

Research on the Role of Douyin in Patriotic Education of College Students

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Abstract

With the popularization of mobile terminals and the acceleration of the Internet, Douyin short video, as a new mode of communication of new media, is deeply favored by college students, which is conducive to the dissemination of patriotic education content and meets the requirements of the development of patriotic education. By analyzing the role and influence of "Douyin" in patriotic education of college students and grasping the law of the influence of new media on patriotic education, douyin short videos are used as the carrier to burst out patriotic education with stronger vitality.

Keywords

College students; Patriotic education; Trill.

1. Introduction

Technology is the core driving force for promoting new media. Nowadays, more and more mature Internet technology has promoted the rapid development of Douyin short video. Once douyin came out, its novel form of "music + video + dance + interaction" has attracted extensive attention of college students and been favored by college students. College students, as users and consumers of Douyin, have become the main driving force for the popularity of Douyin. With more and more college students joining the camp of Douyin, the task of strengthening patriotic education has become an important topic.

2. The reason why Douyin went on fire among college students

2.1. The advantages of Douyin

With the rapid development of the market economy, people's living standards have been constantly improved, and the pressure in life has become more and more great. Can intuitive see is: most college students are often living in for learning and graduation obtain employment problem and trouble, because of the university students' employment market competition intensifying, also make the college students in the invisible spirit of facing the pressure and burden, the quickening pace of society, college students prefer to relax yourself, by means of entertainment and trill is the easiest and most direct option.

2.2. Access to information is becoming more and more fragmented and faster

In the era of information explosion, people have more and more ways to obtain information and higher requirements. The daily bombardment of various news information, the first uninstall of app and the forced push start from opening the mobile phone. In the era of fragmentation, it is difficult to get really useful information, and there are more and more junk information. How to obtain effective information in the era of fragmentation? In the era of information fragmentation and rapid development, the content of just a few seconds meets the current demand for "quick" problem solving. With the high-speed operation of the era, college students are required to solve their study, life and work problems more quickly and efficiently. Whether

you are at recess or waiting in line to buy something, you can get the most interesting information on Douyin in the shortest time.

2.3. Young college students are the main force of Douyin

The age group of college students is generally 18 to 24 years old, and the development target of Douyin is also 18 to 24 years old. The relevant person in charge of Douyin also said that young people with higher education level among Douyin users account for the majority. For young users, especially college students, Douyin is definitely more than just a platform for content consumption and killing time. It has become a self-extending platform for users to find friends with common interests through self-created videos. Douyin can not only stimulate users to create, but also provide users with a better environment for creation platform. Douyin has made some subtracts in product design. By focusing on the behavior and realization of users, it provides users with a broad platform, encourages users to bring positive works, and thus amplifies their value, which also drives the development of Douyin. Douyin is permeating into students' daily life in an unstoppable trend. Brushing and patting Douyin have become the normal life of many young college students, and it is self-evident that young college students are the main force in Douyin.

3. Douyin plays a double role in the patriotic education of college students

3.1. The positive influence of Douyin on the patriotic education of college students

Xi Jinping pointed out that "to realize the Chinese dream, we must carry forward the Chinese spirit, namely the national spirit with patriotism at its core and the spirit of The Times with reform and innovation at its core". Contemporary college students shoulder the important mission of realizing the Chinese dream, to strengthen patriotic education, establish patriotic consciousness, improve patriotic consciousness, related to the development of the country and the success or failure of socialist modernization. As a novel mode of communication, Douyin is different from the "fifth media" in the traditional sense of newspaper, radio, TV and magazine, which undoubtedly penetrates higher education institutions. In the process of patriotism education, it has become an important task facing colleges and universities to open up new fields, new battlefields and new world -- new media and to dig deeply into the patriotic education function of new media technology.

3.1.1. It is conducive to the enrichment of Douyin in patriotic education of college students.

On Douyin, we can see all kinds of videos anytime and anywhere. Of course, videos with patriotic spirit are also often seen. Undoubtedly, they can increase the knowledge of college students, broaden their horizons and enrich their spiritual life. These videos with positive energy can keep college students in a positive and uplifting mental state all the time, which can help relieve their negative emotions, give them spiritual encouragement, and regain their courage and confidence to overcome difficulties. Some videos about the deeds of typical patriotic heroes and the promotion of Chinese patriotism and national spirit also set good examples for college students. Their values and national spirit will subtly influence college students, so as to help them establish correct values and enrich the content of patriotic education for college students.

3.1.2. It is conducive to the modernization of Douyin's patriotic education methods for college students.

China is in a new socialist period. Under the leadership of Xi Jinping New Thought on Socialism with Chinese Characteristics, socialist modernization has been developing in depth. Therefore, patriotic education of Chinese college students also needs to keep up with the trend of The

Times and continuously realize modernization. However, due to the restriction and influence of various factors, the majority of patriotic education and ideological and political education workers in various colleges and universities seldom adopt new and modern educational methods, which are lack of pertinence and difficult to achieve good results. The emergence of Douyin is conducive to the modernization of educational methods. Trill small video production cost is low, the permeability of its content has a strong, this is for the college students' ideological and political education to provide effective social channels, colleges and universities can take advantage of the trill small video, improve the traditional way of the old education, will be the boring teaching content into vivid and interesting little video, uploaded platform, which can effective ideological and political education for college students. At the same time, when college students enjoy douyin videos or participate in recording Douyin, they tend to unconsciously accept the influence of the values behind their works, and subconsciously imitate their thoughts, behaviors and feelings, so that their lifestyle and values will be recognized.

3.2. The negative influence of Douyin on the patriotic education of college students

3.2.1. It constantly impinges on the three views of some college students.

Young college students are the main force of Douyin, so it is easy for Douyin to change its role from a passive receiver to an active transmitter of information. However, wet behind the ears, mood swings, college students are now in a critical period form the "through" system, under the new media environment some negative comments, it's easy to shake "through", that will be in a - the reactionary information under the influence of wearing patriotism, make irrational behavior, harm campus stability, and even national security. For example, web celebrity, who is 17 years old, advocates hedonism, money worship and decadent life under the banner of minors. Another example is the phenomenon of food waste when the glutton "eats and sows"; And those deeply rooted in the hearts of people but destroy the "three concept" of the chicken soup. We should face up to the problems, think and explore positively, and adopt effective strategies to cope with the challenges.

3.2.2. Overindulging in short videos and neglecting study.

"Since Douyin became popular, there have been many reports in the newspapers about students who are addicted to douyin and who have excellent academic records but have poor academic records. Some foreign media have reported that Douyin is comparable to opium." Douyin USES big data to learn users' interests and hobbies to recommend videos. People lacking self-control usually spend hours or an afternoon on this software, which greatly reduces the time to enrich themselves and improve themselves. In addition, the video quality is not the same level, watch more vulgar, decadent video easy to wear down their will, and even addicted to the meaningless things cannot extricate themselves.

4. Explore the way to optimize the patriotic education of college students by douyin

4.1. Let excellent traditional culture enter Douyin and lead the network ideology

"Patriotism is the deepest and most lasting emotion in the world, the source of one's moral standing and the foundation of one's meritorious service." It is rooted in the flesh and blood of hundreds of millions of our compatriots, and is deeply rooted in the ideal of the great rejuvenation of the Chinese nation. Patriotism is not a slogan, but a feeling and commitment. With the development of network technology, college students can spend more time on the Internet, which brings certain challenges to the offline ideological and political education and patriotic education, which requires educators to actively face the negative impact of network

development on the traditional way of education. On the one hand, it inherits the excellent traditional culture of China, on the other hand, it also makes the content of Douyin short videos more colorful and improves the level of douyin short videos to some extent.

4.2. Create a campus cultural atmosphere and give full play to the leading role of campus culture

Campus culture construction has always been an important carrier for universities to carry out patriotic education. With the continuous penetration of new media into the campus, creating a good virtual campus cultural atmosphere has increasingly become an important link in the patriotism education of college students. Colleges and universities should start the propaganda department, organization department, education department, the department linkage mechanism, according to the characteristics of contemporary college students, for college students to tailor a - a set of education, communication, learning, entertainment, experience in the integration of "red melody" trill official platform, let the student feel in the relaxed happy atmosphere "red" spirit, and consciously accept the party spirit education and revolutionary tradition education, improve the patriotic consciousness.

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