

Brief Analysis of College Students' Morality Situation in the New Media Time

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Abstract

With the rapid development of internet, the new media which is individual-centered has moved from margin area to the mainstream. At the same time, as one of the important social groups of internet consumers and the core force of information society, the morality of college students determines the harmonious development of the information network society. However, nowadays, college students' moral decline in the world of network and the deficiency of ethical education of internet have become increasingly prominent, hence, how to enhance college students' moral education in the world of internet is an acute problem to be resolved.

Key words: New media; Morality situation; Moral education; College students

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INTRODUCTION

Currently, new media form which is supported by digital techniques, internet technology and satellite communications, has become a significant tool for media audiences to receive information and service. And due to its various forms, rich contents and convenient service, the new media is completely different from traditional media, and thus being dubbed as The Fifth Media. Its

influence has also penetrated into all aspects of social life, becoming an integral part of people's life. In terms of the definition of new media, opinions vary among scholars and no determinate conclusion has been made yet. Some communication journals set up special columns for new media, but the articles published in these columns covers different objects, like digital television, mobile television, mobile phone media, etc. And some of the journals even list blog and podcast in the column of new media. In brief, the concept of new media is broad, it is a communication platform supported by digital techniques and internet technology to provide information and service for its users with the employment of various channels like network, broadband LAN, wireless network and satellite as well as the terminals such as computers, cellphones and digital televisions.

With the rapid development of internet and various new applications, China has grown into the biggest Web Apps in the world. And as the major force of young people, most of the college students have good command of computer network, and they are the core force of information society, their morality determines the harmonious development of the information network society. However, under the new media environment, the main ideology advocated by the society has been continuously hit by different internet opinions, and the moral standards, value orientation and conducts codes of college students are distinctively different from the real social environment.

1. ANALYSIS OF COLLEGE STUDENTS' MORALITY SITUATION IN THE NEW MEDIA TIME

Among the considerable internet population, the college students amounting to nearly 30 million are one of the most active user groups of new media which has

offered them with the unprecedented diversified viewing perspectives and showing platforms.

In the 34th Handbook on Internet Protocol (IP)-Based Networks released by China Internet Network Information Center, several data are remarkable: Firstly, netizens between 10 and 19 account for 24.5% of the total, and 20-29 takes up 30.9%, these two groups dominate over 50% of the network population. Secondly, in regard to the vocational distribution of the cyber citizens, students occupy 25.1%, the largest group of netizens.

The college students who are growing up under the pervasive influence of new media environment, are more easily to be exposed to the vast amount of various information. In the meanwhile, they stress individuality and subject to their own understanding and judgment of the world. While with the expansion of new media, its causing moral problems in the internet world are calling for deep thought, especially among the young talent groups who are active and highly knowledgeable, these people are more sensible to the newborn things, and under the influence of information technological revolution and different internet cultures, they have formed their own ethical ideology. Nevertheless, the new moral system of internet world has not been completely established yet, therefore, its constraining force is not as powerful as the real society's mature ethical mechanism. And immoral phenomena occurred among college students during their use of network communication are mainly reflected from the following four perspectives:

1.1 The Absence of Network Morality of College Students

Internet morality refers to moral regulations and standards that are used to adjust the interest relations among individuals and different groups for the systematic development of internet society. It is the extension as well as an organic component of social morality, and thus its condition can indirectly reflect the overall level of social morality. But the condition of college students' morality online is far from optimistic, which includes: String up network wars and abusing others without and restraint out of a particular purpose or morbid mind; taking advantage of the internet power to lead the public opinions for personal goals; purposely uploading network virus and violent or erotic information on the internet and thus poisoning youths for illegal financial goals; infringing on others' privacy and insulting; misleading and deceiving others through internet.

1.2 Ambiguous Moral Values

College students are at the preliminary stage of forming their views on the world, life and values, during which, they are lack of social experience and the ability to judge right or wrong, thus can be easily affected by the outer views and environment, resulting a combining situation of vague values and multiple value orientation. In the

meanwhile, college students' utilization frequency of new media is the highest, and they are vulnerable to the influence of the negative values on the internet while they use new media to acquire knowledge and entertain themselves. And due to the virtual interaction between people, the remarks and behaviors of individuals tend to be intemperate without constraints, seriously hampering the formation of the right ethical values of the students. For example, the frequent flaunting of wealth online continuously stimulates the nerve of ordinary people.

1.3 Increased Academic Immorality

With the explosion of information, more and more students begin to take advantage of the convenience of information sharing on the internet to complete their academic thesis or scientific projects by scraping together their papers or even plagiarize the achievements of others. Beside these, the academic trade online has largely increased like the ghost writing.

1.4 Weak Capability to Differentiate Information

The openness of internet greatly contributes to the wide spread of information on the one side, on the other side, however, the immoral or erotic spam exists in a large quantity which exerts great influence on the formation of college students' moral values. Some information does not conform to the specifications, some are malicious marketing out of certain business goals. While college students' capability of judging and self-control is relatively weak, therefore can easily cause the mis-orientation of moral values.

2. THE CAUSE ANALYSIS OF INTERNET IMMORALITY OF COLLEGE STUDENTS IN THE TIME OF NEW MEDIA

First of all, college students are mostly at the age of 18 to 25, a critical period of life with physiological function becoming more mature and sense of self is more obvious. On the one hand, they have a clear sense of self existence; on the other hand, they are keen to further improve and develop themselves through various channels and hope the whole community can regard them as mature individuals, and this consciousness is more obvious under the network environment. Secondly, college students' self-control and introspectiveness are relatively weak. Some of them tend to conduct immoral conducts in the world of internet by making use of the concealment and virtuality. Thirdly, the separation between cognition and practice of moral values is prominent for college students. On the internet, with the virtuality, the subject can ignore the constraints of public opinions and regulations, thus making the problem worse off. In terms of the objective reasons, firstly, the arrival of new media times provides more opportunities for different countries to exchange their ethical values

or ideology around the world, which greatly impacts the traditional moral values of China, resulting in the weakening of college students' moral consciousness. Secondly, because of the virtuality and openness of the internet, network behavior is difficult to be regulated by the traditional ethics and laws. Thirdly, when training students' information literacy in China, more emphasis is put on the cultivation of information technology and applying capability, while the moral education is usually neglected or placed on the unimportant position. In the vast majority of colleges and universities, the network moral education has not been built into the regular college course system, even if some of the colleges and universities have opened the network moral education curriculum, their education effect is not obvious due to the low quality of the education workers themselves and unrealistic contents and single teaching methods, causing the network moral education largely lag behind the development of the network

3. COUNTERMEASURES TO COLLEGE STUDENTS' IMMORALITY SITUATION IN THE AGE OF NEW TIMES

3.1 Exploiting the Advantage of New Media to Improve the Moral Quality of College Students

The advantage of new media should be actively exploited eliminate its the negative influence on college students' moral development and fully explore its convenience, quickness and strong appealing capability, forming new mode of moral education with rich connotation.

The characteristics and periodicity of students' moral development should be fully exploited, presenting the right moral values to them by making use of modern communication techniques that are attractive to the students and finally influencing the formation of their moral values in a subtle way. Contemporary college students have a strong sense of independence, curiosity and exploring spirit, and they are quite interested in the forms and development of new media, which is a favorable to encourage them to participate in the ethical and moral activities with the help of modern media. By doing this, it can not only cultivate their capability of exploring, organization and cooperation spirit, but also improve their moral quality during the implementing of these activities.

3.2 Cultivating the Ethical Subjective Awareness of College Students

It is important to realize the transformation from moral heteronomy to self-discipline and to implant the excellent personality in students' mind. In terms of the cultivation of college students' moral consciousness, it should not only be focused on teaching traditional moral requirements to help them establish moral belief and

ideal, but also internalizing the moral demands into their mind, realizing the conversion from moral heteronomy to moral self-discipline, and taking the initiative to assume the function of moral education and to identify the role of the moral disseminator, thus promoting the overall moral improvement.

Under the environment of new media, all the students can be potential moral disseminators, and their remarks or behaviors can produce certain influence on others via new media. Therefore, it is of great significance to enhance the moral education of college students, making them realize that they are both the receivers of moral education and the spreader of moral beliefs, and by which gradually cultivate their sense of responsibility. And by doing this, it can improve the individual moral development as well as the collective.

3.3 Improve the Level of Moral Education

The improvement of moral education can not only focus on the specific teaching methods, the quality of teachers should also be enhanced. As role models, teachers are required to set oneself an example to the students. The college students in the new media age are more curious and gossip. They often pay close attention to the people or things around them through various channels and their teachers can not be immune. Therefore, as the spreaders of right moral values, the teachers should positively undertake the responsibility of spreading the right ethical values and bring the positive energy to the students through various channels of We-chat or micro blog.

3.4 Perfecting the Laws and Regulations Related to the Internet Behaviors

In the new media age, much irregularities exist on the net. in the mean time, internet has played an important role in the development of information society. Its pervasiveness has covered all fields of social life due to its immediacy, massiveness universality, interactivity and multimedia feature, becoming an indispensable necessity in modern life. While just because of the widespread use of the internet, the negative information of every social fields or corner can be reflected online, directly impacting the formation of college students' mental health and moral values, therefore, it is of great significance to establish and perfect related legal system and plug the loopholes of regulations and laws, liquidating all kinds of malpractice and bad comments of the network creating a positive and healthy environment for the moral development of college students.

The perfection of legal system for network behavior and network moral education supplement each other and they are indispensable, two of them should be implemented in a coordinated way; at the same time, the legal punishment and moral constraints of network behavior should be clearly distinguished. Specifically, it is to fine management regulations and fill the institutional vacuum on the basis of making up for the existing

legal loopholes, to prevent illegal behavior from the network and effectively strike the illegal behavior. The guidance for college students' healthy use of the internet should take the present situation of diversified values into consideration, protecting the independence of their thinking and critical spirit on the one side, on the other side, taking various measures to resist the decadent morality.

CONCLUSION

In a word, with the rapid development of information technology revolution, the diversified forms of new media and the modern communication means, abundant wealth has been brought brought to the society, at the same time, however, more demanding requirements have been put forward to the contemporary social values and ideology. As the backbone of the new media era, college students will produce a profound impact on the formation of moral

values in the time of new media. Therefore, it is essential to cultivate the moral consciousness of college students. Hence, it is a necessity to make full use of the advantages of new media and combine the positive guidance and the system perfection. Finally improving the moral cognition of college students and promoting their overall moral quality.

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