

Research on the Forming of Mainstream Ideology Among College Students in the Era of “Short Video”

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Abstract

Short videos, with their micro, fragmented, and diversified narrative methods, are profoundly changing the behavior and thinking patterns of users, and the mainstream ideological battlefield has been unprecedentedly impacted. The short video platform magnifies the characteristics of information dissemination in the Internet era. All users are both content publishers and content receivers, and the amount and speed of information dissemination are growing geometrically. Secondly, on the basis of producing a large number of short videos of the main theme, technological changes are utilized to fully improve the acceptance and interpretive power of the main theme ideology, providing a practical path for shaping the mainstream ideological identity of college students.

Keywords: short videos, mainstream ideological identification, college students

1. The Important Theoretical Basis of Ideological Work on the Internet for College Students

The report of the 20th National Congress of the Communist Party of China proposes to promote the digitization of education and build a learning society and a learning country with lifelong learning for all. Therefore, when promoting ideological and political education and ideological construction for college students, universities must also adapt to the trend of digital development and make changes that keep up with the times based on the new changes and characteristics of young people's work and lifestyle in terms of concepts, content, and methods. As one of the most active groups on short video platforms, college students deconstruct their scenes as educated objects in traditional structures through the resources, technology, and space provided by short video platforms. Their subjective initiative is amplified, and once this subjective initiative is amplified beyond their actual abilities, it is highly likely to lead to the formation of incorrect values and worldviews among college students. In this context, short videos containing various erroneous ideologies are flooding various short video platforms and even being exploited by some forces, quietly launching a new ideological battle.

In the highly informatization and short video era, ideological work must adhere to the principle of dialectical unity between party spirit and people's character. It is important to clarify that “party management of propaganda, party management of ideology, and party management of media are important aspects of adhering to party leadership.” To ensure significant effectiveness in ideological work on the Internet, it is necessary to deeply integrate theoretical propaganda work with the real-life world of the people, while meeting their needs for a better life, and firmly grasp the ideological battlefield. Only in this way can we closely adhere to the lifeline of “representing the will of the people”, which has always been the cornerstone of ideological work. All types of short video platforms must be supervised and guided under the leadership of the Party, empower mainstream media, and uphold ideological positions.

2. The Production of Short Videos with a Main Theme Enriches the “Supply Side” of Mainstream

Ideological Identity

2.1 Theoretical Construction of Strengthening the Production of Main Melody Videos

Marx pointed out that “once theory masters the masses, it will also become a material force. As long as theory persuades people, it can grasp the masses; and as long as theory is thorough, it can persuade people. The so-called thoroughness is to grasp the fundamental aspects of things.” Specifically, it can be manifested as the content innovation of mainstream consciousness and knowledge production, as well as the innovation of knowledge circulation methods. In the current era of significant changes in social life, mainstream ideology must actively adapt to the trend, absorb elements of the times, respond to the concerns of the times, and continuously promote the reform of the knowledge system; Otherwise, it will lead to an awkward state of insufficient explanatory and responsive power towards social issues, greatly reducing the value recognition of mainstream ideology among college students. At the same time, integrated media provides a positive opportunity for the innovation of knowledge circulation methods for mainstream ideology. The evolution of the development and operation logic of communication media has had a profound impact on the formation and development of cultural ecology and knowledge fields. From the perspective of changes in knowledge forms, ways of thinking, and ways of reception, the production and circulation of ideological knowledge are constrained by communication media. In the field of integrated media, the non-linear flow of ubiquitous information makes knowledge production hypertextual, and knowledge circulation becomes more convenient by breaking down technological barriers. On this basis, the “input circulation” process of mainstream ideology among college students can be further optimized.

2.2 Team Building for Revitalizing the Production of Main Melody Videos

The talent team is a key element in the production of mainstream videos. Marx and Engels believed that “all individuals who make up the ruling class also have consciousness, and therefore they can think... They also rule as thinking people, producers of ideas, and regulate the production and distribution of ideas in their own time.” When the division of labor between spiritual and material labor occurs within the ruling class, this situation will be formed. “Some people appear as thinkers of this class, they are active and generalizable ideologists of this class, and they regard fabricating fantasies about themselves as the main way to make a living.” Here, Marx and Engels proposed the concept of “ideologists”, pointing out that the task of this group is to carry out ideological production and distribution in order to achieve the ideological rule of the ruling class. Therefore, cultivating a team of proletarian “ideological experts” is a key task related to the overall ideological work.

Firstly, the recruitment of talents should not be limited to whether they have a political professional background or experience in ideological and political work, but should fully attract “professionals” in some basic activities of society, that is, outstanding professional talents with advanced technical skills in various fields of society. At the same time, it is necessary to purposefully and systematically recruit new media professionals who are proficient in big data, the Internet of Things, artificial intelligence, and other new media, to ensure that the entire team can actively adapt to the development needs of the times, fully utilize short video media, and better carry out the cultivation of college students’ awareness and identity. Secondly, the cultivation of the ideological and political work literacy of the talent team. The reason why “organic intellectuals” are “organic” is that they can closely connect with the masses, integrate into the masses, and then organize and guide the masses. The construction of the team for shaping ideological identity among college students must focus on the comprehensive improvement of ideological and political work literacy. Here, it is necessary to focus on strengthening two types of literacy: first, the ability to connect with and integrate into the college student community; The second is Marxist theoretical literacy. That is to say, we should pay attention to the improvement of the affinity and ability of the talent team, be able to become effective opinion leaders, accurately understand the ideological dynamics of college students in the era of short videos, and also pay attention to improving the Marxist theoretical literacy of the talent team. We should firmly grasp this fundamental and core work, regularly provide theoretical knowledge training, and grasp the political role of leaders and cultivators.

3. Constructing an “Extension Body” of Mainstream Ideological Identity Among College Students Through Technological Transformation

3.1 Realizing the Data Shift of Mainstream Ideological Narrative Media

Ideology, as a collection of abstract concepts, must rely on certain narrative media in order to gain subject recognition, so that it can be perceived, accepted, and understood. Data characterized by nonlinearity acts on the space for human survival and development, making everything interconnected and a medium. The space where virtual and real intersect has become a ubiquitous information environment, and individuals are the ubiquitous entities within it. The effectiveness of traditional ideological narrative carriers is forced to lag and decline. The data-driven transformation undoubtedly becomes the overall direction for its optimization and innovation. Data is not only the observation and recording of facts, but also a form or content of information. From a

morphological perspective, it can include symbols, text, numbers, sound, images, videos, etc. The data transformation of narrative media aims to achieve the visualization, auscultation, and contextualization of mainstream ideology, so that college students can more effectively receive the dominant value and meaning through concrete symbolic texts and dynamic audio. In the narrative scene dominated by short video media dissemination, due to being given a certain degree of participation initiative in technology, the subject is more likely to achieve deep immersion. By restructuring and integrating mainstream ideological content, consciously and autonomously decoding meaning, to a certain extent, the acceptance and interpretive power of ideological information have been improved. Therefore, it is necessary to actively promote the data-driven presentation of mainstream ideological content, that is, to actively develop and construct symbolization, visualization, and videolization that carry mainstream ideological content, forming a “spatiotemporal integration” narrative mode of mainstream ideology.

3.2 The Crowdsourcing Transformation of Innovative Mainstream Ideology Content Presentation

With the technological transformation and pattern transformation of communication media, “information audiences have formed niche discourse circles”. The phenomenon of audience differentiation has gradually entered the view of scholars, and its upgrading research is also constantly deepening. Especially in the new era where material conditions are becoming increasingly abundant, the diverse interests and needs of college students are continuously being met. To gain the mainstream ideological recognition of different types of college students, it is necessary to pay attention to the personalized interests, differentiated development needs, and diversified development paths of the college student group, and achieve a transformation of ideological content presentation.

In the process of guiding mainstream ideological identity among college students, it is necessary to follow the basic method of dialectical unity between crowd shaping and integrated shaping. In the content presentation stage, we aim to achieve a focus shift by segmenting and vertically guiding college students through labeling, gradually achieving the hierarchical goal of “precise dissemination, comprehensive coverage, and widespread recognition”. Crowdsourcing is aimed at more effective crowdsourcing, therefore, in practical thinking, it is necessary to accurately grasp this dialectical logic, design and plan how to appropriately connect the content supply of various crowdsourcing groups. One is to use emerging data technologies to accurately depict different groups of college students, providing basic guidance for the development of crowdsourcing plans. The promotion of data-driven transformation in the ideological narrative stage has laid a technical foundation for the precise portrayal of college students. By collecting data on online behavior and interest preferences of college students, their ideological and ideological dynamics are quantitatively presented. At the same time, based on data analysis, the ideological state, value concepts, and behavioral preferences of specific groups are depicted, forming group labels to guide targeted design of target objects. Secondly, accurately predict the trends in ideological development and demand changes of various types of groups, and conduct forward-looking evaluations and updates on guiding education programs. Accuracy and predictability are the basic functions and characteristics of big data technology. In short video media, precise positioning and fixed-point feedback can help form a set of operable prediction and evaluation models. Through a recommendation model similar to algorithms, a more deterministic, stable, and rigorous guidance method is used to provide precise ideological content supply, promoting the paradigm of ideological guidance to shift towards the integration of speculative and empirical approaches, and enhancing the explanatory and expressive power of mainstream ideological content within specific circles.

3.3 Promoting the Vivid Transformation of Mainstream Ideological Discourse Expression

Without expression, thoughts cannot exist. Marx and Engels pointed out that “the production of ideas, concepts, and consciousness was initially directly intertwined with people’s material activities, material interactions, and the language of real life.” Here, “the production of ideas, concepts, and consciousness” includes the production of the form of consciousness. That is to say, the production of ideology is intertwined with language. Without language as a carrier and support, ideology cannot be expressed and presented, and language inevitably has ideological attributes. In the postmodern context, discourse is not only instrumental, but also valuable. Therefore, it is of great practical significance to complete the statement of ideological content through certain language symbols, promote the construction function of language symbols, and thereby influence and change the knowledge and belief system and meaning understanding diagrams of social members.

Firstly, in the context of integrated media, communicators and receivers form a “subject” communication relationship, which is the symbiotic and equal “inter subject” relationship proposed by Lacan. The digital internet promotes symmetrical communication. Participants in communication are no longer just passively consuming information, but actively generating information. There is no clear hierarchy here to distinguish the sender and receiver of information. From the perspective of content, in the context of integrated media, that is, shared media environment, it is necessary to promote the sharing of mainstream ideological discourse expression,

add contemporary and popular discourse symbols to enhance the infectivity and attractiveness of mainstream ideological discourse. It is necessary to grasp the tension structure between macro discourse expression of mainstream ideology and micro discourse expression of lifestyle and promote the vivid construction of ideological discourse carriers through the organic combination and dialectical unity of the two.

Secondly, ubiquitous linking makes ubiquity and fragmentation explicit characteristics of the spatiotemporal fusion field, which weakens rationalism to a certain extent by intuitive and intuitive practice. Therefore, from a formal perspective, it is particularly necessary to develop the implicit infiltration and intuitive expression of ideological discourse, which will provide a fitting guarantee for the mainstream ideological identity of college students in short video media.

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