psychological counseling

Due to the sensitive and fragile psychology of college students, we need to know how to provide professional and systematic psychological counseling for college students. Through psychological communication and sincere communication with them, we can master the students' inner thoughts, and make a deep analysis of their ideological situation, so as to ensure their positive and healthy thinking.

4. The strategy of honesty education for college students under the new media environment

4.1 Pay more attention to improve the overall quality of the honest education staff

As for the education of College Students' honesty, the leaders and educators in Colleges and universities should improve their consciousness and give them affirmation. College teachers themselves are the real executors of honest education, and they are also front-line workers who can keep seamless connection with students. To enhance the overall quality of educators and enhance their ability can help colleges and universities carry out integrity education more smoothly. First, universities should establish professional network supervision group, responsible for analyzing and grasping the trend of public opinion on the Internet, with the help of the strength and influence of student party members and cadres, and carrying out special and honest education for college students at various levels and steps. Two, honest education personnel need official account such as WeChat public number, micro-blog and QQ to go deep into the students' current situation. Real life, and make friends with them, enhance seamless communication between each other, so that no obstacles to communication; three, honest education personnel need to organize seminars or seminars, often self recharge, know how to improve, and learn to supervise each other, so that the entire team to maintain enough advanced nature.

4.2 Strengthen management and create a clean cultural environment on campus

Colleges and universities should strengthen management, take the new media as a reliable place for honest education, and guide students to establish correct values faster. With the help of official account, micro-blog and QQ, students are organized to take part in various kinds of honest education and help students establish correct values. With regard to various hot topics of current affairs, the platform management team should release information at the first time to encourage students to have a positive and objective discussion; on the platform, it is also necessary to patiently publicize the modern culture, so that college students can clearly see what harm corruption does to the country, every family and individual. The management team can also carry out all kinds of anti-corruption activities through the combination of online and offline methods, invite teachers and students to participate, flaunt good people and good deeds with people around them, guide the public to establish a sense of national justice, express the great determination to carry forward righteousness, and resist the unhealthy atmosphere in society.

4.3 Cultivating college students' self prevention consciousness

A lot of contemporary college students have a high sense of freedom, which is open to the public. Without too many constraints and restrictions, they are easy to be attracted by the complicated network world and easily immersed in it. The network information is more complex. When college students browse the information, it is difficult to filter and identify the information scientifically and rationally. They even follow some inflammatory remarks and fall into various kinds of pernicious fraud traps. Therefore, it is very important to do a good job in the preliminary safety education for college students, improve their alertness in the network world, and let them know how to protect themselves. In order to enhance college students' personal protection consciousness, we should focus on the cultivation of patriotism and faith education. Using Marx Lenin doctrine, Mao Zedong thought and Deng Xiaoping theory and general secretary Xi Jinping's series speech in recent years, we help college students to firmly defend their inner line of defense, enrich and arm their minds.

5. Conclusion

Under the new historical background, it has become an inevitable trend to apply new media technology to the construction of clean culture in Colleges and universities. The construction of clean culture in Colleges and universities should find the right opportunity, continue to explore and try, accumulate and summarize experience, build a harmonious and civilized network environment, improve the network supervision mechanism, ensure the cohesion of the construction of clean culture, and strengthen the organic combination of new media technology and traditional media Combined, promote the continuous innovation of clean culture in Colleges and universities. In order to create a clean and harmonious campus culture, we should join the ranks of clean and honest teachers and students.

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