

## The Role of "Cultivation Theory" in the Party Spirit Cultivation of College Student Party Members in the Context of New Media

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### Abstract

In the context of new media, with the wave of globalization and informatization sweeping, the party spirit cultivation of college student party members in Chinese universities is facing difficulties. It is manifested as: the party spirit cultivation of college students is gradually reduced, the party member training process is superficial, the party spirit training method is single and the theory and practice are disconnected, and college students are excluded from studying the party's relevant theories and guidelines. Based on this, today, the "cultivation theory" of communication is becoming more and more mature. Combining the theory of communication with the party spirit training of college student party members, this paper explores the methods and strategies of party spirit training of college student party members in the context of new media, so as to better improve college student party members Party spirit cultivation.

### Keywords

New media context; Training theory; College student party members; Party spirit cultivation.

### 1. The "cultivation theory" of mass communication

Also called cultivation analysis or enlightenment analysis, acculturation analysis. Proposed by G. Gerber and others. Gebner believes that the "symbolic reality" suggested by the media in modern society has a huge impact on people's understanding and understanding of the real world. Due to some inclination of the media, there is a great deviation between the "subjective reality" that people portray in their hearts and the objective reality that actually exists. At the same time, this effect is not short-term, but a long-term, subtle, and cultivating process, which constrains people's outlook on reality without knowing it. In this sense, Gerbner et al. Call this research "cultivation analysis." [1]

### 2. Problems Existing in the Cultivation of Party Members of Contemporary College Students

In the new situation, there are still some issues that cannot be ignored in the party education of party members in colleges and universities. It seriously restricts the education work of college student party members, and affects the role of the pioneering and exemplary role of college student party members.

First of all, party members of college students themselves are not high in party spirit. It is manifested in improper motivations for joining the party, low consciousness in studying the party's theory, weak understanding of the party's relevant knowledge, insufficient attention to the party's joining process and thus being superficial, formalization, failure to combine theory with practice, separation of knowledge and action, and lack of innovation capacity The advanced nature of party members is difficult to reflect and exert.

Secondly, the training method for college student party members is single and lacks innovation. The traditional methods of party spirit education, such as ideological and political theory teaching, party group discussions, speeches by party members, rigid learning of the party's knowledge, and reading newspapers, are difficult to motivate students to learn in the new situation. Therefore, party spirit education Little effect.

Thirdly, the ideals and convictions of party members are not firm enough, the theory and practice are divorced, and college student party members reject the study of the party's theory. Some party members place too much emphasis on self-interest, forget the nature and purpose of the party, forget their obligations and responsibilities as a party member, look for all kinds of excuses not to participate in organizational life, fail to fulfill party member obligations, and even some party members have moral decline.

### **3. "Cultivation Theory" and Cultivation of Party Spirit among College Student Party Members**

From the perspective of communication science, the cultivation of party spirit as an ideological and political education work also belongs to a certain information dissemination work. This work takes the party's ideological guidance as its main content, and its expression and means of transmission are all related to mass communication. Are inextricably linked. The mimic environment formed by mass communication has a huge impact on people's thinking and behavior. In the new situation, with the rise of the network society, the influence of the mass media has increased to an unprecedented level. As an important support point for ideological and political work in colleges and universities, the cultivation of party spirit among college students directly affects the establishment of the three outlooks of college students, the construction of campus culture, and the construction of socialist culture.

First, pay attention to the positive guidance of the mass media and "cultivate" the ability of college students to discern right from wrong. Today's network information society is a mixed bag, especially in the face of the erosion and disintegration of hostile forces from outside, and the face of social and politically sensitive topics. College students are easily shaken by hostile forces because they lack sufficient knowledge and a firm stand. Therefore, we must pay attention to using the mass media to "cultivate" the ability of college students to distinguish between right and wrong, and help college students to strengthen their political positions.

Second, pay attention to the use of mass media to create social public opinion and "cultivate" the campus public opinion atmosphere. Mass media can lead to the generation of public opinion, making scattered, emotional, and biased personal opinions public opinions. It spreads information throughout society in a short time through a large amount of information production, large-scale information transmission, and high-frequency information dissemination, resulting in a powerful information momentum. Using these characteristics, colleges and universities can use the mass media to control public opinion, create public awareness in the school's cyberspace, cultivate university students' political awareness and party spirit cultivation, and enable students to unknowingly receive party spirit education in the process of learning and living.

Third, create good new media channels and "cultivate" college students' good information literacy. Today, the new media means are inseparable from people's lives. The advantages of the network itself provide good technical support for college students to cultivate party spirit, and broaden the methods and channels of party spirit education. Use and promotion of apps such as "Learning to strengthen the country, building the party with wisdom, building the team with wisdom", etc.

Again, we should innovate the way of party spirit education and "cultivate" college students' interest in party spirit. Good new media channels are important, but if students are not interested in studying, they are useless. Therefore, it is necessary to proceed from the perspective of students and actual needs, rely on new media means, and carry out party spirit education in the form of students' favor, so as to improve the effectiveness of party spirit training. For example, the party's knowledge includes prize contests, student micro-party study, red revolution base tour, red revolution melodrama, revolutionary hero story in my heart, red theme micro-film contest, and learning to compete for power points.

#### 4. Finally

create a good campus atmosphere and "cultivate" students' noble party spirit. Campus culture is the common goal and value pursuit of teachers and students throughout the school. A good campus atmosphere can generate a strong appeal and play the role of cohesion. The school uses the mass media to publicize the party's related history and culture, and ideologically and decisively creates a red cultural atmosphere in which everyone respects the party and everyone loves the party. Through the development of related party activities, students are provided with "Opportunities for social events such as "Three Going to the Countryside", "Red Revolution Base Learning", and strengthening teachers' party education and other methods, so that students can truly accept the party's education, absorb the party's culture, and practice the practice of party members. Unity, thereby truly improving the party spirit of college students.

College student party members, as an important backbone of our party's construction, and as a key area of ideological and political education in colleges and universities, should be highly concerned by society. Facing the new situation, discovering new problems, and creating new situations. It is hoped that by utilizing the "cultivation theory" of mass communication, the effect of cultivating the party spirit of college student party members will be further improved in ideology and action.

#### References

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