

Research on the Optimal Path of Ideological and Political Education in Colleges and Universities under Cyber Youth Subculture

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ABSTRACT

In recent years, with the vigorous development of new media technology, cyber youth subculture has gradually penetrated into student groups, university fields, and gradually integrated and approached mainstream culture. However, cyber youth subculture is being invaded by external ideologies, which has had a certain impact on the mainstream culture of our country and has had a great impact on the physical and mental health development of young people. In the face of the dual impact of cyber youth subculture, it should be solved from three aspects: strengthen the leading role of mainstream ideology, build a bridge between cyber youth subculture and mainstream culture, and build a security barrier to protect the network ideology of young people.

KEYWORDS

New media; Cyber youth subculture; Ideological and political education in colleges and universities

In the era of new media, the "Generation Z" youth group who known as the "net generation" use diversified new media platforms as channels to widely spread and create new youth subculture content in the virtual space and context, letting it gradually becomes an important part of social culture. However, in the process of cyber youth subculture gradually moving to the mainstream culture, it is affected by many western ideologies, lifestyles, values etc. It brings certain impacts and digestions to the traditional mainstream culture. Therefore, in order to solve the conflicts and contradictions between youth subculture and mainstream culture, this paper proposes targeted strategies to guide young students to adhere to the correct ideological and political stance and to shape the correct outlook on life and values in the multicultural development.

1 Connotation of Cyber Youth Subculture

Cyber youth subculture is an important part of youth subculture. The development of network new media not only provides a new carrier for the communication of youth subculture, but also shapes, reproduces, constructs, stimulates and creates various forms of youth subculture^[1]. According to the definition of youth subculture by many scholars, youth subculture refers to a sociocultural form that is mainly created by young people and resists and cooperates with the parent culture and the dominant culture. Compared with the traditional youth subculture, the modern cyber youth subculture is an important link for young people to establish contact with the outside world by their unique and advancing life style.

In real life, cyber youth subculture presents itself to the public in a variety of ways of expression. The "national tide" contained in Chinese national culture attract the whole people, and the "mass culture" and "Buddhist culture" implicate the resistance of the youth group to the society at the spiritual level. Otaku subculture construct two-dimensional world from manga, video games, online games, live video to the other visual image, "cute culture" and "travel frog" is the typical cultural practice of otaku.

2 Analysis of the Dual Influence of Cyber Youth Subculture on Ideological and Political Education in Colleges and Universities

2.1 The positive impact of cyber youth subculture on ideological and political education in colleges and universities

2.1.1 Cyber youth subculture provides an opportunity for the positive leadership of ideological and political education

Cyber youth subculture is closely related to the life emotion of young students, and its emotional cohesion function in social circles can unite young people based on the same interests and values into a diversified tribe, which has a profound impact on the network identity and spiritual growth of college students. In addition, the combination of cyber youth

subculture and network ideological and political education in colleges and universities can provide a platform for college students to express themselves. In recent years, the forms of song adaptation, patriotic scene photography in National Day are becoming increasingly popular. More and more college students' self-media have adapted the lyrics of some popular songs by integrating socialist value orientation. Some of the songs score an Internet hit which have exceeded 100 million, setting off a wave of upsurge. While gaining the right to speak and realize self-value, the youth also experience the charm of the combination of subculture and network ideological and political education.

2.1.2 Cyber youth subculture provides a channel for ideological and political education to communicate

For colleges and universities, the main body in education is Post-2000s College Students known as "digital natives" and "network natives", whose daily life and study are immersed in digital, and hence new media has become a new battlefield for ideological and political education in colleges and universities. Nowadays, Zhihu, Bilibili and other network platforms are widely used in colleges and universities. University administrators rely on the college information website, the official website of the Communist Youth League and so on to achieve the diversification of the identity of educators, using the unique emoji text symbols, vivid and interesting "ghost animal" video clips to develop a diversified new channel for the communication of ideological and political education.

2.1.3 Cyber youth subculture provides resources for ideological and political education

The current simple and rude education forms such as infusion education can no longer meet the requirements of most young students. The youth subculture cover a variety of cultural forms, which can make cyber ideological and political education more lively, diverse and easy to understand, and further mobilize the learning interest of college students to a certain extent. For example, bullet-screen culture is becoming an important way for young people to express themselves, and it is also provide a scene for them to release emotions and pressures. In bullet- screen interaction, popular words and emojis such as "ghost animal", "awsl" and "double chef ecstasy" are vivid expressions of young peoples personalized expressions, and young students achieve group identification and psychological satisfaction of their own feedback in the network virtual space. In addition, the youth cleverly clip and recombine classic movies, music and plot with the videos of ghost animal and network novels that selecting positive perspectives to interpret characters and events, which can be used to show cultural inheritance and innovation or interpret historical changes and to add some interest and novelty to ideological and political lessons.

2.2 The negative influence of cyber youth subculture and ideological and political education in colleges and universities

2.2.1 Attacking the leading position of mainstream culture

The traditional mainstream culture education mode is more inclined to follow the rules, so that students establish a sense of rules. Subculture emphasize creativity, weaken the limits of rules and allow for bold exposition and criticism. Therefore, in contrast, subculture cater to the ideas and forms of expression of today's youth, which become a new carrier of cultural communication. But college students are in the period of shaping their thoughts and values, who lack of screening ability and are especially vulnerable to the influence of the good and bad intermingled network information. In addition, the current international environment is complex and diverse, such as western countries use the latest media tools to carry out cultural infiltration and take advantage of college students' rebellious psychology, lack of social identity and other emotional characteristics. To some extent, it will bring a big culture shock for mainstream culture.

2.2.2 Forming a barrier for ideological and political education to spread

In the process of information communication, the Internet will directionally push according to young students' hobbies big data. The Internet platform uses big data and intelligent algorithms to enable young people to receive refined push, invisibly establishing an invisible barrier for different circles and different types of works, and ultimately forming an "information cocoon". The intelligent algorithm of the network platform will makes the choice of young people tend to be solidified and prevent young people from accepting the learning of diversified mainstream culture, which gradually form an invisible barrier between youth subculture and mainstream culture.

2.2.3 Influencing the shaping of contemporary young people's ideas

The values and ways of thinking of the youth group are easily affected by the social trend of "globalization". Cultural globalization influences the cultural orientation and the value conception of young people. Youth subculture is easily

affected by western capital ideologies such as money worship, hedonism and liberalism. The phenomenons of the propaganda of western constitutional democracy, "star-chasing" craze and insulting heroes are gradually affecting the formation of college students' ideas. It can be seen that the infiltration of bad ideology will have a negative impact on the shaping of college students' ideological concepts, and put forward severe challenges and higher requirements for ideological and political education.

3 Research on the Two-way Linkage Path between Cyber Youth Subculture and Ideological and Political Education in Colleges and Universities

3.1 Strengthening the leading role of mainstream ideology and extending the educational functions of core socialist values

Colleges and universities should improve talent cultivation project by establishing a team of innovative ideological and political managers. On one hand, it is necessary to strengthen the construction of the theoretical system of socialist core values, making the positive communication and dialogue between socialist core values and the diversified social trend of thought. Colleges and universities should carry out theoretical research on the diverse social trend of thought and accurately grasp the leading objects, which will make the theory more convincing, cohesive and inspirational and thereby guiding young students to enhance subjective, conscious and persistent value identity from the psychological and behavioral level of mainstream consciousness to the stratum of value orientation. On the other hand, colleges and universities should further optimize the carriers of ideological communication in new media areas, focus on cultivating a number of influential new media platforms. Colleges and universities should firmly grasp the discourse power in the ideological sphere of colleges and universities^[3], which can embed mainstream values in cyber youth subculture circle and lead young people to learn rationally. Ideological propaganda work in colleges and universities should optimize communication methods based on the network social characteristics of "Generation Z" youth groups. In addition to traditional carriers such as school newspaper, the campus radio and the newspaper column, diversified communication carriers such as the film appreciation, various shapes or symbols can be used to carry out dialogues, images and integration of "down-to-earth" communication, so as to be close to youth groups and solidate the positive guiding role of mainstream ideology.

3.2 Providing quality content supply and promoting two-way integration from a dialectical perspective

Colleges and universities should grasp the ideological needs and the development trend of the "Generation Z" youth group, and combine the characteristics of high attention, wide spread and fast speed of cyber youth subculture with the essential Chinese traditional culture to create high-quality cyber youth subculture products. They should change the spoon-fed teaching style and combine the social hotspots of new media platforms such as Tieba, bilibili, Zhihu, Weibo and Tiktok that is prone to produce emotional gatherings with ideological and political education, so as to meet the needs of "self-expression" and "self-emotion" of young students. In addition, colleges and universities should strengthen the release and screened dissemination of cyber youth subculture content by monitoring and tracking sensitive words. They should delete and restrict cyber youth subculture content which is published by students that does not conform to mainstream values and remind young students of the risks of content introduction and bullet screen comments that may cause adverse effects. In view of negative youth subculture circle phenomena that including "hire water army", "buy data", personal attacks and fan attack from "fandom circle", "anime circle group" and "the game circle", which have adversely affected young students. Ideological and political educators should guide young students' civilized network behavior in the form of warning cases which combine with network cognitive bias, network behavior anomie, lacking awareness of intellectual property awareness and so on and encourage young students to improve the level of network media literacy and to spread positive energy when they surf the Internet.

3.3 Strengthening the construction of network culture positions in colleges and universities, and building a security barrier to protect the ideology of young people

Taking ideological and political courses in colleges and universities as the pointcut, colleges and universities should strengthen the leading power of "great ideological and political courses" in network education by combining "small ideological and political classroom" with extra-curricular and off-campus network science and technology frontiers, and merge the online public opinion warning education with related ideological and political curriculum design^[4]. Firstly, colleges and universities should guide young students to deepen their understanding and mastery of network public opinion knowledge through classroom interaction, expert solution, bullet screen interaction and other ways in order to

inspire students to have a deeper understanding of the development status of Chinese network information cause and network security dilemma, and to get a way to better set up the idea of critical thinking and correct network view^[5]. Secondly, colleges and universities should integrate the excellent resources of relevant departments and secondary colleges for establishing a campus media matrix with diversified carriers, rich channels and wide influence and building a strong position of network culture by breaking the invisible barrier caused by the "information cocoon". For example, relying on the campus social new media platforms such as Qinglipai, E-Class and student demand network service channels to optimize the big data algorithm function of the Internet platform, and pushing mainstream ideological content in the form beloved by young people to enhanced the attractiveness of ideological and political education, which can further promote "melting circle" and "breaking circle" between cyber youth subculture and the mainstream culture. Thirdly, colleges and universities should actively cooperate with network supervision department to establish and improve the supervision and reporting mechanism of college network platforms, which can carry out instant review, supervision and management of youth subculture works published and user reported content, so as to minimize the negative impact brought by unhealthy youth subculture. By establishing multi-party cooperation, it will create a clean and positive network environment for the majority of young students and build a security barrier to protect the ideology of young people.

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