

Research on the Reformation and Innovation of College Student Council Work in the New Media Environment

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Abstract: Promoting the work of the college student council aims to strengthen the ideological and political education of college students and guide them to establish correct values. Universities should exert great importance on the transformation of work content and methods in the new media environment, continuously innovate work concepts, and adopt work models that are suitable for the development needs and laws of contemporary college students to guide them to learn advanced ideas and face various challenges from life, learning, and even future work. Based on this, this article first analyzes the impact of new media on the work of college student councils, and the innovative ideas it brings. Then, it summarizes relevant work experience and proposes feasible reformation and innovation paths for college council work.

Keywords: New media environment; Universities; Student council work; Reform; Innovate

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1. The impact of new media on college student council work

In the context of the continuous popularization of new media and its widespread impact on people's lives and work, understanding the changes it brings is a prerequisite for universities to better respond to it and promote student council work. With the assistance of new media technology, people are creating an era of interconnected things, students have a wider platform for communication and exchange with the information they come into contact with becoming increasingly complex^[1]. For them, various new media platforms are convenient channels for exchanging information, opening up horizons, participating in society, expressing opinions, and independent thinking. Under the influence of new media, contemporary college students have formed a stronger divergence in their mindset. This means that the traditional, top-down approach to college student council work is no longer suitable for the development needs and characteristics of students, and it will gradually become pale and powerless in front of students with active ideological jumping and activity^[2]. In addition, the new media environment has also brought about new changes in interpersonal communication among college students. In the new media environment, interpersonal communication is no longer limited to face-to-face communication in reality, and people's relationships begin to seem close but far apart. In universities, this new characteristic

of interpersonal communication is manifested as a decrease in the cohesion of clubs, classes, and dormitories, and a weakening of the appeal of student council work. Students addicted to online space for a long time often have weaker interpersonal skills. Currently, there are numerous “otaku men” and “otaku women” who are accustomed to virtual online interpersonal communication and lack the interest and ability to participate in various group learning activities, which is a concrete manifestation of the weakening of students’ interpersonal communication skills. If this situation is not improved for a long time, the work of the college student council will lose its appeal and vitality^[3].

2. Innovation in the concept of student council work brought about by new media

Thought is the precursor of action, and innovative work concepts are the foundation for effectively promoting the work of the college student council. Universities should attach importance to the innovative ideas of student council work brought about by new media, carry out student council work through the thinking mode of new media, and explore the innovative direction of its implementation methods^[4]. That is to say, universities need to integrate the methods, technologies, and spiritual values of new media into the ideology of student council work, and achieve continuous innovation in the mode of student council work.

Firstly, information sharing has become more convenient in the new media environment. In a sense, ideological and political education has gradually evolved into an information-oriented approach to the Anti-Japanese War. Universities need to demonstrate correct perspectives and positions on overall and hot issues through a new model of student council work and fight against information that promotes negative thinking through advanced thinking. In the ideological battlefield, the work of the college student council cannot be lacking. It is necessary to continuously provide students with high-quality spiritual nourishment, meet their ideological needs, and help them establish correct ideological concepts.

Secondly, the faster and more accurate transmission of information in the new media environment optimizes the content of college student council work^[5]. By utilizing new media platforms, universities can accurately grasp and respond to the personal needs of students, recommend information to them accurately, and strengthen their ideological guidance. Once again, in the new media environment, the ways of information dissemination are becoming more diverse, and the authority of information is weakened. Student council work has built distinctive brand activities that students emotionally identify with. On new media platforms, everyone has the right to speak up and express their opinions while publishing content conveniently and freely. For information receivers, it is very difficult to determine the authenticity of information. At present, the “fan model” is rampant, and some so-called “big Vs” use one-sided information and negative guidance to “wash the platform” and “wash away” for some erroneous behaviors, taking advantage of the difficulty of netizens in judging the authenticity of online information. In the process of promoting student council work, universities should not only prevent the erosion of students’ thinking by these one-sided information and negative guidance, but also utilize the information dissemination advantages of new media platforms to strengthen the dissemination of advanced ideas, quickly occupy the ideological battlefield of students, encourage them to actively participate in student council activities, and recognize the pursuit of value of the student council work^[6].

3. Reform and innovation of college student council work in the new media environment

3.1. Correctly understanding and leveraging the role of new media

In the process of constantly emerging and popularizing various new media technologies, all aspects of people’s

lives have undergone changes, especially the needs for leisure entertainment, self-expression, and information acquisition have been unprecedentedly met. Universities should correctly understand and play the role of new media, and adopt innovative student council work models to implement the goals of ideological and political education based on the process of social informatization and modernization ^[7].

Firstly, universities should use new media as a carrier and tool for disseminating information, optimizing work concepts through the thinking mode of new media, providing high-quality services to students, and guiding them to form correct network awareness and a positive attitude, while using it to resist negative energy from the virtual world. This model of college student council work can not only enhance the effectiveness of ideological and political education, strengthen the guidance of student thinking but also contribute to optimizing the online environment.

Secondly, universities should improve the work system and network construction of college student councils through various advanced new media technology achievements, achieve the integration of archival materials, student council activities, campus culture and organizational construction, ideological and political education, etc. while properly classifying and preserving them. Strengthening the application of new media technology achievements and promoting the informatization of management methods can lay the foundation for the effective and diversified development of student council work. Once again, universities should improve the construction of network systems and strengthen the maintenance of network systems in response to the needs of student council activities. For example, specialized technical personnel should be arranged to carry out daily maintenance. In this case, students from computer science and other technically advantageous majors should be encouraged to participate.

Finally, universities should pay special attention to the fact that new media technology serves the work of student council education and should not neglect the construction of ideological and political education content in pursuit of technological innovation. When using new media technology to promote the work of the college student council, we should adhere to the essence and core of ideological and political education, and continuously strengthen the guidance of students at the ideal level ^[8].

3.2. Carry out ideological and political education that combines online and offline education

The emergence of various new media social platforms has provided people with a free and vast space to express themselves anonymously. In this space, people's speech is more casual and bolder, and may even exceed the legal and moral bottom line ^[9]. To avoid these problems and reduce the adverse effects of new media on the construction of students' ideological system, universities need to correctly recognize and play the role of new media in the process of student council work, and strengthen the value guidance of students through a combination of online and offline ideological and political education models.

Firstly, universities should innovate the content of student council education through a combination of online and offline methods. Specifically, it is necessary to adhere to the principles of completeness, timeliness, effectiveness, authenticity, and accuracy, guided by the education plans of the school and various departments, to carry out effective information dissemination and transmit the screened and integrated new media information to students ^[10]. For example, establish a short video official account, Weibo and WeChat, and use these new media platforms to transform the information that needs to be spread into the currently popular "emoticons + text", video, audio, cartoon, and picture content, and promote them to students, imperceptibly change students' cognition, and cultivate them to form positive values.

Secondly, universities should leverage the achievements of new media technology to optimize the methods

of student council work and strengthen ideological and political education through a comprehensive online and offline work model. For example, organizing face-to-face interpretation meetings, producing videos, organizing public welfare and film-watching activities to guide students to pay attention to current affairs and interpret the spirit of current affairs in response to the goals of ideological and political education. Related activities can be arranged on team activity day to promote the branding development of team learning activities^[11]. Long-term participation in these activities can not only help students understand current affairs and basic legal knowledge, broaden their horizons, but also promote their firm ideals, beliefs, and political stance. Work practice has shown that compared to traditional ideological and political education models, this type of ideological and political education that relies on student council activities and combines online and offline is more conducive to students adapting to the new media environment. It can help them deeply realize that “freedom of speech does not equal speaking whatever you want” and achieve the goal of publishing news on new media platforms while strictly adhering to the legal and moral bottom line.

3.3. Correctly grasping the relationship between student council organizations and student subjects

With the support of new media, many universities have integrated more new ideas into the process of carrying out student council work, promoting the diversification of club activities. This not only enriches the campus life of students but also brings new challenges to the work of college student organizations. To ensure that the work mode of student council is adapted to the new media environment, universities should correctly grasp the relationship between student council organizations and student subjects, and enable student council activities to achieve diversified forms based on effective implementation^[12].

Based on relevant work experience, this article suggests that universities should approach the relationship between student council organizations and student subjects from the following aspects:

- (1) Firstly, it is necessary to seize the entry point of information dissemination in student council work and innovate language expression methods. To encourage students to participate in group learning activities and receive ideological and political education, it is necessary to use language expressions that are more easily accepted by the student community for promotional activities, such as incorporating emoticons, videos, and online language into promotional materials, so that students can get closer to the promotional content. Through this approach, students can enhance their sense of identity and achieve more effective guidance on their thoughts and behaviors.
- (2) Secondly, it is necessary to carry out student council work tailored to the needs of students. For example, universities can leverage the advantages of new media technology to conduct online surveys, understand the needs of students, and organize and analyze them. The analysis results of relevant data provide an important basis for serving students in student council work. Through this approach, the role of students as the main body and the authority of the student council organization can be highlighted, promoting the effective and orderly development of various aspects of student council work.
- (3) Finally, we need to address the issue of new media weakening students' interpersonal skills and continuously enhance the richness and attractiveness of group learning activities^[13]. In the work of group learning, we fully recognize the importance of offline communication, that it uses rich group learning activities to attract students and promote offline interaction among students. Offline communication can also help students appropriately break out of the online circle and integrate into real-life social communication activities.

3.4. Strengthen the cultivation and training of cadres and personnel

In the new media environment, the work of the college student council faces multiple challenges and requires proactive innovation. Among them, people are the key factor affecting the innovation of college student council work ^[14]. Universities should attach great importance to the cultivation and training of cadres and personnel within the organization, continuously improving their comprehensive abilities and qualities while enhancing their ability to work in the student council. Specifically, the strengthening of the cultivation and training of cadres and personnel mainly focuses on the following aspects:

- (1) First, establish a sound system for selecting and assessing cadres, and attract more outstanding talents with high ideological and moral qualities, strong service awareness, and a strong sense of responsibility to the cadre team. Especially in the supervision and management of student council organizations, it is necessary to clarify goals and establish a supervision and management system guided by specific goals, strengthening the supervision of the process and results of activities.
- (2) Second, college student councils should attach importance to the training of cadres and personnel, covering various aspects such as personnel management, organizational planning, language and written expression, and ideological and moral education, to enhance the comprehensive abilities of cadres. To ensure the effectiveness of training, it is necessary to clarify the division of labor and implement all aspects of training content for individuals.
- (3) Finally, effectively leverage the leading role of league members and cadres to set a good example for other students. This requires members and cadres to exert importance to self-improvement, continuously strengthen their ideological awareness and workability, try to cleverly combine new media with student council work, accumulate experience and make up for shortcomings in a large amount of practice ^[15]. The self-growth and brave attempts of members and cadres of the student council have created conditions for innovating the working methods of the student council and implementing the student council work plan. Universities should also reward outstanding members and cadres.

4. Conclusion

The new media platform is an open ideological battlefield. If advanced ideas do not occupy it, some negative ideas will occupy it and spread widely, affecting the shaping of student values. Universities are fully aware that the student council is an important component of ideological and political education and use advanced work concepts and methods to defend the ideological battlefield and strengthen the guidance of student thinking.

Disclosure statement

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