

## Research on the Theory and Practice of College Students'Incorruptible Education from the Perspective of New Media

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**Abstract:** With the development of the times and the progress of technology, the new media has brought great impact on the ideological and moral character and values of the current college students, and at the same time has changed the way they study. In the current situation, the way of education of college students also needs to be changed. Clean education is an important course to promote the ideological and moral construction of contemporary college students. It is of great significance for college students to shape correct values and form good moral quality. In this context, we should conform to the trend of the times, actively use new media as a modern tool to carry out clean education widely. Starting from the characteristics of new media, this paper expounds the application of new media in clean education, and discusses the theory and practice of college students'connection education from the perspective of new media.

### 1. Introduction

New media, as its name implies, is a new media tool that has emerged gradually with the development of the times compared with traditional media [1]. At present, the new media is the Internet as a medium, through mobile phones, televisions, computers and other intelligent terminal equipment as a carrier, and presented in front of the public a way. Compared with the traditional media, the new media has remarkable advantages and obvious characteristics. With the help of new media, the clean education of college students has also produced obvious changes.



Figure 1 New media

### 2. Characteristics of College Students'Education under New Media Conditions

With the popularity of smartphones and the rapid development of the Internet, new media can be further developed through these media, and the coverage of the audience is becoming more and more extensive. With it, the clean education of college students in the perspective of new media has also produced great changes.

First of all, the main body of clean education with the help of new media to produce changes. The traditional education of honesty and honesty is often about schools, community-based, passive education from the bottom up, the enthusiasm and enthusiasm of college students to participate actively are not high, the effect is not very obvious [2]. From the perspective of the new media,

college students can give full play to their subjective initiative with the characteristics of opening up, free, timely and efficient new media, and then enhance their enthusiasm and initiative in education, and become the main body of education, leading the clean education to the direction of students as the theme, to the direction of college students like to see. Secondly, the diversified development of new media also injects new vitality into the clean education of college students, so that clean education can be presented in a variety of ways. For example, through micro-film, community public name content push, these ways cannot only enrich the ways and means of clean education, but also can accommodate college students in clean education activities, more active participation. Through these forms of activity, it can also make the way of clean education more diversified and richer. Finally, the new media clean education way can make the teaching content more targeted, positioning more accurate. For example, on different new media platforms, make different content to adapt to the preferences of different students. Pushing articles, videos and other content on wechat's public name, using skimpy content to attract the attention of college students; setting up interesting voting on weibo to achieve the effect of publicity and education by creating popularity; putting micro-films in video sites, short videos and other forms of education to become more lively and lively. Different content in the new media is different, at the same time, the differentiated content can also cover a variety of people, publicity and education more targeted, more able to let students with different characteristics into the study. From the above point of view, from the perspective of new media, the clean education of college students should be more extensive, targeted and diverse.



Figure 2 Publicity and education

### **3. The way of Clean Education for College Students from the New Media Perspective**

In the current environment, how to carry out the connection education of college students is an important subject, and this subject is not only a problem of colleges and universities, but also an important problem that the whole society needs to be solved. In the background of new media, there are a variety of ways of clean education for college students.

#### **3.1. Clear Socialist Core Values**

Carrying forward the socialist core values is the most important part of the current clean education of college students. At present, the main work of clean education for college students under the background of new media is to carry forward the core values of socialism and let students understand and approve the core values of socialism [3]. We should know that clean education is not only to advocate clean, but also to correct values, and correct values come from the core values of socialism. It can be said that clean education and socialist core values are inseparable from each other. Therefore, when we carry out clean education, we need to combine clean education with socialist core values, and form a strong atmosphere of study and discussion in the atmosphere of the whole society, so as to promote the clean education of college students.

#### **3.2. Creating a Harmonious and Clean Campus Environment**

The clean education of college students is also a link in the education of socialist mainstream values. This kind of education for college students lies in shaping the correct values of college

students, laying a good foundation for the future study and work of college students, and cultivating talents with correct ideological and moral character for the society. From this point of view, the clean education of college students is not only the task of colleges and universities, but also needs to combine the strength of society and family, work together to create a good atmosphere of clean education and provide a good platform and environment for clean education. Therefore, in colleges and universities should also create a good campus atmosphere, create a harmonious and clean campus environment [4]. With the rapid development of new media, the information that students receive becomes more and more complicated, and they will face many problems in the society. The values of college students are not stable, so they are vulnerable to such incidents. If there is corruption in the campus environment, the psychological and mental impact on college students will be greater, and it will easily affect the students' learning status and the fundamental integrity education. Therefore, colleges and universities to create a clean campus environment, which is the foundation of clean education, but also for the mental health of college students to create a clean soil.

### **3.3. Making Full use of New Media Tools for Diversified and Clean Education**

In the current social environment, all kinds of media are carrying forward the socialist core values, which has formed a better atmosphere of social education. On this basis, colleges and universities should make full use of various forms of new media tools to carry out a variety of clean education. The clean education in colleges and universities is faced with relatively young and lively college students, therefore, in the process of clean education, we should pay attention to lively and novel, grasp the characteristics of students, carry on the second creation, make the teaching content more in line with the contemporary college students [5]. Of course, in the process of education should also pay attention to fully absorb the creativity of college students, students into the integrity of education. For example, teachers can use WeChat group, QQ group and other ways to gather students in a group, frequently carry out the dissemination of information, so as to help students daily osmosis of all kinds of clean education content. In addition, colleges and universities can also run the public number, the content of clean education in colleges and universities push. In addition, the function of wechat public number is very rich, can initiate a vote, such as the selection of campus "clean star" and so on can attract wide attention, create heat, cause extensive discussion among students, thus promote the conduct of clean education. Or make the relevant clean education content into a small video, micro-film, and serial in the public number, these are very popular ways, but also can be close to the students. Through these ways can effectively close the example with the student, lets the clean education no longer become so high and few content, has the better dissemination effect. It is worth noting that the use of various forms of multimedia tools for diversified clean education can make full use of the interactive characteristics of new media tools, enhance the interaction with college students in the process of education, more specific understanding of the needs of students and the views of students in the process of education, so as to make targeted adjustments to make education more targeted and effective. Therefore, the use of new media tools for clean education also emphasizes that teachers in the process of education to give full play to subjective initiative, proactive creation, targeted at different groups of students customized content push. In this process, teachers certainly need to pay more labor, but also can combine the implementation of the core values of the whole society to create, using such a social atmosphere to improve the implementation of clean education in colleges and universities. Of course, the teacher's energy is limited, therefore, in the process also needs the teacher to use the brain, displays the new media characteristic. In the new media era, each user is both the recipient of information and the creator of information, which is to let teachers encourage students in the process of learning, as the master of knowledge, while receiving education, can be based on the knowledge learned to create two times, get their own experience and experience, create a richer and easier to understand content, become a good material for clean education.



Figure 3 Clean education

#### 4. Conclusions

To sum up, from the perspective of new media, the clean education of college students presents new characteristics. The theme of clean education under the new media is college students, with more diverse forms, richer content, and more precise customization according to the characteristics of students. Under these conditions, the current clean education of college students should grasp the core values of socialism, integrate it with clean education, create a harmonious and clean campus atmosphere, adopt various forms of new media tools to carry out diversified clean education, and cultivate talents with good values and ideological and moral character in the new era.

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