Using New Media to Carry Out Research on Effective Strategies for National Security Education in Universities: A Case Study of CUZ.

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Abstract

With the rapid development of the Internet and information technology, universities in the new era are facing unprecedented challenges in national security education. Students in the new era have lost interest in traditional security education methods. Therefore, using new media for national security education can better adapt to students' learning habits. Utilizing new media allows for faster and wider dissemination of information security education and the cultivation of media literacy. Taking Communication University of Zhejiang as an example, they have established a comprehensive information security system to ensure students' network security, personal privacy, and information security. They also strengthen crisis management and public opinion response capabilities. In addition, universities should enhance their monitoring and early warning capabilities for security threats such as network attacks and data breaches to promptly detect and respond to various security incidents. At the same time, it is necessary to strengthen security awareness education, improve the information security literacy and media literacy of teachers and students, and enhance their self-protection ability when facing online risks. Therefore, utilizing new media for national security education has become one of the important tasks for universities in the new era.

Keywords

National security education, Internet and information technology, New media, Information security, Network security.

1. Introduction

With the rapid development of information technology and the internet, universities in the new era are facing unprecedented challenges in national security education[1]. The widespread use of the internet has posed significant threats to information security. Globally, large-scale data breaches frequently occur, such as personal identity theft and financial data tampering. At the same time, cyberattacks have become a powerful tool, with hackers using vulnerabilities and technical means to infiltrate systems, steal important confidential information, and disrupt the normal operation of national infrastructure.

In addition to the widespread use of the internet, the rise of emerging technologies has also posed new challenges to national security[2]. Artificial intelligence and big data technologies have been widely applied in universities in the new era, but they also bring significant security risks. The development and application of artificial intelligence algorithms require a large amount of data, which means the collection and storage of a vast amount of personal and confidential information. Ensuring the security of this data and preventing misuse and leaks has become a major issue. Furthermore, the processing and analysis of big data also require a

high level of security to prevent the abuse and distortion of analysis results, which can affect national security decision-making.

In the face of the rapid development of the internet and information technology, universities in the new era need to realize the importance of information security and take a series of effective measures to respond to challenges[3]. First, universities need to strengthen network security construction and establish a sound information security management system, including information security technology, security policies, and security training. Second, universities should enhance their monitoring and early warning capabilities for security threats such as network attacks and data breaches, promptly detecting and responding to various security incidents. In addition, universities should also strengthen security awareness education, enhance the information security literacy of faculty and students, and enhance their self-protection abilities in the face of online risks.

In the new media environment, information spreads quickly, has wide coverage, and is prone to producing false information and online rumors, which poses another security challenge for universities in the new era[4]. False information, rumors, and leaks spread rapidly on the internet, easily causing exaggeration and misunderstanding among the general public, which can have negative impacts on national security, judicial fairness, social stability, and personal interests. Therefore, universities in the new era must strengthen students' media literacy, enhance their ability to distinguish information and foster their awareness of internet security. Students should be educated on how to correctly and effectively use new media and information technology, as well as how to identify fake news, online rumors, and related misinformation, to avoid students becoming addicted to the internet due to the autonomy of information and online gaming, which can affect their learning and health. Students should strengthen their self-protection awareness, not blindly trust internet information, and avoid threats such as internet deceit and information leaks. At the same time, schools need to establish sound information security systems to safeguard students' internet security, personal privacy, and information security, as well as strengthen crisis management and public opinion management.

New media platforms have the characteristics of interactivity and participation, which can make security education more lively and interesting. Universities can use new media platforms to carry out diverse security education activities to stimulate students' interest and participation. The interactive forms allow students not only to acquire security knowledge but also to express their viewpoints and thoughts, which can facilitate in-depth communication and dissemination of security education.

Utilizing new media to conduct national security education can also expand the coverage and influence of educational content. Universities can overcome spatial limitations by using new media platforms to reach a broader audience with security education content. This can not only cover students and teachers within the university but also extend to all corners of society, enhancing the overall security awareness and quality of the entire society. Additionally, conducting national security education through new media can promote cooperation between universities, relevant departments, and companies. Universities can collaborate closely with public security, national security, cyber security, and other departments to share and exchange security education content and resources. Moreover, through collaborations with media industry companies, universities can provide practical platforms and talent development, facilitating students' employment and meeting the demands of society.

In conclusion, researching effective strategies for universities to utilize new media in conducting national security education is of great significance and value in the new era. It can enhance the targetedness and attractiveness of education, expand the coverage and influence of education, and promote cooperation between universities and relevant departments and companies. Therefore, in-depth research on this topic and exploration of innovative

educational strategies and methods are of profound significance and practical importance for improving the effectiveness and level of national security education, as well as promoting the development of security education in universities.

2. The National Security Education Practice of CUZ.

Communication University of Zhejiang (CUZ) is a well-regarded educational institution that is dedicated to providing high-quality education and training to its students. As a rising university in the new era, CUZ fully recognizes the significant challenges facing national security education and has taken a series of innovative measures to address this challenge. As a university in the new media age, CUZ makes full use of new media platforms to conduct national security education activities. The college uses a variety of methods, including online safety quizzes, security-themed Weibo discussions, and propaganda video production, to convey the importance of security education to various audiences and guide them to develop correct security awareness and behavior habits. It is worth mentioning that the college has achieved remarkable results in popularizing cybersecurity knowledge. Through various channels such as official websites, Weibo, WeChat public accounts, and digital learning platforms, the college conveys cybersecurity knowledge to a wide range of teachers and students. In addition to knowledge dissemination, CUZ also attaches great importance to cultivating security awareness. The college has developed detailed and comprehensive security awareness training plans for different student groups and different security issues, and encourages students to participate deeply through online and offline methods. For example, in the prevention of cybercrime, the college uses various theatrical performances and publicity activities to convey safety prevention knowledge to students, teachers, and parents. At the same time, the college uses a variety of activities to expand the content of security education. By utilizing well-known network platforms, the college conducts safety knowledge cultural festivals, safety-themed promotions, and safety competitions on platforms such as WeChat, Weibo, and Xiaohongshu. When designing activity content, the college fully considers students' interests and needs and has designed a series of creative and diverse security education activities to cultivate students' security prevention level and network literacy.

The National Security Education Innovative Practice at CUZ has achieved remarkable achievements. By fully utilizing new media platforms and adopting various advanced education methods, the college has created a strong atmosphere of security education. This not only cultivates students' correct security awareness and behavioral habits, but also improves their level and quality of safety precautions. In the future, the college will continue to uphold the spirit of openness, innovation, and responsibility, adhere to innovative ideas, and continuously promote the deep development of national security education work. CUZ's safety education work has received unanimous praise from students and parents, and has also attracted widespread attention from the industry. In addition to educating students on safety awareness, CUZ also pays attention to conducting safety skill training. By organizing a rich variety of safety skill training courses and lectures, the college provides practical safety knowledge and skills to help students master the ability to protect themselves. These trainings include practical skills such as self-defense, fire escape, and emergency treatment, as well as knowledge on network security, information security, and other aspects to improve students' comprehensive safety knowledge and skills.

In addition, CUZ attaches importance to cooperation with social resources and has established close partnerships with public security agencies, security companies, disaster prevention and rescue organizations, and others. Through collaboration with these institutions, the college invites professionals to give security education lectures and training, providing students with more professional and systematic security education content and comprehensive security

guarantees. This close cooperation with social resources not only broadens the sources of students' security education but also makes the college's security education work more targeted and effective. Furthermore, to further promote national security education, CUZ actively participates in relevant projects and activities. The college engages in joint research and cooperative projects with other universities, educational institutions, and relevant government departments, exploring innovative methods and models of security education. The college also actively participates in national and local-level security education activities, such as organizing security education forums, exhibitions, and competitions, continuously enhancing the level and quality of security education through sharing experiences and cooperation.

In summary, CUZ actively promotes innovative practices in national security education through fully utilizing new media platforms, conducting various forms of security education activities, cultivating students' security awareness and skills, cooperating with social resources, and participating in relevant projects and activities. These efforts not only effectively enhance students' security awareness and quality, but also cultivate a group of talents with security awareness and skills for society. It is believed that with continuous innovation and improvement, CUZ's security education work will achieve even more remarkable results and make greater contributions to cultivating socialist builders and successors.

3. Effect Evaluation and Optimization.

Effect evaluation and optimization of national security education at CUZ is an important aspect in ensuring the quality and effectiveness of education. By conducting a comprehensive analysis of the achievements, objectively summarizing the problems and shortcomings encountered in practice, we can provide strong guidance for further optimization and improvement. At the same time, it is recommended that the college strengthen cooperation with relevant departments and establish a long-term mechanism to promote the sustainable development of national security education.

Firstly, an analysis of the effectiveness of national security education at CUZ is conducted. The college makes full use of new media platforms to carry out diverse security education activities, such as online security knowledge quizzes, discussions on security topics through microblogs, and cybersecurity competitions. These constructive activities have shown significant effects in improving students' awareness and prevention abilities in security. Students are able to actively acquire and understand knowledge related to national security through interaction and self-directed learning. In addition, the college's cooperation with the public security, national security, and cybersecurity departments provides support in terms of resources and professional knowledge, thereby improving the overall level and quality of security education. However, there are still some issues and shortcomings in practice. One of them is the lack of comprehensive evaluation of student outcomes. Currently, the college mainly evaluates educational effectiveness through methods such as questionnaires and the number of participants in activities. However, these evaluation methods are difficult to fully and accurately reflect changes in students' security awareness and behaviors.

Furthermore, the integration of safety education activities with the curriculum needs to be strengthened. Although the institution has achieved results in conducting safety education activities for students, it is still necessary to enhance the connection with the curriculum, so that safety education is integrated throughout the learning process. In order to further optimize and improve national safety education, it is recommended that the institution strengthen cooperation with relevant departments. The institution can establish closer collaboration with public security agencies, national security agencies, cybersecurity organizations, etc., to share resources and professional knowledge. Through this collaboration, it is possible to have a more

comprehensive understanding of the current security situation and emerging security issues, and to timely adjust the content and methods of safety education, thereby improving the targeting and effectiveness of education.

Additionally, it is recommended that the institution establish a long-term mechanism to ensure the continuous development of safety education. A dedicated safety education department or committee can be established to formulate development strategies and plans for safety education. This department can supervise and evaluate the implementation effectiveness of safety education, provide timely feedback on problems, and propose improvement suggestions. At the same time, external experts and scholars can be invited to conduct regular safety education research and exchanges, promoting innovation and development in education.

In addition, the institution can strengthen extensive cooperation with various sectors of society. Collaborations can be established with media industry companies, social organizations, etc., to jointly organize safety education promotion activities. Through the joint efforts of all parties, the influence and coverage of safety education can be expanded, and more outstanding talents with safety awareness and quality can be cultivated.

In summary, evaluation and optimization are integral aspects of national safety education at CUZ. The institution needs to continuously improve its evaluation system by employing various evaluation methods and indicators, including questionnaires, student feedback, academic performance, etc. An integrated analysis of these data should be conducted to objectively evaluate the effectiveness of education. Additionally, the institution can deepen its understanding of students' coping abilities and behavioral performance in practical situations through activities such as group discussions, case studies, field visits, etc., in order to more accurately assess the effectiveness of education.

To enhance the integration of safety education, the institution can optimize its curriculum by incorporating national security-related knowledge and skills into various courses. For example, a course on national security reporting can be offered in the journalism and communication program, while a course on cybersecurity can be included in the computer science program. By integrating these topics into the curriculum, students' awareness and practical abilities regarding national security can be improved, making safety education more relevant to their learning needs.

Additionally, the institution can enhance student engagement by encouraging active participation in various safety education activities. Reward mechanisms can be established to recognize students who excel in safety education, thereby stimulating their proactive learning and involvement. Furthermore, collaborations with student unions, clubs, and other organizations can be fostered to jointly organize safety education events, increasing student participation and satisfaction.

Lastly, the institution should focus on building a competent and knowledgeable faculty team in safety education. Teacher training programs and academic exchanges can be organized to enhance teachers' awareness and expertise in safety education. The institution can also establish reward mechanisms to encourage teachers to innovate and engage in practical initiatives related to safety education. Through these measures, the professional development of the faculty team can be promoted, thereby improving the quality and standard of safety education.

In conclusion, the evaluation and optimization of national security education at CUZ require a comprehensive approach that includes various evaluation methods. It is important to emphasize curriculum integration and student engagement, as well as prioritize the development of the faculty team. By implementing these measures, the quality and effectiveness of national security education can be continuously improved, providing strong support for students' safety awareness and abilities.

4. Conclusion

In the new era, national security education plays an indispensable and vital role in universities. This article focuses on the evaluation and optimization of national security education, based on the practical case of CUZ. It summarizes the problems and deficiencies currently found in national security education in universities and proposes suggestions for further improvement.

CUZ has successfully conducted a series of practical activities and achieved significant educational outcomes in national security education by fully utilizing new media platforms. However, there are also some problems and deficiencies, such as incomplete student evaluation, lack of integration between safety education activities and the curriculum, and insufficient integration of safety education resources. To address these issues, targeted improvements are needed.

Therefore, this article proposes several suggestions for optimization and improvement. Firstly, there should be a stronger focus on the application of data analysis and evaluation methods to comprehensively and objectively assess the educational outcomes. Secondly, it is essential to enhance cooperation with relevant departments and work together to promote national security education. Additionally, the integration of safety education resources and optimization of resource allocation should be prioritized to improve the effectiveness of education. Furthermore, strengthening teacher training and guidance to enhance their professional competence and teaching abilities is crucial. Lastly, it is recommended to establish long-term mechanisms to ensure the continuous advancement and improvement of national security education.

Moreover, this article emphasizes the significance and value of using new media platforms for national security education in universities in the new era. New media platforms provide broader channels for publicity and communication, enabling the widespread promotion of national security education. Long-term cooperation and resource integration with relevant departments can provide better support and guarantee for university safety education, thereby achieving better results in national security education.

In conclusion, the task of national security education in universities is both heavy and important in the new era. Through continuous optimization and improvement, enhanced cooperation with relevant departments, and utilizing new media channels effectively, universities can create a safer learning and living environment for all students and faculty, cultivating outstanding talents with national security awareness and qualities.

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