Research on Network Behavior Guidance of Ethnic Minority College Students under the Cross-cultural Background

Wei Hong[1], Shuhuan Li[2]

[1]School of Business, Nanjing Xiaozhuang University, Nanjing, China

[2]School of public affairs, Nanjing University of Technology, Nanjing, China

Abstract

From the perspective of multiculturalism, this article studies the psychological conditions of ethnic minority students in colleges and universities affected by multiculturalism. On the basis of fully understanding the characteristics of ethnic minority students in colleges and universities, analyzes the current status of online ideological and political education of ethnic minority students in colleges and universities. Under the multicultural perspective, ethnic minority college students' network ideology construction should strengthen the practical investigation and theoretical research of network ideological and political education, strengthen education guidance, improve network security management and protection in universities, strengthen the construction of campus networks and education networks, and build mainstream university culture Dissemination platform, build a position for online ideological and political education.

Keywords

Multi-culture; Internet Ideology; Minority College Students; Ideological and Political Education.

1. Introduction

Multiculturalism means that with the increasing complexity of human society and the development of information circulation, the renewal and transformation of culture is also accelerating. The development of various cultures is faced with different opportunities and challenges, and new cultures will emerge in endlessly. Colleges and universities are the forefront of ideological work. Various ideas and hot topics in society will be projected in colleges and universities, which will have an impact on the ideological status of college students. With the rapid development of Internet technology, the relationship between college students and the Internet is getting closer and closer, and the Internet has brought a profound and extensive impact on college students' lifestyles, learning styles, and thinking styles [1]. According to The 48th statistical report on China's Internet development released by China Internet Network Information Center, as of June 2021, the number of Internet users in China was 1.011 billion, and the Internet penetration rate reached 71.6%. As one of the main media for information dissemination, the Internet has become an important channel for college teachers and students to acquire and disseminate knowledge and various information.

2. The Importance of Network Ideology Construction of Ethnic Minority College Students in Multi-cultural Perspective

2.1. An Important Way to Consolidate the Ideological Position of Colleges and Universities

In the new era, the collision and integration of Chinese and foreign cultures (here mainly refers to national spiritual culture) has become increasingly fierce. The Chinese national culture (including Han culture and minority culture) has not only obtained great opportunities for development, but also faced the impact and challenges of cultural diversity. Nowadays, we are in an era of multiculturalism, and the ideological and political education of colleges and universities is also facing more challenges. When ideological and political education involves culture, it is necessary to fully consider the particularity of the culture of students of different nationalities[2]. Most ethnic minority college students come from ethnic regions and have long lived in an ethnic society composed of their own ethnic groups. Their cultural body contains deep ethnic genes. On the cultural level, it is embodied in the customs, moral values and cultural spirit with strong national characteristics. In terms of independent individuals, it is manifested as the temperament, character and emotion rich in ethnic characteristics. The process of ethnic minority college students learning to receive practical scientific knowledge and accepting public education has become a process of the transfer of "other culture" and the expansion of "self culture". University is a melting pot of ideas. For ethnic minority college students, the "self-culture" of their own people who have left the ethnic society are often in a "weak culture" when they face the "other culture" (including multiculturalism such as Chinese culture and Western culture). status. The psychological conflict and experience brought about by the change of cultural environment, on the one hand, ethnic minority college students are prone to feelings of loneliness, depression, and self-enclosure. On the other hand, with the expansion of knowledge and cultural perspectives, ethnic minority college students have deepened their cognition and belonging to the "self", inducing them to conduct self-analysis and thinking in different dimensions and depths, and then renew their "self".

The universality and tradition of national culture within the nation, as well as the conflicts and contradictions with Cross-cultural values, moral standards and living customs, have caused confusion and contradictions in the cognitive psychology of ethnic minority college students to a certain extent. Therefore, compared with ordinary college students, in addition to the general problems faced by ethnic minority college students in the process of learning and life in school, the more important thing is the deep-seated cognition and selection process of the familiar and unfamiliar concept of "nation", which also leads to some unstable and repetitive reasons for the current thinking and behavior of ethnic minority college students [3].

2.2. The Urgent Need of Maintaining the Security of University Network Ideology

Minority college students in colleges and universities are in a critical period of forming political beliefs, values, and attitudes to life. Their self-awareness is not clear enough, their beliefs are not firm enough, and their worldviews and life Views and values are easy to be shaped. In the network society, various speeches, opinions, and values are eroding the conviction of mainstream ideology. As a gathering place for intellectuals, colleges and universities have become the frontiers for the spread and struggle of various ideologies. Therefore, building a strong line of ideological defense, refuting all kinds of wrong social thoughts, enhancing the radiation, leadership and influence of the mainstream socialist ideology, and strengthening the security construction of colleges and universities network ideology is related to the security of the country, the development of colleges and universities, and the success of students.

3. The New Problems Faced by Ethnic Minority College Students in the Construction of Network Ideology from the Perspective of Multiculturalism

Internet new media technology has facilitated life, promoted learning, expanded horizons, opened new channels for ideological online education, and gradually developed into the main front of ideological education. At the same time, the application of network new media technology has brought unprecedented new problems to the construction of college ideology.

3.1. The Forms of Spreading Various Wrong Social Thoughts are Becoming More and More Concealed

The Internet dismantled the wall between school and society, filled the gap between the nation and the world, brought ethnic minority college students into a broader space for thought, and gave them space for discourse that could not be fully expressed in the mass media. Minority college students under a multicultural background are aware of the realistic challenges and development opportunities of their ethnic culture in the virtual network society. At present, the development of online media of various ethnic minority cultures is in the ascendant. There are online media of certain ethnic groups such as Hui, Uygur, Mongolian, Manchu, Tibetan, Yi, and Salar, or comprehensive online media that introduces the culture of each ethnic group, The carrier includes website, APP, client, etc. These websites have distinctive ethnic characteristics and take ethnic culture as the theme. To a certain extent, they meet the needs of ethnic minority college students to acquire ethnic knowledge, connect ethnic feelings, and spread ethnic culture. They have also become a "virtual community that unites ethnic minority college students from all over the country." At the same time, some lawbreakers also take advantage of the openness and timeliness of the Internet and the immaturity of college students to promote narrow nationalism and religious extremism, which affects the study, life and physical and mental development of ethnic minority college students and threatens national unity and the country's long-term stability.

3.2. Network Ideological Education Work Becomes More Difficult to Resist the Penetration of Hostile Forces in the West

It is worth noting that the openness, interactivity, timeliness, equality, and convenience of the network itself undoubtedly affect the behavior patterns, value orientation, psychological development, and moral concepts of ethnic minority college students in the virtual space and real life. Have a profound impact. The content of Western values occupies a dominant position in the diverse network information. A few Western countries rely on their monopoly on Internet technology and Internet discourse power to promote Internet "political hegemony" and "cultural hegemony." At the same time, Internet information is mixed with good and bad, mixed with feudal superstition, pornographic violence, illusory and negative content. The huge amount of information and rich entertainment functions make itself a complex and colorful virtual society. Some college students are not strong in discriminating. It is difficult for network information to discriminate right from wrong and choose between good and evil. It is easy to be confused or influenced by different value cultures. These problems exposed the lack of management procedures and the imbalance of control rights, the liberalization of the network and the generalization of the right of communication, so that the process of network information dissemination is often in a situation where it cannot be effectively controlled in time. At the same time, the liberalization of information and expression makes the management of the ideological and political education network communication process often fall into the dilemma of high investment and low effectiveness [4].

4. The Realistic Path of the Construction of Network Ideology of Ethnic Minority College Students from the Cross-cultural Background

Colleges and universities are special cultural places, which shoulder the function and mission of gathering, disseminating, creating and carrying forward national culture and cultivating national spirit. Strengthening the cultural education of the Chinese nation, including the culture of ethnic minorities, is also an important task of higher education, especially ideological and political education.

The cultural origin that has the greatest impact on ethnic minority college students is the culture of their own nation. The national culture's moral self-discipline and behavioral norms on minority college students often surpass the influence of other cultures. At the First National Ethnic Education Conference, the particularity of ethnic minority education has been noted, and it has been proposed that "the ethnic form must be adopted and ethnic characteristics must be taken into consideration in order to be well integrated with the actual conditions of each ethnic group."[5]. Ideological and political education must attach great importance to the unique resource of national culture, actively draw nourishment from national cultural resources, take the initiative to inherit and carry forward the excellent traditions in national culture, ideology and morality, and absorb content that is conducive to increasing the timeliness and effectiveness of ideological and political education. Enrich the content and carrier of ideological and political work, enhance the intimacy and persuasiveness of ideological and political education, increase the consciousness of ethnic minority college students in receiving ideological and political education, and narrow the distance between ideological and political educators and ethnic minority college students.

4.1. Recognize the Importance and Urgency of Strengthening Network Management in Colleges and Universities, and Strengthen the Practical Investigation and Theoretical Research of Network Ideological and Political Education

We should make use of our ideological, personnel and organizational advantages to carry out ideological and political education. Through the practical investigation and theoretical research on the network psychology and behavior of ethnic minority college students, we should summarize the experience of campus network management, actively implement network ideological and political education, and actively explore new ways and opportunities for ethnic minority college students' Ideological and political education to enter the network.

4.2. Facing the Problem of Network Ideological Penetration, Strengthen the Education and Guidance of Minority College Students and Create a Good Atmosphere

Through a variety of effective carrier and form, stick to the correct country education view, view, historical, cultural viewpoint, the history and reality of science for a correct answer on major issues and help them to strengthen political sensitivity and resolution, set up the correct view of network and network moral consciousness, develop good thinking, Improve the ability to recognize, distinguish, select and process information. We should make a historical analysis of the traditional cultures of ethnic minorities, grasp their characteristics, learn from each other's strengths, be good at combining typical historical examples and historical figures, and closely combine the traditional cultures of all ethnic groups with education in ideals and beliefs, patriotism and ethnic unity.

4.3. Improve Network Security Management and Protection in Colleges and Universities

In the era of network information, educators should quickly occupy the commanding heights of information transmission and master the right to speak in the network space, which is crucial to consolidate the mainstream ideological and cultural positions and improve the effectiveness of ideological education. If we want to occupy the commanding heights of information dissemination, we must further optimize the network security management and protection of colleges and universities, and do a good job in dealing with all kinds of wrong social trends of thought, extreme speech, vulgar information shielding and protection [6].

4.4. Strengthen the Construction of Campus Networks and Education Networks, Build a Mainstream Cultural Communication Platform for Colleges and Universities, and Build a Network for Ideological and Political Education

Educators should fully develop and make good use of the learning support and life service functions of campus network and education network to further expand the space of ideological and political education. We should pay close attention to the online trends, especially the influence of hot events involving ethnic and religion on the ideological status of ethnic college students. It is necessary to construct an educational team with high political level, strong network business, and familiar with the psychology and Internet characteristics of minority college students, form a reasonable and effective educational mechanism, and master the initiative of network ideological and political education [7]. We should include minority cultures in the scope of the construction of harmonious campus network culture that is conducive to the protection of minority college students' enthusiasm to our national culture, through positive propaganda and extension of minority culture, promote the national culture in the construction of campus cultural diversity in the blend, and enriched the content of college campus culture. In order to construct the network ideology of ethnic minority college students in the Cross-cultural perspective, it is necessary to give full play to the technological advantages of new media, timely innovate education methods and expand education channels, to integrate the network mainstream ideology education into the daily life of ethnic minority college students, and expand its influence and appeal.

Acknowledgments

References

[1] Tao Da, Zhang Jin: Research on network ideology in colleges and universities in the new era. School Party Construction and Ideological Education, (2020) No.8, p.14-16.

[2] Yang Ling. Characteristics of ethnic minority students and measures of Ideological and political education in Colleges and universities from the perspective of multiculturalism. Chinese National Expo, (2020) No.4, p.74-75.

[3] Ji Niulare, Ma Jinhua, Hou Chengwan et al: On ideological education of ethnic students in colleges and universities. Journal of Xichang Agricultural College, (2000) No.4, P.82.

[4] Yuan Lin, Li Meiqing: The dilemma and solution of ideological and political education network communication process management. Ideological and Theoretical Education Guide, (2010) No.6, P. 80.

[5] Central Institute of Education Sciences: Educational Events of the People's Republic of China (Beijing: Education Science Press, China,1983), p.47.

[6] Pan Hongtao: New considerations on the construction of network ideological security in colleges and universities, School Party Construction and Ideological Education, (2021) No.5, P.34-37.

[7] Zhang Wenhua: Reflections on strengthening the ideological and political education of college students in Colleges for nationalities, Journal of Qinghai University for Nationalities (EDUCATIONAL SCIENCE EDITION), (2010) No.2, P.88.