

Research on the Path of Improving College Students' Media Literacy under Emergencies

-- Taking the Media Communication of Xinguan Epidemic as An Example

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Abstract

In the context of media convergence, the media is everywhere and all the time. Media literacy has become one of the essential basic qualities of every citizen, especially the contemporary college students. The quality of media literacy directly affects the way individuals receive and transmit information, the guidance of public opinion, the process of solving events, the construction of cultural environment, and the healthy development of society. Especially in emergencies, because of its sudden, uncertain, destructive and diffusive characteristics, it puts forward higher requirements for the media literacy of contemporary college students. This paper attempts to take this new epidemic situation as an example to analyze the problems existing in the media literacy of contemporary college students, such as passive information reception, perceptual information understanding, random information transmission, poor information resistance ability, etc., and from the perspective of the state, media, schools and students, the corresponding solutions are given, so as to improve the media literacy of contemporary college students.

Keywords

Emergency, college students, media literacy, new epidemic situation.

1. Emergencies and New Epidemic Situation

Emergencies refer to natural disasters, accident disasters, public health events and social security incidents that occur suddenly, cause or may cause serious social harm and need to take emergency measures to deal with them. In 2019, a novel coronavirus pneumonia quickly spread, breaking the Spring Festival's bustle and harmony and affecting the hearts of the whole nation. In order to stop the spread and spread of the epidemic and protect the life safety of the whole country, the whole country has made concerted efforts to fight the epidemic. Many public activities, such as visiting relatives and friends, going out for dinner, shopping and watching films, tourism gatherings and other public activities have been cancelled. Wearing masks, washing hands frequently, having more ventilation and not gathering have integrated our goals and slogans. Countless medical staff and volunteers have worked in the front line of epidemic prevention and given their lives. Masks and disinfectants are in short supply. Microblog, wechat, QQ, Internet and other major media are in short supply. There are a lot of reports about the epidemic. The public opinion about the new epidemic broke out unprecedentedly.

In the face of such a major public health emergency, college students receive information and express their opinions through microblog, wechat, QQ, Internet and other major media, and actively participate in the work of epidemic prevention and control through their own channels. But in the face of the complex information ocean, how to use the correct channel to receive effective information, how to distinguish the authenticity of information, how to carry

out rational thinking, how to assume the responsibility and obligation of information transmitter, and how to enhance the ability of information resistance are worth our in-depth thinking. Challenges and opportunities coexist. The outbreak of the new crown epidemic has impacted on the media literacy of college students, but also provides opportunities. It is particularly important to explore how to improve the media literacy of contemporary college students in the face of emergencies.

2. The Current Situation and Problems of College Students' Media Literacy under the New Epidemic Situation

As the main body of the network army and active elements of network activities, college students have higher education level, stronger ability to receive new things, and faster speed of information reception and transmission. In this new crown, students can learn new news from the early stages of the epidemic by using various new media channels such as WeChat, micro-blog, QQ, jitter, tiktok, and small videos. They are passed on to relatives, friends and colleagues, and the trend of the epidemic is deduced through big data analysis and rational thinking and judgment. Do a good job of self-protection when going out. Especially in the remote information underdeveloped rural areas, the university has produced the most educated part of the family, they will understand the information to their families in time, and through their own understanding to persuade the people around them, so as to reach a consensus, improve their vigilance. College students can use their own cultural knowledge to grasp the information trend in time, identify some false information, transmit correct epidemic prevention methods, and use new media channels to transmit positive energy, which plays a very important role in the epidemic war. However, it should also be noted that in the face of such major emergencies as the new crown epidemic, college students' media literacy ability is slightly deficient, and there are some problems.

First of all, passive acceptance of information. The sudden emergence of novel coronavirus pneumonia has caused great threat to people's production, life and safety. College students are more passive in the spread of the new epidemic. It is passive in accepting the agenda setting of mass media, passively accepting the information push of the media, and obtaining information from tiktok, WeChat, micro-blog and jitter, etc., and the channel of information reception and feedback are relatively simple.

Secondly, information understanding is perceptual and lacks rational thinking ability. In the face of various forms of information dissemination and complex information dissemination content, college students are too emotional in receiving information, often lack of rational thinking about the information with great visual and psychological impact, and one-sided believe in the authenticity of the communication content. However, due to the lack of accurate "gatekeeper" in network communication, the authenticity of some information needs to be considered. College students need to think rationally and make judgments in the process of receiving and disseminating information, and have the spirit of questioning.

Thirdly, information transmission is arbitrary. Due to the virtual, anonymous and interactive characteristics of cyberspace, contemporary college students have the illusion that cyberspace is a place outside the law, lacking the sense of responsibility of network communication, thus showing the characteristics of random information transmission. In the tiktok spread, college students use WeChat, friends circle, micro-blog, jitter, forum and other forms to publish relevant information about epidemic. Some are things that happen around them. Others are forwarded without thinking. Some are for transmitting positive energy, others are for entertainment, information dissemination is random, content is lacking in control, and the main responsibility consciousness is not strong.

Finally, information resistance is poor. Because of the rapid spread of Xinguan epidemic, the number of patients and deaths increased rapidly, people were worried. People are eager to get information from the outside world to confirm whether they are safe or not. Therefore, in the face of a large area of information bombing, as ordinary people have no resistance. Although college students are intellectuals with higher culture, it is difficult for them to make effective resistance to the strong communication of mass media. Instead, they passively accept the communication content and form corresponding behaviors.

3. Ways to Improve the Media Literacy of College Students in Emergencies

First of all, at the national level, the network has never been a place outside the law. We should make strict requirements on the responsibilities and obligations of the media from the legal point of view, form a standardized form of media operation, increase the punishment intensity and error cost of illegal media organizations and individuals, form an external deterrent to the relevant personnel of media operation, and guarantee the healthy operation of media communication from the perspective of national laws. Every citizen, especially the college students as the main force of the network, should bear the responsibility and obligation when using the media.

Secondly, the media level; as the mouthpiece of the party and the people, as the "lookout" and "exhaust valve" of the society, the mass media plays an important role in information transmission, environmental monitoring, public opinion guidance and cultural heritage. However, due to the role of market mechanism, fierce market competition makes some media blindly pursue economic benefits, regardless of social benefits. In the face of unexpected events, in order to attract people's attention, they exaggerate the news facts, and even appear the phenomenon of news cost. They excessively cater to the taste of the audience, lack the rationality and depth that the media should have, and the roles of environmental monitoring, public opinion guidance and cultural inheritance are weakened or even missing. Therefore, we should strengthen the internal mechanism reform of the media, cultivate media talents with professional media literacy, increase the punishment for media personnel's mistakes, supplement the joint and several liabilities of individuals and media organizations, increase social recognition and recognition of model media, and establish "gatekeepers" at all levels.

Thirdly, school level: as the sacred place of teaching and educating people, school plays a very important role in the process of students' growth and development. Especially for the new college students, their world outlook, outlook on life and values are in the critical moment of formation and shaping. We should seize the opportunity of university education and improve the media literacy of college students. At the school level, students should be encouraged to participate in prize winning competitions such as news writing, news review, news photography and news editing; professional course teachers should infiltrate the media literacy that contemporary college students should have in the process of class; counselors, as students' life tutors and intimate friends, should care about students' thinking and behavior dynamics, pay attention to guide students to establish correct three views and recognize Qing cyberspace is also an important place for the rule of law. It is not allowed to spread and make improper remarks at will. It pays attention to the cultivation of students' critical thinking ability.

Finally: the individual level of students: in the new media era, college students are unique and pursue innovation and personality. As individuals with the ability to use we media, college students should always bear in mind their responsibilities and obligations, play a good role as a new youth in the new era, and be strict with themselves according to the standards of an excellent college student. We should make use of our own knowledge and comprehensive

quality to improve the ability to receive information, speculative ability, questioning ability, and strive to improve their own media literacy, so as to jointly create a clear and bright network environment.

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