

# How to Offset the Influence of Bad Culture on the Management of College Students

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## Abstract

With the popularity of social network and other media, popular songs, micro film network novels, advertising and other cultural products get new forms of communication, communication space. While enjoying the convenience of these new cultural products, college students are also plagued by various negative cultures, which also has a great impact on the management of college students. How to counteract the influence of bad culture on the management of college students has become a difficult problem. Therefore, we need to give full play to the educational function of campus culture, actively guide college students to consciously model and abide by the management system of colleges and universities, and regulate their behaviors, so as to eliminate the bad influence of bad culture on the management of college students.

## Keywords

College students, management, bad culture.

## 1. Introduction

At present, college students are not only users of various new media, but also audiences of bad culture. In the new media environment, the spread of various negative cultures in cyberspace inevitably affects the value behavior of college students, and has a strong impact and profound impact on the management of college students. Therefore, it is of great significance to explore the derivation and dissemination mechanism of negative culture in the new situation and to reveal its influence on College Students' value identification and behavior selection, so as to strengthen and improve college students' management, guide college students to establish correct values and consciously resist the adverse effects of bad culture.

## 2. Derivation and Communication Path of Bad Culture in the New Media Era

Before the emergence of new media, bad culture was mainly based on book resources Materials, newspapers and magazines, radio and television and other traditional carrier forms appear. With the rise of new media, bad culture has constantly derived new forms, its form and content have undergone profound changes. Among them, advertising, microblogging, wechat, cyberspace are not only the hotbeds of bad culture, but also the tools of bad culture communication. Specifically, bad culture is mainly produced through the following ways:

### A. driving business effects

In order to attract people's attention, ignore social public order, good customs and traditional moral concepts, and constantly challenge the bottom line of social morality, some businesses become creators of bad culture and disseminators of their ideas. For example, in order to pursue audience rating, some TV stations deliberately create selling points in the program, expose and enlarge personal privacy, and cater to people's psychological needs of curiosity and

privacy; for example, they vigorously publicize the idea of money worship, causing people's attention and response, for example, some businessmen deliberately create fancy gimmicks in order to promote sales.

#### B. The push of the Internet

The application and popularization of network has profoundly changed the social production and people's life style, and opened up a new field and channel for the dissemination of ideas and information. In order to gain their own communication space and more audiences, bad cultural works will inevitably expand their influence and radiation with the help of the network. In recent years, the phenomenon of blind "star chasers" and "fans", addicted to murderous, exposed and pornographic "online games" and "irrational" TV programs are widespread among young people. On the one hand, it is because the film and television stars, pop songs, TV programs and online games containing bad cultural elements meet the young people's idolatry and self-worth realization to a large extent, social role identification and other psychological needs make them obtain emotional comfort and spiritual destination that cannot be obtained in the adult world. On the other hand, because of the powerful communication and radiation of the network, the concealment and anonymity of the virtual world and other characteristics, people can escape the supervision of public opinion and moral condemnation of the real world, which provides convenient conditions for the spread of bad cultural products. In addition, in real life, some ordinary people challenge moral standards and traditional concepts with avant-garde and rebellious behaviors, and improve their popularity index and popularity with the help of new media.

### **3. The Influence of Bad Cultural Communication on the Education and Management of College Students in the New Media Era**

With the wide use of various social software in college students, it provides a new carrier for college students' management, but at the same time, a variety of bad culture is also popular in cyberspace with the help of new media, which brings severe challenges to college students' management

#### A. Bad culture depends on new media to impact the management of college students.

For the administrators of college students, colleges and universities are not only implementers, but also administrators, and play an important role in the process of education management. However, in the era of new media, the advantages of bad culture in time and space impact the main position of colleges and universities as ideological and political education. From the psychological point of view, people's understanding of a thing has a "first cause effect". The timeliness, interactivity, convenience and other characteristics of emerging media make it to a large extent affect the attitude of the audience. College students are curious and concerned about new things. They are active experimenters and loyal supporters of new media. Bad culture is attached to modern emerging media, hidden in advertising, talent shows, online games, online novels, especially through micro blog, wechat and other channels of communication, it is easy to form group effect and agglomeration effect among college students. For example, students' attention to talent shows, their worship of entertainment stars, and the spread of emergencies.

#### B. Bad culture is hidden in campus cultural activities, but it is not conducive to the cultivation of correct values of college students.

Campus culture in Colleges and universities is the sum of values, group consciousness and behavior norms formed by teachers and students in the long-term process. A good campus culture plays an important role in standardizing students' behavior and helping them to develop a sound personality and good morality. However, at present, some commercial institutions, under the pretext and pretext of carrying out campus cultural activities, make a

point to cater to the psychological needs of young people and unconsciously act as the spokesperson of bad cultural works. For example, at present, some colleges and universities are keen on "Beauty Pageant" activities, "school flower PK", the praise of "white rich beauty" and "high rich and handsome", etc. People's knowledge, ability and virtue seem to be insignificant, appearance, money, hype, etc. are the first. In this case, campus cultural activities seem to be vigorous, but in fact, they are grandiose. They can not guide college students to establish healthy and upward ideas, but also cause the spread of money worship and hedonism in Colleges and universities, which runs counter to the original intention and purpose of campus cultural activities.

C. Bad culture competes for the discourse power of student management by occupying the cyberspace.

"Once a discourse is formed, it occupies an exclusive fixed field. Therefore, discourse has invisible and powerful power. The discourse of College Students' management is based on the discourse form of mainstream culture, including the language system of ideological education, moral education and psychological education. From the perspective of communication science, university educators and managers have the right to speak, and they can pass the mainstream culture and positive information to the audience through the way of "information filtering". However, the emergence of new media has greatly expanded the channels and opportunities for college students to obtain information, enabling students to have greater autonomy in the selection, identification, feedback, communication and other aspects of information, and also providing convenient channels for the wide spread and strong penetration of bad cultural works. At present, the phenomenon of "bow head clan", "micro blog clan" and "mobile phone control" among college students reflects the degree of dependence and obsession of college students on the Internet, and also confirms the impact of bad culture on college students to some extent. Bad culture is hidden in massive information, film and television works, online games, and entertainment programs. Through the domination of time and the competition for cyberspace for college students, it can realize the domination of their thoughts and behaviors, so that college students spend time on the Internet and unconsciously become consumers, communicators and practitioners of bad culture.

#### **4. How to Eliminate the Adverse Effects of Bad Culture on College Students**

The management of college students needs to guide them to understand the harmfulness of bad culture and consciously resist its negative effects.

A. Stick to the main position and build a "micro platform" for university education management  
College students have little social experience, heavy curiosity, strong herd mentality, lack of objective and rational ability to distinguish the good and bad information on the network. They are easy to imitate the popular cultural phenomena and social hot events without judgment and blindly follow the trend, so that bad culture can enter. Therefore, it is very important to strengthen the ideological and political construction of campus network. First of all, relying on emerging media, innovative education. Nowadays, new media such as microblog and wechat are influencing college students imperceptibly because of their rich information resources and convenient communication methods, and become an important way for them to communicate and obtain information. The ideological and political educators in Colleges and universities should change the one-way, one-way, admonishing education and rely on the new media to transform it into a two-way, multi-dimensional, equal exchange education. The interaction between teachers and students through social network can break the traditional psychological boundary between teachers and students, dissolve the gap between teachers and students invisibly, enable students to open their hearts to communicate with teachers in an equal capacity, facilitate teachers to grasp students' ideological dynamics timely and accurately, and

enhance the pertinence and effectiveness of ideological and political education. Secondly, we should strengthen the construction of campus websites and build a platform for online education. Colleges and universities should enrich the information content of campus network, expand its coverage and answer the concerns of students in time

In response to the reasonable demands of college students, we should strengthen the guidance of College Students' thoughts, and do not give room for bad culture to grow and spread.

(B) Solving the problems of college students in time and dredge the emotion correctly.

At present, college students generally have problems such as heavy academic work, emotional confusion, high employment pressure, and tense interpersonal relationship. To some extent, bad culture can help them release emotion, relieve pressure, and vent emotion, so it is welcomed by college students. Therefore, the key to the integration and utilization of bad culture is to enter the life world of students, respond to the real demands of students, solve the practical problems of students, and make the campus cultural activities more "grounded".

## References

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