

Research on Media Discourse Right of College Students from the Perspective of Self Media

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Abstract: This paper mainly studies the characteristics of media discourse right of college students from the media environment through literature research, induction and research methods, and analyzes the errors in the media discourse right of College students. Through the analysis, it is found that the government, universities, society and family should work together to guide and enhance the media discourse right of college students from different levels and channels.

Keywords: Self media; College students; Media discourse right; Ideological and Political Education

1. Introduction

With the rapid development of Internet and information technology, WeChat, micro-blog, post bar, forum and personal space have become the representatives of the media. This has changed the traditional way of releasing information by traditional media. Since the media has the characteristics of equality, timeliness, openness and personalization, it creates a new discourse space for college students. Contemporary college students can freely express their thoughts, vent their emotions and acquire information on this platform. Therefore, it is of great significance to study the media discourse right of college students in the age of media, which will guide students to exercise their right to speak correctly.

2. The Influence of Self-media on the Discourse Space of Contemporary College Students

2.1. The Spatial and Temporal Characteristics of Self-media Communication

We Media, also known as "personal media", refers to a way for the general public to share their facts and news^[1]. Since the media has the characteristics of timeliness, personalization, popularization, generalization and diversification, this shortens the distance between information and individuals, and enhances the instant dissemination of information; Each individual becomes the source of information, which breaks the traditional "point to face" mode of communication and forms a "point to point" mode of communication.

3. Characteristics of Media Discourse Right among College Students from the Perspective of Media

3.1. The Microcosmic Content of Discourse

Generally speaking, college students narrate the content of discourse from a micro perspective. On the one hand, the relevant data show that contemporary college students in micro-blog and other self-media platform, mainly to share the contents include: life, daily, daily mood, hobbies and entertainment gossip. Thus, their own media discourse is still more "self" oriented, because these content and their daily life is closely linked. They are eager to show their way of life and life. On the other hand, the channels of contemporary college students' opinions about social public events show microcosmic trend. Instead of expressing their views in long winded statements, they express themselves in a relatively obscure way.

3.2. The form of Discourse is More Playful

With the rapid development of society and economy, the language of the times has become very lively and tolerant from serious. Especially from the development of media, people's discourse on the Internet is becoming more and more humorous and even playful. These changes are particularly evident in 90's, they are very sensitive to hot topics and characters, and can give them new connotations with a unique perspective^[2]. Even when it comes to very serious social problems, they also enjoy commenting on it in such a playful manner.

3.3. The Discourse Structure is More Fragmented

With the advent of the era of self-media, information is more fragmented, which is beyond the capacity of people

to deal with information. Moreover, individuals from the media age are mainly dependent on the smartphone terminal. They use scattered time to use multimedia and expect rapid, effective and very general information and cultural experience from the self-media platform. Therefore, based on these two reasons, the media discourse structure of contemporary college students shows corresponding fragmentation characteristics. After careful observation of micro-blog, WeChat, and Renren, we found that college students enjoyed the most fragmented and casual extracts of various viewpoints.

4. Deviation and Anomie of Media Discourse Right Among College Students from the Perspective of Media

4.1. The Sense of Media Discourse in College Students has Been Distorted

Due to the openness, immediacy and interactivity of the media, this leads to the unprecedented release of the media discourse right among college students. Gradually, their rights awareness and freedom consciousness began to distort, and they think that in micro-blog, WeChat, podcasts and other self-media platform they can exercise their own discourse power arbitrarily [3]. They began to be eager to seek their rights in the media platform, regardless of the unity of rights and obligations, which is not conducive to the healthy development of the media and the healthy growth of contemporary college students themselves.

4.2. Follow the Trend and Follow Blindly

The accessibility and the fragmentation of information spread by micro-blog and WeChat and other media, which have increased the uncertainty and the uncontrollable nature of the acquisition and acceptance of various kinds of information by contemporary college students. In addition, college students are not fully mature in their outlook on life and values, and their life experience is insufficient to support their judgment. Their speeches in social emergencies and hot topics are often misleading, so they can easily begin to follow the trend and follow the crowd blindly. College students are very active, and they begin to follow the trend blindly before they begin to think rationally. This is easily exploited by criminals and has serious consequences.

4.3. Public Awareness is Relatively Weak

Since the media has the characteristics of being civilians and open, it makes it become a space for public communication. The group of contemporary college students should be able to improve the public consciousness of self through various media platforms and active public discussion. But at present, college students are accustomed to using self-media platform for entertainment

narrative, even joking consumption culture. Since the media were forced to downgrade for college students to share private platform personal and public sentiment, and it should also have been compressed. At the same time, in the use of media to express the right to speak, students' sense of discourse responsibility is weak [4]. This makes college students mistakenly believe that in the virtual world of the Internet, there is no need for civic responsibility. The direct consequence of this is that college students pay more attention to their rights, and the sense of responsibility is weakened. At the same time, it is easy to cause trouble and conflict on the Internet. It is easy to cause conflicts and conflicts.

5. The Guidance and Promotion of Media Discourse Right Among College Students from the Perspective of Media

5.1. The Government Should Speed up the Legislative Process and Optimize the Ecological Environment of the Network

The freedom of citizens' right to speak is the freedom under the law, so is the freedom of discourse of network citizens. They must make the right to speak under the provisions of laws and regulations. Therefore, in order to guide and promote the media discourse right of contemporary college students, the government must speed up the legislative process and improve the relevant laws and policies, which can set a certain standard for the majority of Internet users' speech. At the same time, the government should optimize the ecological environment of the network. E-government can be built to improve the government's response mechanism, which can create a good atmosphere for college students to establish the correct values.

5.2. Colleges and Universities are the Main Positions to Guide and Promote the Right of Media Discourse Among College Students

Colleges and universities shoulder the important mission of educating and cultivating excellent talents of the country. Therefore, colleges and universities should be responsible for guiding, organizing and improving students' right to exert media discourse right. First of all, colleges and universities should pay attention to the interests of students and expedite the channels for students to seek benefits. Colleges and universities can combine the characteristics of our school and students' characteristics to create personalized and specialized self-media platforms, which are operated and guided by an expert network ideological and political education team in Colleges and universities, so as to keep abreast of the students' trends. Secondly, colleges should pay attention to cultivating media literacy and network responsibility of college students [5]. On the other hand, the school must carry

through the education of college students to establish the correct values, outlook on life and the world. Finally, colleges and universities should enrich the ways of campus network participation, and take "real" and "virtual" to promote positive interaction between online and offline.

5.3. Society and Family Should work Together to Give Correct Guidance to College Students

College students are a special group. They need education and guidance from all sides to grow better. In the era of self-media, besides the leading role of the government and colleges and universities, social and family assistance is needed. Social institutions, especially the network supervision institutions, they must establish and consummate the information audit and filtering mechanism and network public opinion prevention and coping mechanisms, which can effectively control the spread of false information and bad information. At the same time, we should build a trinity system of education and management for society, family and school. We need to carry out cognitive guidance, psychological guidance, moral guidance and responsibility guidance for college students. In a word, the rise and development of the media have expanded the space and place for the contemporary college students to express their own light. It also greatly

liberates the media discourse right of College students. At the same time, it also brings challenges to the ideological and political education in Colleges and universities, because there are some deviations and anomie in the media discourse right of College students. How to make the students rational exercise of the right to speak, which not only rely on the government, but also by the University, society and family duties, which can create a harmonious network environment.

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