

Humanistic Care for College Students and Guidance of the Mass Media from the Perspective of New Media

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Abstract

New media has profoundly change the way of existence and the way of life, and it is also an indispensable part of life for college students. College students face humanistic puzzle in the era of new media, educators should make full use of the characteristics of new media, such as decentralization, grassroots, immediacy, interactivity, and so on, make it possible for new media to play its guiding role, and actively create an environment which is full of humanistic care.

Keywords: New Media, Humanistic Care, Guidance of the Mass Media

Report to the Eighteenth National Congress of the Communist Party of China said that “We must strengthen and improve ideological and political work, pay attention to care and psychological counseling, and foster a self - esteem, rational, peaceful and positive social mentality”. With the characteristics of decentralization, grassroots, immediacy, interactivity, and so on, and based on the technology of digital network communication, new media is deeply favored by college students, which has also profoundly change their way of existence and their way of life. New media has opened up an unprecedented space and path for ideological and political education and humanistic care for college students while bringing convenience to them. Therefore, colleges and universities should make it possible for new media to play its guiding role, and actively create an environment which is full of humanistic care.

I. Contents of Humanistic Care for College Students

Heidegger once said in a survey of the situation of contemporary society that no time has so much knowledge of people as it is today, but there is no time in any age to know people less like today. In the new media era, the “pseudo environment” of the network society makes the environment of ideological and political education of college students become more and more complex, therefore, the humanistic care for individual life appears especially urgent.

From the meaning of philosophical theory, the main concern of humanistic care are people's living state, the respect of the peoples right, thoughts on the future of human development and historical destiny. Specifically, it refers to the respect for human dignity, the affirmation of the subject status of human, and the respect and the satisfaction of the needs of people's rights. Humanistic care is based on the essential difference between human and animal, and takes individual freedom and equality as its basis, thus it reflects humanistic spirit"[1]. Educators should implement humanistic care in the course of ideological and political education of college students, so as to better guide and educate college students, in which humanistic care is more about respecting the subject position and value of college students, meeting the needs of college students, and promoting the all-round development of college students.

1. Respect the subject position and value of college students. Respecting people's subject position and value is the basic requirement of Marx's theory of humanism to the humanistic care. Humanistic care will lose its essential attribute without respecting people's subject position and value. "The whole process of Ideological and political education, in fact, is a process of increasing the value of people."[2]. Therefore, it is necessary for us to pay more attention to the value and significance of college students as human beings, respect their personality development, and cultivate college students' independent personality, excellent quality and creative spirit in the process of carrying out humanistic care for college students, and promote social progress by enhancing the value of college students and promoting the development of people.

2. Meet the growth needs of college students. As the main body of ideological and political education, "human being's needs are their essence"[3]. Psychologist Maslow has put forward the famous "hierarchical theory of needs" in his book "Motivation and Personality", and the need for people has been summarized into five levels, namely, physiological needs, safety needs, belonging needs, respect needs and self actualization needs, at the same time, these five levels of needs were divided into two categories: basic needs and psychological needs, Maslow believed that people would have a high level of needs only after the lower need be met enough. This requires us to respect, care, meet their needs at different levels, including physical, psychological, ideological and other aspects of the needs.

3. Promote the all-round development of college students. College students' ideological and political education and humanistic care can meet their needs and development, and can ensure that college students' personality development be suited to social development, colleges and universities can shape the independent personality of college students by arousing students' subject consciousness, enrich their spiritual world by improving their spiritual taste, improve their moral level by cultivating their moral characters, and guide their ultimate concern by constructing their spiritual home. The essence and purpose of humanistic care in ideological and political education of college students is to meet the development needs of college students' growth and development.

II. College Students' Humanistic Puzzlement in the New Media Era

Currently, the coverage of new media whose main body is the Internet and mobile phone network in the student population is almost one hundred percent. The dependence of college students on the network

society and virtual society is increasing day by day, but the Internet has brought the inevitable humanistic puzzlement to college students.

1. Puzzlement between the real-environment and pseudo-environment.

In the information society, people actually live in two kinds of environment, one is the objective environment, and one is the pseudo environment described by the mass media. Contemporary college students often indulge in the new type closed modern audiovisual media enjoyment in their spare time, and regard the "Pseudo Environment" as the "objective environment", which inevitably will lead to the fallacy of understanding and the misconduct. Therefore, it is inevitable for them to have the indistinguishable puzzlement, the puzzlement of maladjustment, and so on.

2. Network virtualization causes the weakening of college students' moral cognition.

The virtualization of network makes the binding force of moral norms that bases on the real society significantly decreases, even useless, thus has led to a large number of ethical misconduct. Network subject is not subject to any legal, moral, public opinion in the network world, and there is no pressure on the presence of "others", therefore, people often do whatever they want in the network world. In a survey of "whether there is a network violation or illegal behavior", 12.5% of college students admitted that they had "illegally got other people's mail", 9.8% "went through pornographic pictures or text", 8.6% once "got confidential or private information of others", and 5.4% once "released unhealthy information"[4].

3. Internet entertainment causes college students to almost lose their questioning for their meaning of living.

The creation of false games and activities in the network can not strengthen the independence and self judgment ability of college students, and it will devour college students' precious time and energy, students may lose their sense of independence and freedom, forget their own will and purpose as well as all the relationship with the surrounding as time goes by, their judgment thinking is passivated, their pursuit of wisdom is submerged, and their depth of life experience is flattened" [5], not mention their perception of life noumenon and the meaning of life value.

III. Make It Possible for New Media to Play Its Guiding Role, and Actively Create an Environment Which Is Full of Humanistic Care.

For contemporary college students, "their basic understanding of the society, their grasp of the rules of games, and even the formation of their outlook on life and values, more than 90% of the impact is from the mass media"[6], humanistic care for college students in the new media era should break through the limitation of the traditional ideological and political education, give full play to the advantages of new media audio visual communication, create a humanistic care environment, so as to carry out recessive education to young students.

1. Give full play to new media audio-visual advantage, and make sure the diversity in the form of humane attainments teaching. Einstein said: "the mission of education should be the spread of values and

outlook on life.”. To some extent, the confusion of the values of college students reflects the weakness of humanistic quality education in schools and the lack of students' humanistic quality, which also shows their desire for the humanistic spirit. Relatively speaking, the form of traditional humanistic care is simple, which is usually presented in the form of a sermon. New media is a platform with a variety of content forms, we can make full use of the advantages of the new media, expand the form and channel of humanistic care, and put all kinds of humanistic ideas by way with more intuitive images and animation, so as to meet the needs of college students.

2. Take the initiative to occupy the network position, and actively create a network humanistic care environment. Colleges and universities should adapt to the new situation of the popularization and development of information network technology, take the initiative to occupy the network position, and actively create a network humanistic care environment with the idea of keeping pace with the times and the promising mental state. For example, colleges and universities can create the network psychological counseling room, so as to help students to relieve psychological confusion one on one in the virtual network space, on the one hand, some students can be removed from the fear of face-to-face consultation, on the other hand, this kind of covert way can also let more students willing to consult. Colleges and universities can also provide service to their students by opening of online payment, online registration and other ways which are close to students' daily life to serve the students, so as to let the students appreciate the humanistic care from the school.

3. Strengthen the media literacy education of college students, and shape college students' appreciation and criticism as media consumers. Contemporary college students can give full play to the role of the media in the acquisition of information, interpersonal communication, entertainment and life, however, there are problems in the use of the media, such as they don't know much about the propagation process, their use of the media is not deep enough, they lack appreciation and criticism of the propagation, and so on. Media literacy education can not only improve students' awareness of different kinds of media, make it possible for them to use critical thinking to analyze and receive new media information, to be an independent audience, and reasonably use the new media to participate in communication, improve themselves and serve the society. As an important part of college students' quality education, media literacy education needs to be improved and strengthened as network has propagated to every field of our daily lives.

4. Strengthen the monitoring and management of new media, optimize the network environment, and improve college students' network moral cognition. Ideological and political workers in colleges and universities should improve their own information quality, know about the characteristics of new media and new media culture, master new media communication technology, explore new ideas, new ways and new methods, timely discover the ideological problems of college students, and carry on the targeted education, take preventive and corrective measures, so as to establish and perfect the new media information supervision mechanism in the ideological and political education of college students, and carry out effective monitoring and reasonable guidance to the value of new media, and form a healthy new media education environment on campus.

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