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Internet News Dissemination on Ideological and Moral Cultivation in Higher School

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ABSTRACT

Mass media television, radio and Internet have a profound influence and change people's way of thinking, values and behaviors, especially for new media heavy users of university students, the influence of the media is more obvious and profound. In order to play the guiding thought of Ideological and political education in the complex media environment, we must combine the theory and the practice of communication into the academic research and practice activities, broaden the ideological and political education discipline field, and improve the effectiveness of Ideological and political education. The network news communication has both positive and negative influences on the ideological and moral education of university students. Firstly, this paper analyzes the characteristics of network news communication, and points out that network news dissemination has selectivity and position. The characteristics of Internet news communication make it bring about two influences on the ideological and moral education of university students, that is, positive influence and negative influence. Finally, the author puts forward his own views on how to deal with the negative influence and how to deal with the negative influence of network news communication on the ideological and moral quality of university students.

Keywords: network news, communication, ideological morality

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Contribution of this paper to the literature

- Through stepwise regression empirical algorithm, the relationship model is established. The influence of network news communication on the ideological and moral cultivation of higher school is made specific analysis, to avoid the vague talk about traditional methods.
- Relationship between the network news dissemination and the ideological and moral education in Higher school is analyzed, and it has certain persuasive power.
- Using data to solve problems is highly practical.

INTRODUCTION

Network news is a kind of news form developed with network technology at the same time. With the popularity of the Internet (Shi, et, al., 2016), the network news has gradually demonstrated strong news communication ability and public opinion influence (Wang, 2015). This is because in the network, anyone can freely spread all kinds of news, the news information due to the lack of the correct guidance of public opinion, often mixed with a lot of bad news information (Ye, 2016), therefore, the network news media have great influence on every aspect in the society. Among them, to the ideological and moral cultivation of higher school, it has greater impact. This is because university students are the most active group of thought, the network has a natural attraction for university students (Wang, 2016), and the opportunity for university students to contact the network is the most frequent (Deng, 2017). Students can correct ideological and moral formation of the concept of right reason in the network news under the guidance; also can be in error of irrational network news under the guidance of the formation of wrong ideological morality (Tian, Yi-Nan, Wang, 2017). Therefore, how to deal with the impact of network news media on university students' ideological and moral cultivation, and take reasonable measures to respond to these effects, has become the current hot research topic.

REVIEW OF CURRENT RESEARCH

There a lot of literature about the effect of the selective network news reported on university students (Zhang, 2016), mostly in discussing the influence of network news media on youth from the macroscopic angle, and is mainly discussed some aspects of university students' moral quality, value orientation etc.. (Li, et, al, 2017) analyzed the effect of network news media on university students' Three Outlooks and interpersonal skills and ways of life; (Zhu, Ma, 2017) analyzed the positive guidance and reverse misleading of the network news media on university students' Three Outlooks. These discussions are of reference significance to the study of this paper. Most of the research on countermeasures is focused on the measures to deal with the negative impact of network news communication on university students from a macro perspective. (Zheng, et, al., 2016) pointed out that "to effectively deal with the negative impact of the network negative news on the value orientation of university students, we must strengthen the network news supervision, improve individual moral self-discipline, and strengthen the education and guidance of university students." The countermeasures to deal with the impact of network news communication are mainly aimed at a certain point, for example, Wang Shuwei just put forward countermeasures from the point of view of professional ethics of media practitioners. Thus, the research in this area is relatively weak and should be strengthened.

There are still many expositions in foreign writings which give inspiration to the author. (Han, Zhu, Marxism, 2016) pointed out that "when the news spread to some critical figures or events, in order to maintain the balance of network news, it must find the relevant person, and provides an equal opportunity to rebut statements". The American scholar (Barnett, Öz HCM, 2017) proposed "fishpound" concept, he believes that "the media in any specific social environment are shouldering the social control function, and this kind of control is often a subtle and imperceptible process, summed up is: "fishpound" (Kirby, Michaelson, 2015). the audience in the "fishpound" (Schäfer, 2015), their understanding of the objective reality and the environment monitoring are all based on the "symbolic reality" provided media, and is affected by it unconsciously." These researches have certain reference significance for the writing of this paper.

METHODS

The Selectivity of Network News Communication

News communication is a report of recent events in society. Through news communication, people can understand the changes of the world. Only true news dissemination can provide accurate basis for people to understand the world, and thus guide correct public opinion. Therefore, authenticity is the basic requirement of news communication. News communication should also report news events in the light of true, accurate and objective principles. As a new media of news dissemination, network media is more liberal and effective than traditional media such as newspapers and broadcasting (Yan, Chao, 2015). However, the characteristics of network news communication also make the authenticity and objectivity of network news suffer great challenge. When major emergencies occur, most of the news in the network tends to “selective reporting”.

News communication inevitably has a certain tendency. This tendency is caused by the position, viewpoint, interest of the news producer. Therefore, the news will inevitably reflect the value of communicators in the process of communication, and make the news communication stand and subjectivity. In the network news dissemination, this kind of standpoint mainly has the following three aspects to manifest: first, the news event has the subjective selectivity. Second, in the representation of network news, the news producer is limited by its own knowledge level, identity and other conditions, to inevitable make the stand in the process of news with producers, this position is exemplified by the network news media; third, in the process of network news commentary, users who hold different positions will make different conclusions of a news event, leading to that it difficult to believe that which is right and which is wrong.

In this paper, a stepwise regression empirical algorithm is used to establish relationship model for the two party. First of all, WINDOWS.STATA13.10 software is used to establish the relation of data function, and the specific function relation is expressed as follows:

$$Y_t = Q_t^{(\sum_{i=1,2,3...n}^{100} \alpha_{e^{i\theta}} \beta_{e^{i\theta}})} E_t^{(\sum_{i=1,2,3...n}^{100} \chi_{e^{i\theta}} \delta_{e^{i\theta}})} e^{i\theta} \tag{1}$$

In the formula, Y_t represents the stimulate rate of network news media to the university ideological and moral culture at time t ; Q_t is the transmission rate of network news; E_t is the Internet news communication; $e^{i\theta}$ is the random interference factors in the process of Ideological and moral cultivation in higher school transmitted in the downlink interval; $i=1, 2, \dots$ is the representative of the types of communication.

When the network news communication mode changes, that is, when i is 1, 2, ..., to observe the numerical changes of Y_t , assuming that the model of network news dissemination and the university ideological and moral cultivation is as follows:

$$\log Y_t = \left(\sum_{i=1,2,3...n}^{100} \alpha_{e^{i\theta}} \beta_{e^{i\theta}} \right) \log Q_t - \left(\sum_{i=1,2,3...n}^{100} \chi_{e^{i\theta}} \delta_{e^{i\theta}} \right) \log E_t - \varepsilon_t \tag{2}$$

To make the model appear clearer and easier to understand, the formula 2 is decomposed and deformed, and the following relational models are obtained:

$$\begin{aligned} \log Y_t = & \alpha_{e^{i\theta}} \beta_{e^{i\theta}} \log Q_t + \alpha_{e^{i\theta}2t} \beta_{e^{i\theta}2t} \log Q_{2t} + \alpha_{e^{i\theta}3t} \beta_{e^{i\theta}3t} \log Q_{3t} + \alpha_{e^{i\theta}4t} \beta_{e^{i\theta}4t} \log Q_{4t} \\ & + \alpha_{e^{i\theta}5t} \beta_{e^{i\theta}5t} \log Q_{5t} + \alpha_{e^{i\theta}6t} \beta_{e^{i\theta}6t} \log Q_{6t} + \alpha_{e^{i\theta}7t} \beta_{e^{i\theta}7t} \log Q_{7t} + \alpha_{e^{i\theta}8t} \beta_{e^{i\theta}8t} \log Q_{8t} + \\ & \alpha_{e^{i\theta}9t} \beta_{e^{i\theta}9t} \log Q_{9t} + \alpha_{e^{i\theta}10t} \beta_{e^{i\theta}10t} \log Q_{10t} + \chi_{e^{i\theta}t} \delta_{e^{i\theta}t} \log E_t + \chi_{e^{i\theta}2t} \delta_{e^{i\theta}2t} \log E_t + \chi_{e^{i\theta}3t} \delta_{e^{i\theta}3t} \log E_{3t} \tag{3} \\ & + \chi_{e^{i\theta}4t} \delta_{e^{i\theta}4t} \log E_{4t} + \chi_{e^{i\theta}5t} \delta_{e^{i\theta}5t} \log E_{5t} + \chi_{e^{i\theta}6t} \delta_{e^{i\theta}6t} \log E_{6t} + \chi_{e^{i\theta}7t} \delta_{e^{i\theta}7t} \log E_{7t} + \\ & \chi_{e^{i\theta}8t} \delta_{e^{i\theta}8t} \log E_{8t} + \chi_{e^{i\theta}9t} \delta_{e^{i\theta}9t} \log E_{9t} + \chi_{e^{i\theta}10t} \delta_{e^{i\theta}10t} \log E_{10t} + \varepsilon_t \end{aligned}$$

In formula 3, the parameters $\alpha_{e^{i\theta}t}$ and $\chi_{e^{i\theta}t}$ are the growth factor and dissemination lag factor of network news dissemination at time t , when parameter $\chi_{e^{i\theta}t}$ is larger, the greater the coefficient $\alpha_{e^{i\theta}t}$ is, indicating that the network news media has a stimulating effect on the ideological and moral cultivation.

RESULTS

The Positive Influence of Network News Report on Ideological and Moral Education of University Students

It is helpful for university students to participate actively in society. Because of the characteristics of freedom and reciprocity, the network has attracted great attention to university students. University students can understand society, serve the society and gain social recognition through various news websites. Internet news is an important channel for university students to understand society and participate in society. Network news in the dissemination process, for various social news event selection and reasonable processing production, can attract students' attention in various forms of communication, so as to improve the students' attention to the society, stimulate students to participate in social consciousness.

It will help to improve the legal consciousness of university students. The network news media have certain selectivity, therefore, a lot of network news will choose social bad events as news content. In fact, the network media can expose the dark side of society, to help people play an important role in raising awareness. However, if the network media hold extreme positions or prejudice to report the news events, it will be a negative guiding role for university students. Happily, the mainstream news media will help students improve the legal consciousness and awareness as reported in various criminal events. This can help university students to improve the legal consciousness and awareness. Therefore, the network news spread alarm bells ringing effect on university students' play.

The Negative Influence of Network News Report on Ideological and Moral Education of University Students

To make wrong guidance to the value outlooks of university students. The network news media have certain selectivity and position, therefore, the network news media on the values of university students have a profound impact, and even make some students have doubt and negative psychological conflict on the current social mainstream value concept. Taking the network news media of "Peng Yu event" as an example, when most people haven't fully understood the facts, many people make a conclusion for the nature of the incident according to their first impressions, and the one-sided public opinion is formed. The kidnapping of public opinion on morality, will be very easy to interfere on university students' ideological and moral, so that part of the values of university students have deviation, and the concept of "It's better to save trouble, no good deed goes unpunished" is generated. The negative influence of the social public opinion and value kidnapping caused by selectivity and position of network news communication, on the ideological and moral quality of university students can be seen.

Let university students produce crisis of confidence. Because of the characteristics of selective and stand in network news, there will be many inaccurate news reports, which will mislead university students. University students' ideological and moral concept has not yet mature, which is very easy to get lost in the wrong direction under the guidance of network news, do not trust the psychology of society and the people around, it brings some obstacles for the students' social communication. From the "Peng Yu event", the network news media contributed to the case that the university students had panic relief to such events, when they met the old man fell to the ground, they will instinctively make it with "Peng Yu event" together, this crisis of confidence, are derived from the impact on the network the news brought. As the mainstream group of the future society, university students are inevitably affected by the negative effects of Internet news communication.

The irrational emotions and behaviors of university students are induced. Network news communication has a strong attraction to people because of its unique perspective and various forms of expression. University students are the most active groups in the network, they have a strong enthusiasm on the hot social events reported in the news network, but university students is not a mature group, their life experience and social experience is relatively shallow, therefore, in the process of news dissemination in network participation, they are not irrational in their performance. A lot of network news is out of the public eye to attract interests or economic purposes, did

not fully consider the factors of the ideological and moral aspects, resulting in a lot of moral events exaggerated. While the resolution of university students is not strong, it is vulnerable to these events or deliberately exaggerated speech infection, resulting in some irrational emotions and even hostile social psychology. All these are the consequences of improper dissemination of Internet news.

DISCUSSION

In view of the influence of network news communication on the ideological and moral education in higher school, effective measures should be taken:

To set up ideological and moral websites for university students. The moral educators in higher school can carry out ideological and moral education of university students through the network, in the way of education, it can be through distance education, by inviting celebrities from all walks of life to give university lectures, to improve the coverage of education. Compared with classroom education, network education has a greater advantage in the ideological and moral cultivation of university students. Ideological and moral workers in higher school can carry out ideological and moral education to university students through abundant teaching cases. It will make it easier for university students to combine multimedia with colorful teaching contents. At the same time, because of the interactive characteristics of the network, teachers and students can interact in real time, thus enhancing the teaching effect.

To strengthen the education of network news dissemination among university students. The network is a new type of media, the network news media will be influenced by Western decadent ideas, so as to reduce the university students' Ideological and moral standards, so, it is necessary to strengthen the network news media on university students' education, the university students can establish a correct concept of network ideological and moral. It is necessary to let students know whether in the real world or the network world, it also need ethics system to make certain constraints on people's behavior. We should guide university students to consciously resist the erosion of unhealthy network news, strictly abide by the laws of the state in the network, and develop good Internet habits.

To strengthen the network legal education of University students. At present, most of the universities have set up the legal aspects of the curriculum, but according to laws and regulations of the network, the current law teaching content is almost blank, such as some hacker behavior and human behavior, and it has no corresponding teaching, making that some students think these are the correct behavior. This shows that the laws and regulations in the network of education is still lacking, but also need to strengthen the relevant laws and regulations publicity and education. University students are the special group, for them, it needs to have specific laws and regulations of education, to help them establish the correct Three Outlooks, and improve the ability to resist bad information of university students, which is an important and arduous task.

To improve the filtering mechanism and standardize the censorship of network news. First of all, network media, as producers and disseminators of Internet news, should do a good job in censorship of network news. Secondly, the country should establish a perfect network news production professional norms and network news review mechanism, thereby ensuring the credibility of the network news from the source. We should make professional rules for Internet journalists, and use legal means to restrict Internet journalists. In order to standardize the network news communication and ensure the healthy development of the network media, many countries have already set up the corresponding professional norms according to their own national conditions. The norms of network news communication need to set up a set of criteria to meet the social conscience, and gradually promote in the network news media industry, so as to guide the network news dissemination.

CONCLUSION

In the use of the network, university students should correctly face the impact of network news communication. On the one hand, university students should make full use of the existing ideological and moral teaching resources and network teaching resources on the campus, and constantly improve their ideological and moral level. On the other hand, university students should actively seek ideological and moral teaching resources, and actively improve the level of self-discipline. Only university students' ideological and moral level has reached a certain height, can they correctly face the confusion caused by network news media, to make a correct judgment of network news, and take reasonable actions and consciously to resist the bad news network. It is of great value to improve the ideological and moral standards of university students.

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