

On the Construction of College Students' Values from the Perspective of Network Non-mainstream Culture

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Abstract

Values are the basic viewpoints and concepts that people hold when they recognize and evaluate the purpose of life and practical activities. Its formation and development, enrichment and improvement, confusion and loss are all influenced by specific social, historical and cultural backgrounds. Our society is in the stage of transformation, and all kinds of ideas, cultures and values are experiencing unprecedented turbulence and change. The formation and development of college students' values are influenced by both mainstream culture and non-mainstream culture. Therefore, how to strengthen education and guide and construct correct values of college students from the perspective of network culture has become an urgent matter for society and colleges.

Keywords

Network culture; The mainstream; College students; values.

1. The Emergence and Development of Network Non-Mainstream Culture

The so-called non-mainstream culture is relative to the mainstream culture, that is, the things that do not belong to the mainstream, such as cultural subculture, religious heresy, among the crowd, etc. People's ideology and behavior under the non-mainstream culture always find a new way, not in line with the official mainstream culture, or even in the opposite state. Therefore, non-mainstream culture is usually unacceptable, abnormal and unconventional by the public. (Yang Xuelian. A Brief Analysis of Non-mainstream Culture [J]. Exploring Jingwei, 2012(2))

At present, the whole society is in transition period, which also leads to the change of the whole social ideology and people's way of thinking. As the most sensitive, active and culturally knowledgeable group in the society, college students are more likely to become the vanguard and main force in accepting, spreading and even creating new things and cultures. In general, the emergence and development of the network has injected fresh blood into campus culture. But at the same time, it also gives rise to new contradictions and conflicts of values, which make a part of college students appear disorderly behavior, rebellion, moral anomies and ideological confusion to a certain extent. The rise of Internet non-mainstream culture is the reflection and epitome of this phenomenon. With the continuous deepening of the reform, the competition for talents has become more fierce. Nowadays, college students will face various pressures on study, employment and survival, which, of course, need to be vented and released through certain channels. Therefore, reality provides space for the existence of network non-mainstream culture.

College students have become the main force of Chinese netizens. As a special group in the society, they have their special cultural background and group characteristics, and their spiritual needs often exceed their material needs. They are often on the edge of desire and emotion, but in the way of behavior, they strive to find a balance between mainstream culture and non-mainstream culture; Seek reasonableness in being practical and enjoying life; The pursuit of identity between political thought and political action. They choose to escape from

reality, addicted to the Internet world, the pursuit of enjoyment of life, this cannot escape behavior completely, it forms a unique "brinkmanship" values, the values are college students in the "cultural field" non-mainstream status on reflection, because too much attention to feel, behavior is dominated by the perceptual, the most easily fall into the predicament of the clutter. The author analyzes and summarizes the characteristics of college students in accepting network culture: first, strong curiosity, weak self-discipline; Second, strong sense of self, weak political sensitivity; Third, strong acceptance ability, weak analysis and identification ability, can also be summarized as "three strong and three weak" characteristics. Although they actively advocate social mainstream culture psychologically, they have gradually recognized the existence of network non-mainstream culture phenomenon, and the trend of participating in communication and innovation is increasingly obvious. High-density and high-frequency information enables them to have a broader range of knowledge and a broader vision. They advocate individuality and pursue self-realization. With the increasing participation of college students and the increasing social attention, the "non-mainstream" becomes increasingly fierce, causing many social problems that cannot be underestimated, and also arousing our profound thinking on the construction of network culture and college students' values. As a subcultural group, contemporary college students are increasingly influenced, guided and educated by culture.

2. The Influence of Network Non-Mainstream Culture on the Construction of College Students' Values

(1) The positive influence on the construction of college students' values

First of all, it broadens the horizons of college students and stimulates their imagination and creativity. The network cultural environment is conducive to the cultivation of college students' innovation consciousness and the reform of their way of thinking. The values of contemporary college students are integrated with the elements of the new era and endowed with new features of the era. The existence of non-mainstream culture enables them to have a more open mind and broad vision, and at the same time, it can stimulate their imagination and creativity. The non-mainstream culture advocates personality publicity and self-expression, which provides a prerequisite for the development of college students' personality, gives them positive subject consciousness, and makes them present the rational spirit with the characteristics of The Times -- "independence, self-reliance, self-confidence, self-improvement", which is also necessary for the survival of today's society. (Liu Yan. On the Influence of Non-mainstream Culture on college Students' Values and countermeasures [J]. Educational Exploration,2007(8))

Secondly, relieve and release some pressure to some extent. College students, as the most sensitive and social thought is the most active and rich cultural knowledge, relative to other groups, they have a greater enthusiasm to understand and accept the change of the society, but also some people difficult to adapt to the new situation and are in position, and lead to ideological and moral chaos, confusion and out of control, cause disorder and rebel behavior. At the same time, in the face of education reform and fierce competition for talents, they are already faced with multiple pressures of study, employment and survival before they go out of school. Of course, these pressures must be alleviated and released through certain channels, which are to some extent Shared by the non-mainstream culture of the Internet.

Finally, it improves the social communication ability of college students. Due to the spontaneity and informality of the non-mainstream culture, it also provides a broad space for college students to fully display their real emotions and personalities. They can freely engage in entertainment and social communication, and feel the clash and collision of different values. This objectively exercises their social communication ability, makes them clear their social role

and social responsibility in the process of contact with the society and others, so as to promote their socialization. Many characteristics of network culture enable college students to have the opportunity and ability to interact with the society through the network. In the process of interaction between network and society, they not only expand social knowledge, deepen social cognition, but also improve survival skills and ideological consciousness, so as to naturally transition from natural person to social person and realize socialization smoothly.

(2) The negative impact on the construction of college students' values

First, it is easy to lead to the contradiction of college students' value choice. It is highlighted in the contradiction between personality development and traditional constraints, between self-centered and other-centered, between individualism and collectivism, and between individual development and national needs. These contradictions and conflicts easily make college students anxious and confused. For college students who are not yet mature in thinking, in the face of a large number of mainstream and non-mainstream views, a large number of empty words and pictures in pursuit of visual impact, their unstable values may be shaken and changed at any time, resulting in disorder and chaos of their values.

Second, it can easily lead to the vagueness of college students' value standard and the dilution of social responsibility. The openness of the Internet makes our life more transparent, so the dark side of real life is more exposed to college students. Before, facing the contrast between the virtual network world and the reality, some college students became dissatisfied with and disappointed with the real life, and their original social cognition was weakened and even suspicious. Under the influence of the Internet for a long time, they are more likely to be confused by superficial phenomena and thus suffer from ideological turbulence and confusion. Moreover, the influence of national culture is weakened to varying degrees, leading to the inclination of college students in values and the blurriness of value standards.

Finally, it is easy for college students to be indifferent to interpersonal relationship. The bad network non-mainstream culture will hinder the interpersonal communication and social interaction of college students and cut off the interpersonal communication and practice way of college students' socialization. Although exchanges through the network shortens people's distances, enlarged the communication range, cancelled the reality in identity, status, gender and age limit, increase the exchanges of mystery and passion, but, when they are in the virtual world of relationship satisfaction than in the real world, will take more time and energy into the network communication, so that every time in real life setbacks, will be more inclined to seek perfect life in the network, resulting in the real world interpersonal alienation, ignore the close kinship and friendship, So that their social interaction in real life is hindered to a certain extent.

3. Suggestions on the Construction of College Students' Correct Values

Network formation of non-mainstream cultural phenomenon is a special kind of social phenomenon, in the economic globalization today, is in phase values shape the personality of college students because of all kinds of social responsibility, living environment and way of life in the event of a major change, and their cultural values and behavior have very strong conformity, value orientation is in a state of drift. Therefore, it is necessary to actively guide them to deal with the behavior ability of network non-mainstream culture, so as to form a good value and outlook on life.

(1) Keep a proper perspective on non-mainstream cultural phenomena

The post-modern Internet non-mainstream culture is flourishing and exists in every corner of our lives. Although its behaviors and opinions are sometimes strange and strange, they also have many merits. We should not kill all the dross just because of it, or even try every means to curb its development. Its existence as a cultural form should be paid attention to and recognized

by people. Everyone may have the manifestation of non-mainstream culture, which can also reflect certain social reality. The current non-mainstream culture is more likely to become the mainstream culture in the future. (Yang Xuelian. A Brief Analysis of Non-mainstream Culture [J]. Exploring Jingwei, 2012(2)) Therefore, to treat the non-mainstream culture dialectically, in the affirmation of its advantages at the same time, but also to abandon blindly hold the negative attitude, so that its healthy development. In fact, network non-mainstream culture plays a certain role in promoting mainstream culture in many aspects, and some non-mainstream culture itself has positive educational significance. We can enrich the content of socialist core values by borrowing some forms of non-mainstream culture, so as to enhance the appeal and appeal of college students' value education. The reason why network non-mainstream culture exists among college students is that it has strong vitality. Under the challenge of the non-mainstream culture, the mainstream culture will transform the pressure into power, thus causing the whole society to think new thoughts and make corresponding responses Cultural adjustment will give birth to new modes and mechanisms of communication and ultimately promote the development of social mainstream culture and social culture Great prosperity and development.

(2) Actively optimize the campus network cultural environment

We should not always complain that teenagers are addicted to the Internet and neglect their studies, but should actively create a good Internet environment for them. We must respect and acknowledge the existence of non-mainstream culture from the actual needs of college students' growth and development, and strive to build a harmonious campus network cultural environment for students' development. The author thinks: above all, want to strengthen network inspect Control and prohibit the dissemination of harmful information. We should make use of modern high-tech means to purify the network environment, closely monitor the Internet entrance, limit and forbid the dissemination of bad information to the maximum extent, and strive to create a healthy, orderly and positive network environment. Secondly, we should construct some characteristic websites suitable for college students' psychological development as the subject of network civilization construction as soon as possible. The problem college students face in using the Internet is the lack of a batch of high-quality professional websites. All relevant administrative departments should support the construction of a number of websites that can play a correct guiding role and are attractive to college students as soon as possible. Let them learn to make reasonable use of network information for network cultural exchange, and constantly develop, enrich and improve themselves.

(3) Strengthening supervision over online media

Network operators should not only consider the immediate economic benefits, but also consider their own development from the perspective of long-term social benefits. Although the pursuit of maximum economic benefits is the driving force and goal of every enterprise's progress and development, it cannot be the only goal. Network media should strictly integrate and filter bad information, and at the same time add contents conducive to the healthy growth of college students, always putting social benefits in the first place. As a member of social organizations, the operators of non-mainstream cultural websites shoulder the responsibility and obligation of observing social ethics and maintaining the overall social benefits. Although moral norms and public opinion can morally restrain and regulate people's behavior, they are powerless to punish illegal behaviors beyond the moral limit. Therefore, in order to truly fundamentally prevent the phenomenon of network moral anomalies, we must rely on the strong laws and regulations of the state. The present situation of our country's legal lag has been difficult to meet the needs of the reality, therefore, should be revised as soon as possible, complement and perfect the relevant laws and regulations, legal, in order to constraint network

operators, make the transfer more in line with the moral and legal norms, the content of the development for the spread of Internet culture build positive good living environment.

(4) To strengthen the network media knowledge education of college students

College students are in the critical period of personality shaping, and their various values and ideas are also tending to take shape, but they still have great plasticity. Therefore, media literacy education should be incorporated into the basic curriculum of college students, so as to form educational joint forces and improve their comprehensive literacy. It is necessary to cultivate college students' cultural judgment and appreciation, and improve their ability to distinguish right from wrong, so as to consciously choose, accept and spread excellent network culture. In today's information society, college students are no longer the passive object of education, but the subject of education. In the network environment, college students should pay special attention to the self-education of media literacy. Media literacy is the ability that every citizen should have to acquire, analyze, evaluate and disseminate various kinds of information. It is also the literacy that people should correctly judge the meaning and function of media information and effectively create and disseminate information. Make people establish the critical response mode to information when receiving information, and become the person with self-protection consciousness; At the same time, we should also know how to make effective use of various media for leisure and entertainment, acquire knowledge and establish contact and communication with the society, so as to constantly enrich and improve ourselves and expand the scope of social activities by using network information. College students should be encouraged and stimulated to be self-disciplined on the Internet, and their ability to select and distinguish information should be improved through self-disciplined guidance and behavioral habits training.

In the network era with multiple and rapid changes, the non-mainstream culture has penetrated into every corner of our life and has an increasing influence on the formation of college students' values. Although it sometimes appears strange and strange, it also has many redeeming features. We should not completely deny the dross just because of its dross, but treat the mainstream culture and non-mainstream culture dialectically, so as to provide a good ideological guarantee for the value education of college students. At present, how to guide college students to establish correct values effectively has become the common responsibility of the society and colleges.

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