

## Media Literacy and Promotion Strategies of Police

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**Abstract:** With the development of the times, media literacy has become an indispensable part of contemporary citizen literacy. Good media literacy can help police develop in an all-round way in ideological, moral and scientific and cultural qualities. Therefore, the author studies the media literacy and promotion strategies of the police. Studies have shown that the media literacy of public security police can be enhanced by enhancing media awareness, improving media capabilities and strengthening training. It is a work with far-reaching practical significance to carry out media literacy education for public security police and actively guide them to use media resources to learn effectively and improve themselves.

### 1. Introduction

The concept of media literacy began in the 1930s. Public security police and the public security police have the closest relationship, which is the backbone of the ideological and political education of public security police [1]. Public security police enjoy a smoother flow of ideas in the process of using micro-media, and can pursue autonomy and identity in the process of information dissemination, self-expression, and communication play [2]. Especially the hybrid learning model developed on the basis of network teaching combines the advantages of traditional classroom teaching with the advantages of network teaching, which can not only play the leading role of teachers [3]. It can meet the needs of the public security police to learn independently and has become the most important development trend of higher education. Nowadays, with the application and popularization of the Internet and its new communication technology [4]. However, social media education is still in its infancy. Family education lacks media literacy. Media literacy education is of great significance to the police [5]. The Media Literacy Research Center interprets media literacy as people's ability to choose, question, understand, evaluate, create and produce information and their ability to think and respond to different kinds of information in different media [6]. In the new era, how to face up to the influence of the media, attach importance to the role of the media and use the power of the media has become an important part of the construction of the police force.

With the rapid development and popularization of information technology, mass media with its strong radiation and penetration create a "mimic environment" of social life. The media environment has become an important part of the ideological and political education environment of the police [7]. Domestic scholars pointed out that media literacy refers to people's ability to interpret and criticize various media information and to use media information for personal life and social development [8]. With the wide application of network and network technology in the field of education and teaching, new learning modes such as autonomous learning, collaborative learning and inquiry learning can be better developed by means of computer and network technology. [9]. The majority of the people do not passively stay at the stage where you broadcast, as in the traditional media era, but actively and actively obtain the information they need through various media means, and even express opinions and express opinions [10]. The media literacy of counselors will directly affect the police. Therefore, in the era of rapid changes in communication technology, improving the media literacy of counselors has become a precondition for the effectiveness of ideological and political moral education. However, in the development of emerging media such as micro-media, due to the characteristics and defects of the police, their negative impact on spiritual growth is also obvious.

## 2. The Necessity of Public Security Police Media Literacy Education

### 2.1. Media literacy education is an important guarantee for the development of public security police

Public security police have certain knowledge and professional skills. They are the new force to contact and use online media. Public security police network media literacy education is an indispensable link in talent training. As the organizer and implementer of the ideological and political education of public security police, the counselor has become an inevitable choice to improve his media literacy and become a competent post and improve the effectiveness of ideological and political education of public security police. In today's world where the new Internet media is booming, all kinds of information are changing with each passing day, and new things are emerging one after another, which has brought tremendous impact to the growth of public security police and the development of world outlook, values and outlook on life. In other words, whether or not the Internet can be effectively mastered, to a considerable extent, indicates whether or not it is effective. When the amount of information disseminated is much higher than the physical and psychological information of the audience, when the audience is seriously disturbed by a large number of redundant information and false information. How to improve the judgment ability to quickly find useful information in these vast amounts of information has become a necessary skill for people. The new media, represented by the Internet, has brought an earth-shaking revolution to the way and influence of human information dissemination.

From the data in Tables 1 and 2, we can see that the relationship between media reality and objective reality is different, and we have a spontaneous understanding of media representation and construction. The report has the basic awareness of analysis and evaluation, but the depth and breadth of analysis are still limited.

Table 1 Views on "news reporting is a real reflection of real life"

Project	Very much agree	More agree	Not quite agree.	strongly disagree
Number	24	368	428	74
Percentage	3.4	41.3%	46.4%	8.9%

Table 2 Views when browsing news or stories on the Internet

Project	Be able to think deeply and often	Sometimes I can think about it.	Just look around.
Number	69	435	276
Percentage	9.2%	54.6	36.2

### 2.2 Media literacy education is a new position of ideological and political education

With the terminal penetrating into the study and life of the police, the media has exerted a subtle influence on the study, thinking and values of the police. The working environment of Ideological and political education and the problems it faces have undergone profound changes. How to guide and educate the police to understand the media and information correctly so that they can establish and maintain correct ideas and value orientation in the complicated and inconsistent information coverage is the arduous task entrusted to the police by the times. In daily life, the public security police often rely on their personal interests and hobbies to judge or accept the media information they come into contact with. This results in screening only on the surface of the information, while deep information will not go deeper. As a public security police who has received information technology education in the middle and high school stage, they should have certain network knowledge, network use ability and network awareness, and can effectively use the network tool to learn and support personal growth. There is also the influence of the psychological characteristics of the police. The psychological characteristics of the police have two very obvious characteristics: one is the growing desire for social interaction, and the self-independence awareness is increasing. Judging from the use of functional topics in the media, current affairs news, public security police work, and daily life have become the three major topics of concern for counselors.

### 3. Public Security Police Media Information Processing Ability

Although active media users are not necessarily positive information analysts, as active media users, counselors also show strong initiative in information processing and have certain analytical and interpretation skills. That is to say, in interpersonal interaction, they are more willing to talk to people on the web platform than to face-to-face communication. In order to more effectively solve the problems that arise when public security police use the network in the process of education informationization, our current primary task is to improve the network media literacy level of public security police. In addition, due to the differences of media communicators, sometimes there will be advertising benefits for profit, so media information is a subjective expression, which represents the communicator's ideology of the media information will naturally have a certain impact on the communicator. Public security policemen and public security policemen live closely together. Almost all their demands and information can be gathered here first, and then be selected, analyzed and judged by counselors. Finally, they can be reflected in the relevant departments of the school and become the basis of school decision-making. It is a new challenge for ideological and political education to explore and utilize the network media as the carrier of education and update the teaching methods of Ideological and political education, which will be more easily accepted by the police. From a higher point of view, the work of counselors and the cultivation of moral education professionals.

On the one hand, counselors conform to the characteristics of high-intensity and busy work of the police, which is conducive to better and faster grasp of all aspects of information with the young police, and facilitate the guidance of daily work. As far as information selection is concerned, police are more concerned about entertainment gossip and Internet celebrities. These seem to be more likely to arouse the "resonance" of the police, but they do not pay enough attention to the current political hot spots and socio-economic dynamics. These influences are progressive, and they have played a positive role in promoting social development, such as the development of distance education, enterprise online commerce, government official online, the dissemination of online news, personal online shopping and so on. The media literacy education for the police is to help the police correctly identify these information, accurately screen the value meaning of information, so as to have a correct media view. Like other members of society, the public security police face a large number of different media and different types of information every day. Behind every piece of information lies the communicator's specific purpose interests, ideology, and rich emotional attitudes. For the "campaign opinion leaders" who are active on the Internet and have a large audience, the school should be included in the management scope, and guide the training so that they can constrain their words and deeds consciously. At the same time, the society should continue to establish moral concepts, promote the new civilization, and create a harmonious and healthy network culture atmosphere.

### 4. Conclusions

Education and training is an important part of improving the media literacy of counselors. First of all, we must establish a sense of responsibility, which refers to the sense of responsibility in the process of media communication. As the specific executor of media communication, only communicators with a sense of responsibility and sociality can effectively convey the correct ideas. The design of the website of the online situational online survey system is not yet mature. There are no precedents for the setting of various situations in science, and further verification is needed. The existing resources can be used to organize public security police to participate in various new media practice activities, such as creating campus mobile newspapers, and pushing news and life information of interest to teachers and students. Especially at present, the ability of all kinds of media to arouse widespread concern and create public opinion is amazing. However, the ability of analyzing and judging information content and leading public opinion is very deficient. Therefore, the political awareness of counselors needs to be strengthened. The importance of the cultivation of network media literacy should arouse wide attention, establish a mature and complete education

system, and make the cultivation of network media literacy become a "compulsory course" for the growth of police. That is to say, instructors should be trained in media awareness. At the same time, the basic requirement of learning to use the media is to master the specific operation methods. Therefore, police are required to master the process of media production and accurately disseminate media information.

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