Resent Situation and Cultivation Strategy of Network Media Literacy of "Micro-blog and WeChat -Era" Youth Generation

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**Abstract.** With the innovation of mobile internet technology and the popularization of smart phones, China enters a Micro-blog and WeChat Era. The government's supervision of public opinion will also focus on micro-blogging. WeChat -messaging and other network media platforms. Youth is the main force of the emergence of network public opinion, and improving their media literacy is an important issue at present. This research provides countermeasures and suggestions for improving youth media literacy in the new era.

Keywords: Micro-Blog and Wechat Era, Media Literacy, Strategy

In recent years, with the innovation of mobile internet technology and the spread of smart phones, China has created a new era which takes the micro-blog and WeChat as the main media," micro-blog and WeChat -era ". As the network communication technology has rapidly developed, the network has become the main social media, which has turned into the most common expression medium for the wishes of the masses. The most significant posy for the supervision of social public opinions has transferred to the network, especially the expression of the demands of the masses on the network is mostly expressed on the "micro platform" constructed by" Micro-blog " and "WeChat". Even a very small social event can be transferred to the network fermentation into a public security event in real life, the discussion of a social hotspot on the internet will also spread the results to the offline impact on social order. In the " micro-blog and WeChat-era ", young people are the main force in the generation of online public opinions. According to statistics, in 2018, WeChat users logged in 690 million people on average every day, of which young people aged 16-30 accounted for 60%. There is no doubt that they are the main power for the emergence of internet public opinion in the "micro-blog and WeChat-era". Compared with the age group over 30, the "16-30" youth group is more sentimental, has a more active thinking and more easily influenced by the external factors. If the " micro-blog and WeChat -era " wants to enhance the supervision of network public opinion, guarantee the social harmony and stability, make a good social atmosphere for business start-ups, it must put its hands to the young people that actively foster their literacy on network media, scientifically lead them to rationally confront with the massive information of the " micro-blog and WeChat -era " network platform, legitimately express their personal views and judge the society through the "micro-platform".
1. The concept of media literacy
The concept of media literacy belongs to authentic imported goods. The concept of "media literacy" was first put forward by British scholars in the 1830s, which was introduced into China in the 1990s. At the moment, there is no uniform definition at home and abroad. According to the analysis of scholar Rubin, there are mainly three levels, namely, ability mode, knowledge mode and understanding mode. In general, youth media literacy means to the ability of young people to effectively use media and media information, including the ability to select and identify media and media information, the ability to interpret and use it and creativity and productive capacity [1-3].

2. The status of youth media literacy
The research team cooperated with the Communist Party Committee of a coastal city in northeast China, distributed more than 300 questionnaires to five provincial universities in the city to investigate and survey the current status of the youth media literacy in the "micro-blog and WeChat-era". This paper makes an empirical investigation on young people's motives, methods and understanding of micro-blog and WeChat, the expectations of micro-blog and WeChat. Based on the survey, young people are more initiative in micro-blog and WeChat contacts, while their cognition of "micro-platform" is more rational. However, it is necessary for them to obviously improve their ability of identifying the information on micro-blog and WeChat platforms:

2.1. The ability to use "micro platform" to enhance oneself is limited, while its entertainment tendency is obviously
There is an important item in this survey: "How did you get in touch with Micro-blog and WeChat?" 76% of young people chose to take the initiative to approach Micro-blog, WeChat, actively learning to use Weibo, WeChat. 21% of young people choose the recommend from their chose friends, teachers and relatives. 3% of people do not choose it as they see people around them who are obsess in the Micro-blog, WeChat led to the bad impact on their work, life, so they is no interest in contacting it. Based on the survey results, it is found that the vast majority of young people are actively and positively use the "micro-platform", which indicates that the young generation is highly motivated to keep pace with the times and contact new things, they can actively keep up with the new trend of media development. But the purpose of using the "micro-platform" for young people to be further investigated? 95% of the young people chose it for entertainment, while there are only a few people chose it for learning and improving themselves. This shows that the younger generation is slack in using the "micro platform" and they should be guided.

2.2. The degree of participation in "micro-platforms" is relatively high, but the willingness and ability to express their own demands are insufficient.
97% of the respondents said that they swiped the "micro-platforms" at high frequency to obtain information whole day, even some people did not swipe the "micro-platforms" at that time, which would lead to a sense of crisis and insecurity. But the vast majority of respondents said that while they were highly motivated to access information through "micro-platforms", they were mostly as onlookers and unwilling express their self-appeal or express their views through "micro-platforms". The vast majority of respondents said they rarely publish their own circle of friends. They are generally looking at other people's circle of friends, not to mention the use of "micro-platform" to fight for support and access to help from the outside world. It can be seen that the ability of most young people to use "micro-platforms" to solve practical problems requires further guidance.

2.3. Media literacy is in a spontaneous state with low legal awareness and moral awareness.
The trend of "micro-blog and WeChat-era" and "everyone can be an opinion leader" is more and more obvious. Education institutions and the government of young generation have gradually set up courses or lectures on "media literacy" to guide them to rationally understand and use "micro-platform", such as universities, secondary vocational schools and so on. However, most young
people's understanding of "micro-platform" is spontaneous. They rely entirely on self-understanding on media literacy who have not received any scientific training and study. When encountered in the "micro-platform" on the ulterior motives of the "network opinion leader" to stir up emotions, it is easy to gather to launch dissident speech. Even then take the impetuous sentiment to the real society, which turn into a social instability factor. They are not aware of their own mistakes due to their weak legal and moral awareness.

3. The necessity of cultivating youth's internet media literacy

From the era of traditional media to the era of "micro" media, from the politicization of media to the socialization and marketization of media, this is not a simple word game or word creation. Behind the surface change are the media connotation, the media essence, the media production mode, the media communication mode, the media and the political economy and culture society and other "big problems", which have undergone substantial changes.

3.1. The media are increasingly turning into the "ears" and "eyes" of people. The ability to obtain and screen information from the media needs to be improved

The people in "micro-blog and WeChat-era" are gradually surrounded by abundant information, while the information pattern gradually transforms from information shortage into information surplus. With the improvement of modern life, especially the technical mediums, people have a wider range of activities, there is the increasingly necessary for transmitting the information with long distance. At this time, the media also become people's "ears" and "eyes." The dissemination of information in the "micro-era" is not limited by the broadcast time of newspaper layout or radio and television programs any more, while the information carrying capacity of the media has also been immensely enhanced. To this end, people need to foster and possess the media literacy, who can find the content what the need from the vast media information to meet their own demands for basic information.

From the perspective of the communication subject, the disseminators of the "micro-blog and WeChat-era" are not limited to specialized media organizations any more. Therefore, more grassroots civilians are beginning to gain the right to speak. Then the problem arises that it is difficult to effectively restrict the communication subject in the "micro-platforms". The low threshold required by the "micro-platforms" for disseminators results to the uneven quality of disseminators, as well as the imperfect means of identity verification make it difficult to continue to adopt the post-accountability management mode. This feature reflects the absence of the check mechanism in the "micro-platforms".

In the meantime, this kind of control mechanism is also relatively difficult in terms of technology as the network media carries a huge amount of information, the "micro-platforms" has no fixed publishing cycle, the dissemination subject can release information anytime and anywhere. The above-mentioned characteristics make the information in the self-media show the phenomenon of true and false coexisting and mud and sand falling together. It requires people, especially young students, to strengthen their senses of right and wrong and improve their ability of identification and discrimination in the process of using the network media. The information transmission in the network media environment also expresses two distinct features, namely, the rise of "shallow reading" and the preference for image data, which may be the immediate consequence of the information explosion. In the face of massive information, people are more and more prefer to "browse" information rather than "read" information, who more likely to choose visual image data than indirect text data. Taking Weibo as an example, the 140-word limit causes many Weibo messages to be presented only by intercepting the most conflicting and controversial fragments in the event. In fact, this clipping of facts is easy to mislead the audience. At the same time, the image data are "expression" symbols rather than "reproduction" symbols, which is the content that the audience can directly understand without further processing in their minds. In fact, the video data presented through the media may not be true even if they are seen, or even the facts may not be the whole of the facts. It is because producers often use video editing and rearrangement to realize some logic that serves their own purposes [4-6].
3.2. The media is increasingly becoming the "mouthpiece" of the people, the huge communication power brought by it needs to be guided and regulated urgently.

While the media have become people's "ears" and "eyes", it also become people's "mouthpiece". Although relevant research shows that the "micro-era" can achieve the dissemination of influence is still dominated by traditional media and some social elites, but it is undeniably that more and more ordinary people are beginning to gain a voice and have influence. The network is an open platform. The netizens release their information on the "micro platforms" can also be seen as a kind of mass communication. The functions of social media such as "reprinting" and "sharing" make netizens' speeches on the "micro platforms" be almost equivalent to the transmission of information to all netizens, which has the possibility of being widely spread. How to rationally restrict and use this right of communication and prevent people from causing damage to others or society when exercising their right of communication is also worth further in-depth consideration. The "new" of "new media" is both the "new" of media form and the "fast" of update speed. The ever-shortening and accelerating speed of media renewal and the speed of media ecology change, the ever-increasing media communication power, creativity and influence have certainly promoted social development, which plays a great role in providing people with new lifestyles. However, the "micro-platforms" has made many people, especially teenagers, addicted to it and unable to extricate themselves, even lost their interest in the real world and indifferent to the future. The popularization degree of the " micro-blog and WeChat -era " communication form is increasing, while its directness and rapidity inevitably inhibit and weaken people's rational thinking ability, which makes people's thinking tend to be simplified and complicated, lack profound connotation and inside information. The quantification and liberalization of information inevitably results in an increase in inferior information. Through the mass media, especially the network, money worship, hedonism, utilitarianism and other negative values spread, poor quality information becomes more and more difficult to limit. If information is received without screening, the values of the general public, especially young people, will be seriously negatively affected. It can be said that the micro-era has proposed an unexampled high requirements for modern people's media literacy. However, the lag of media literacy education in our country is forming a sharp contradiction with the requirement, which needs to be solved urgently.

4. Strategies for cultivating youth media literacy

The " micro-blog and WeChat -era " has put forward new requirements for young people's media literacy, which has also brought new challenges to the country's promotion of young people's media literacy. This work cannot be completed through one single part. We should make joint efforts to promote young people's media literacy through government guidance, social participation and school training.

4.1. The government should lead young people to build correct media values

Through the "micro-platform" to the audience, " micro-blog and WeChat -era " a large amount of information to the public brought new thinking, new opportunities, but it also opened a window on the cultural penetration of young people, ideological corrosion for ulterior motives, especially the hostile forces outside the use of "micro-platforms". The government should strengthen the guidance for young people to establish correct media values, enhance the control of "micro-platforms", log off the "micro-platforms" that illegally and disseminate bad content, so as to build a clean and healthy media environment for young people. The government should also enhance the education of young people's socialist core values, provide media literacy courses in schools, expand the investment in funds and policies for such courses.

4.2. The society should create a good cultural atmosphere for youth media literacy education

While the government invests policies and financial resources to lead young people, all walks of life should also give full play to their intelligence to build a good cultural atmosphere for young people, help them to form a scientific and rational media view. First, set up a network of "opinion leaders"
with correct ideas in the "micro-platforms" where young people pay more attention. Social organizations should train a group of "opinion leaders" with correct values that young people trust to guide young people on the Internet. When there are discordant voices on the Internet, they immediately stand out and guide young people to think in the right direction, thus resolving the Internet crisis. Second, media organizations should also play an important role in guiding young people. On the one hand, media organizations play a good "gatekeeper" role, shield vulgar content on the network platform and purify the network environment. On the other hand, media organizations should create chances for young people to be close to media, participate in media activities, encourage and lead young people to think rationally and express their views.

### 4.3. The school should become the battle position for the cultivation of young media literacy

The battle position of youth activities is in schools. The young people's outlook on life and values cannot be formed without the education of schools. Therefore, schools should become the battle positions for the cultivation of young people's media literacy. First, ideological and political education and media literacy education should be integrated and promoted. The CPC Central Committee and the State Council pointed out in "Opinions on Further Strengthening and Improving Ideological and Political Education for College Students" that "We should take the initiative to occupy new positions in online ideological and political education and firmly grasp the initiative in online ideological and political education". Vice Minister of Education Li Weihong also pointed out that ideological and political education in colleges and universities should pay full attention to the influence of new online media, actively study and actively use new online media to serve ideological and political education and stable work in schools, continuously enrich new methods of work, expand a new space for educating people. This requires the school to take on the important task of cultivating young people's media literacy. It should not let go of media literacy education and ideological and political education. Second, schools should design media literacy courses and teaching materials. The government should increase its investment in media literacy education. It is even more necessary for schools to give full play to the function of teaching and educating people. Experts, scholars and excellent teachers should be organized to design media literacy courses and teaching materials that interest young people and guide them to think rationally, thus media literacy education can really play a role.

In short, training young people's network media literacy is not only the requirement of social background and media environment evolution, but also the need for the deepening of ideological guidance in colleges and universities. In the ideological guidance work, special attention should be paid to the construction of media knowledge and media critical thinking to cultivate young people's network media literacy. A long-term mechanism for cultivating young students' network media literacy needs to be effectively established to push the ideological and political work of young people to a new height through the cultivation of media literacy.

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