Research on the Ways of Cultivating College Students' Cultural Confidence in Colleges and Universities in the New Media Era

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［**Abstract**］This paper analyzes opportunities and challenges faced by college students' cultural confidence in the new media era, and explores the coping strategies, that is, using new media platforms to create efficient classrooms, optimize new media positions, and expand practical paths to cultivate cultural self-confidence.

［**Key words**］cultural confidence; new media; path

1　Introduction

The advent of the new media era represented by Internet technology has changed the reading habits of college students. College students can use the Internet and mobile phones to learn about the latest information anytime and anywhere, chat with friends online and entertain themselves. As a result, campus life in colleges has entered an unprecedented information era of high liberalization. The extensive use of new media can enable college students to understand Western culture and all kinds of information. On the other hand, all kinds of negative and unhealthy information flooded on the Internet, which also poses a threat to college students' cultural identity. College students are the future and hope of the nation, and colleges and universities are important bases for carrying out ideological and political education. Integrating cultural confidence with ideological and political education in colleges and universities is an effective means to enhance college students' cultural confidence.

2　Interpretation of the connotation and value of college students' cultural confidence

Cultural consciousness is the self-cognition, self-awareness, self-reflection, self-selection and integration of culture. The well-known sociologist Fei Xiaotong believes that "cultural consciousness means that people living in a certain culture have 'self-knowledge' of its culture, understand its origin, formation process, characteristics and its development trend. The meaning of 'cultural return' is not to restore the old, nor does it advocate 'total Westernization' or 'adherence to tradition'". Cultural consciousness is the prerequisite and foundation of cultural confidence. Without deep cultural self-consciousness, there is no firm cultural confidence, because "culture is the culture of dissemination, and dissemination is the dissemination of culture. There is no dissemination of culture and culture without dissemination". Under the impact of multiculturalism, we must have the correct cultural attitude to learn from each other and foreign cultures, and maintain a rational "sublate" attitude to transform and innovate.

2.1 Cultural confidence is the value orientation and due meaning of ideological and political education

Culture is the soul of a country, which plays an extremely important role in the shaping of human values and the formation of ideological and moral character. "Cultural confidence is a country's, a nation's, a party's full

affirmation of its own cultural value, and a firm belief in its own cultural vitality. " Through the cultivation of college students' cultural confidence, the national identity of college students can be enhanced. As a practical activity of educating people, ideological and political education in colleges and universities integrates multiple education goals such as the teaching of knowledge and theory, ability training and moral character shaping. "It is a very important cultural phenomenon in the long history of mankind, with a clear cultural quality. " Therefore, it can be said that "educating people with culture" is the foundation of ideological and political education. Therefore, a high degree of cultural confidence is the connotation and due meaning of ideological and political education.

2.2 Ideological and political education is an important way to cultivate cultural confidence

The current world is in an era of information explosion and multicultural collision and integration. Some college students have a weak sense of cultural identity and belonging to their own nation. This situation has increased the difficulty of ideological and political education in colleges and universities. In order to change this status quo, it is necessary to give full play to the function and role of ideological and political education in educating people. As a practical activity of education, ideological and political education in colleges can guide college students to establish a correct outlook on world, life and values, promote the internalization of college students' moral understanding and the transformation to behavioral practice, make them form a positive and healthy mental state, and at the same time help them enhance their humanistic qualities and cultural confidence.

3　Opportunities and challenges faced by college students' cultural confidence education in the new media environment

3.1 Opportunities faced by college students' cultural confidence education in the new media environment

In the context of "new media", the cultural confidence education of college students is facing new opportunities. New media technology has the advantages of rich information resources, convenient transmission, and freedom from time and space constraints, which can promote the transformation of education methods. The main body of education can penetrate the excellent Chinese culture to every individual student and every corner to the greatest extent, and can also allow educational objects to participate in the education process in many ways. On the one hand, the emergence of new media platforms based on "Internet＋" has transformed the identity of the subject and object of education. In the past educational environment, the subject of education relied on the "prophet" of the culture to make the object of education be regarded as the "authority" of ideological and political education, while the new media greatly expands the channels for the object of education to obtain information, so that the subject and object of education both have ability to "equally" acquire and create knowledge, which has changed the concept of the "controller" of the education subject. On the other hand, the interactivity of new media has realized the transformation of the main body of education from the leader to the guide. "The mass media is evolving into a personal two-way communication. Information is no longer pushed to consumers. On the contrary, people pull out the information they need and participate in information activities. " New media enables everyone to have information to send. The dual identity of the recipient, to a certain extent, breaks the realistic basis of indoctrination education, promotes the reform of teaching methods, and creates a "conversational" ideological and political education model, which is conducive to enhancing the participation of educational objects in ideological and political education, and their initiative of educational activities.

3.2 Challenges faced by college students' cultural confidence education in the new media environment

First of all, independent choice and cognition weaken, and at the same time, cultural confidence education is weakened. In the context of new media, the ways for college students to obtain information are richer, more direct

and faster. As "fragmentation" of the way information exists, the "shallowization" of information reading, the "superficiality" of the way of thinking, and the "emotional" of the way of discourse will make some college students feel at a loss and will only numbly receive information stimuli, instead of active, rational, and proactive thinking. If things go on like this, it is not conducive to cultivating the independent thinking ability and analytical ability of college students, and weakening their cognitive ability. At the same time, continuous fragmented learning will also lead to problems such as decreased concentration of students and insufficient depth of learning, which is not conducive to the development of cultural confidence of college students.

At the same time, college students have increasingly strengthened their subjective consciousness and autonomous spirit. They pay attention to their inner self-needs and their own development, and are more willing to accept new media discourses that are close to their daily lives and express their individual emotions. Ideological and political education has the characteristics of ideology and strong theory from the perspective of its own characteristics. "Due to historical and practical reasons, the discourse of ideological and political education is mostly presented in political discourse, text discourse, and power discourse. It's the explanation and care of the real life world." It ignores the feelings of the educated in the education process, lacks human emotional care, makes the educated feel boring, dull, and dogmatic, lacks attraction and charisma, and limits its culture and the function of educating people.

Secondly, the "circling" of college students' network communication hinders college students' recognition of the value of ideological and political education. With the widespread use of social networking platforms such as WeChat, forums, QQ, and Weibo, some college students who have similar value orientations or hobbies take the initiative to gather together on a network platform of their common preference to form a network communication. "Aggregate" and a certain network hierarchy formed based on the closeness and estrangement of the relationship. This kind of hierarchical network social circle is "circle layering". The information transmission within the circle is not only independent and closed, but also has the characteristics of accurate and rapid transmission. Therefore, in this environment, various trends of thought can spread and develop rapidly, and also provide a shelter for the spread of some negative news and harmful information. College students are not deeply involved in the world, lack social experience, lack the ability to discriminate and judge all kinds of cultures, and are prone to receive wrong and unscientific information. At the same time, they are full of curiosity about all kinds of new things, the "unconventional" evaluation of hot social issues is very attractive to them and they are willing to share this information with their close people in the circle, which will be very interesting to the circle. Undergraduates in the tier are subtle, forming different views on mainstream culture and values, and downplaying their value identity with mainstream ideology.

4 Effective paths of integrating cultural confidence into ideological and political education in colleges and universities in the new media era

4.1 Classroom education, using new media platforms to create efficient classrooms

The teaching of ideological and political courses plays a major role in the process of cultivating college students' cultural confidence. In the context of new media, it is necessary to use new media tools to explore new models of teaching work, and give full play to the important role of ideological and political theory teaching in the cultivation of college students' cultural confidence. For a long time, in the classroom of ideological and political education for college students, we are accustomed to indoctrinating students with theory and conducting "spoon-feeding" teaching. This model has been opposed and resisted by students. To change this situation, we must be good at using new media tools and give play to the auxiliary role of the network platform in teaching. First, innovate in classroom teaching methods with the help of new media. "Micro-classes" can be actively carried out, and pre-

class previews, classroom speeches, interactive exchanges, and after-class questions and answers can be realized on WeChat to attract college students to learn independently and happily. Secondly, offer cultural characteristics courses with new media platform. Colleges and universities can open cultural MOOCs, micro-classes, etc. , and produce videos that meet the characteristics of college students' styles to help college students learn cultural knowledge systematically, improve teaching effectiveness, enhance cultural identity, and enhance cultural confidence.

4. 2 Online education, optimizing the education effect of the new media position

At present, China has entered the era of new media. New media such as the Internet and mobile phones are widely used. WeChat, Weibo, and various forums are an indispensable part of college students' daily life, and are also an indispensable platform for them to receive various information and learn new things. To truly play the important role of ideological and political education in colleges and universities in the process of cultivating college students' cultural confidence, we must make full use of the advantages of new media. First, establish contact groups such as WeChat and QQ in a targeted manner. Through these social tools, push articles related to cultural confidence. These articles should be carefully selected, the theoretical depth should be appropriate, the writing style should be in line with the characteristics of college students, and the form should be relaxed and lively. At the same time, some topics should be discussed and exchanged in a timely manner to deepen college students' understanding of cultural confidence. Secondly, use short video APP such as Kuaishou, Weishi and Douyin. The rapid development of mobile Internet technology has promoted the rise of new short video media such as Douyin, and has been warmly welcomed by college students. To enhance the cultural confidence of college students, we must give full play to this media advantage. Educational content such as Chinese excellent traditional culture can be made into videos for dissemination on apps such as Douyin; various activities can also be carried out to mobilize the enthusiasm of college students to participate in video creation and dissemination, so that the video software can become innovative carriers of ideological and political education, to release huge positive energy and create a good network environment. Third, build a network platform and develop a new position of cultural confidence. Online public platforms such as Weibo, WeChat official account, and Qzone are social networking platforms frequently visited by college students. Colleges and universities should combine the actual conditions of college students and use multimedia technology to create an online public platform with the theme of "Promoting Chinese Cultural Classics" and increase cultural publicity. At the same time, the online public platform provides more interaction opportunities for college students. Educational entities can conduct in-depth and effective communication with college students on the platform, guide college students to build cultural confidence, and stimulate college students' enthusiasm and initiative in cultural learning.

4. 3 Practice education, expanding the path to cultivate cultural confidence

The practice of "all social life is practical in nature" can internalize and externalize college students' confidence in Chinese culture, and has a unique effect on the cultivation of college students' cultural confidence. Therefore, actively broadening the channels of practical education can deepen college students' understanding and internalization of Chinese cultural elements, and cultivate a high degree of cultural awareness and confidence. "All knowledge must be turned into abilities and must be practiced. We must adhere to the unity of knowledge and action, and focus on learning true knowledge and understanding in practice, strengthening training and increasing skills. " On the one hand, colleges and universities can carry out social investigations and practice, and organize college students to revolution commemoration, and learn about the history and achievements of the Chinese revolution and China's economic construction. On the other hand, a characteristic cultural activity base can be established to make it an effective carrier of national spiritual education. In the process of guiding college students

to participate in the activities of the characteristic cultural base, deepen the understanding and internalization of Chinese cultural elements of college students, stimulate the cultural sensitivity of college students, inherit the national spirit and culture, and enhance cultural confidence.

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