The Influence of Campus New Media Platform on the Writing Ability of Students With New Engineering Background

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Abstract. Nowadays, science and engineering is the mainstream major in many schools. The number of science and engineering students is very large. According to the statistics of engineering colleges, science students' practical writing ability is relatively poor. A lot of students' writing level is seriously degraded during the University. Their knowledge of science culture seems to be eating into their writing thinking. With the popularity of new media platform, the writing ability of students under the background of new engineering should be valued[6]. This paper describes the present situation of science and engineering students' writing ability. On this basis, this paper puts forward the strategies of cultivating engineering students' writing ability under the new media technology.

Keywords: New Media, New Engineering, Writing Ability

1. Introduction
Many people think that science and engineering students have little access to literary works. Therefore, their writing opportunities are also very few. In fact, this view is very one-sided. In the process of engineering learning, science students will inevitably contact with a lot of academic papers. If they want to participate in some scientific research activities, they also have to write a lot of scientific research project papers. In the student union, students should also write some activity plans. There is no doubt that these are important writing opportunities. However, under the background of new engineering, students' writing ability is still relatively poor.

With the emergence of new media platforms on campus, education experts find that these writing platforms have a great impact on the writing of engineering students. Campus new media articles widely exist in the campus network information portal and students' smart phones[9]. Under the influence of the context of new media articles, students' writing quality is gradually improving. Many scholars believe that the campus new media platform can effectively help engineering students improve their writing ability (see Figure 1). In order to verify this theory, this paper describes the characteristics of engineering students' writing in the new media era. This paper analyzes the causes of students' poor writing ability. Finally, this paper puts forward the media platform to improve students' writing ability.
2. Analysis of the current situation of students' writing ability under the background of new engineering

2.1. Not forming good writing habits
According to the survey of many science and engineering schools, many students are not used to writing articles. Some students like to study in the library. However, they often learn some science and engineering knowledge. It includes a lot of science formulas and calculation problems. Although many students like reading novels, they still have no habit of taking notes. This greatly limits the cultivation of their writing ability.

2.2. The plagiarism probability of academic report is very high
In the learning process of science and engineering students, they will certainly write a lot of experimental reports and internship reports. However, the number of students who completed the report independently was very small. Many students will copy other people's reports. They don't use their own thinking to write unique reports. This bad habit leads to the degradation of many students' writing ability. This phenomenon is very common.

![Figure 1. Engineering students in the new media planning writing expression is more full](image)

2.3. The school does not pay attention to the writing ability of science students
Generally speaking, the experimental report and the practice report should be handed over to the school teachers. If the teacher can find the problem of students' writing, the teacher can tell the students some basic writing knowledge. However, this practice does not exist. Many school teachers do not attach importance to the writing ability of science students. Some teachers in the process of class will also appear some words do not express the meaning of the text of the narrative problem.

2.4. Many students are against literary creation
Many students' thoughts are one-sided. They think that writing articles is a very troublesome thing. They think that male writers are a disgraceful profession[2]. Although many boys like to read novels, they are against literary creation. Moreover, in college, many boys like to deal with electronic products. They lack the chance to express themselves in words. Therefore, this is also the reason why they contradict literary works.

3. The characteristics of science students' writing based on the campus new media platform

3.1. New media platform provides students with important writing opportunities
Many schools have new media platform operators. These institutions will adopt the Part-time mode of students to recruit some students with good writing skills. Many engineering school's new media platform operation students are very active. This shows that the new media platform can provide students with important opportunities for text expression. On this basis, students can also get some benefits in the process of new media operation.
3.2. Media articles become students' leisure projects
The components of each school's media operating organization are different. Many institutions operate
the school's official account. Some media will also operate other video media accounts. According
to the statistics of the college, new media has become a leisure and entertainment project for students.
Media articles are very popular among students. Students can also get a lot of writing knowledge in
media articles. The influence of new media on students is huge.

3.3. The purpose of students participating in new media creation is different
In order to get some part-time income, many students participate in the creation of new media. This is
also the basic purpose of most students. However, in order to get some new media operation methods,
many students will also participate in new media projects. Other students also hope to have some fun
in the new media platform. Of course, many students think that they can find inspiration in their
creation.

3.4. Many students like to write prose
Students with science thinking have different writing styles. This is an important literary theory put
forward by foreign scholars[10]. In many science schools, many students' new media creation is
mainly in the form of prose. Moreover, prose articles are also very popular among students. There are
also some short stories which are loved by many students.

4. Based on the campus new media platform for new engineering background students' writing
ability analysis of the influencing factors

4.1. Diversified new media articles
The emergence of new media articles makes many students feel the charm of network articles. According
to the investigation and analysis of the college, many media platforms of engineering
schools push many kinds of media articles. They include poetry collections, hot topics, short stories
and essays. Short stories and essays are more easily praised by students. At the same time, these
articles are gradually affecting the excited mood of many students who want to create (see Table 1).

| Article form       | Publication rate | Students' liking |
|--------------------|-----------------|-----------------|
| Collection of poems| 18%             | 17%             |
| Argumentation      | 22%             | 12%             |
| Short story        | 22%             | 20%             |
| Prose              | 38%             | 51%             |

4.2. Contribution form with reward
In order to encourage students to practice their writing style, many operators of new media platform in
engineering schools have launched new contribution forms. Students who can contribute on the
platform can get some rewards[7]. If the contribution can pass, the organization will give some money
to encourage students to create. According to the research of scholars, the encouragement of money is
much simpler than other forms. This is also an important factor that can affect students' writing ability.

4.3. Short videos with literary color
Similar to other video platforms, the new media platform on campus will also push a lot of short
videos. Many videos are rich in content. Many videos have a strong color of ancient literature. For
example, actors read verses in videos. Some actors analyze the meaning of the poem in the video.
These videos will stimulate the literary cells of many students. Some students who like ancient
literature will also be greatly influenced.
4.4. *Funny short text form*
Funny text form is called paragraph in the network. Every paragraph is based on the accumulation of network words. The connotation of these paragraphs is rich. They can grasp students' thinking well. These jokes are usually funny[5]. We can also understand it as a common joke. However, these short stories are very popular among students. In every article, there are many students' funny comments.

5. **The strategy of new media platform on campus for the cultivation of writing ability of students with new engineering background**

5.1. *Increase the spread of new media platform*
The spread scope of new media platform in many schools is not wide. Some students don't even know their school's media accounts. In order to enable students to see the article, the school must expand the scope of new media. Schools should give engineering students the opportunity to see media articles. This is the basic premise for students to be affected. On this basis, students will be greatly inspired.

5.2. *The school should exercise students' writing ability all the time*
In the process of students working in the student union, the school should arrange some writing tasks for all members of the student union in real time. Compulsory writing training can also train students[8]. In the normal course of class, teachers can teach students some common sense of writing. Teachers should help students find the specific thinking of academic writing. In the continuous exercise, students can naturally improve their writing ability.

5.3. *The appearance of writing competition*
Schools can offer many writing competitions. The object of the competition is all students of all majors. The competition can be carried out by voluntary registration. Rich prize money will naturally attract the attention of many students. If the students can win the awards, the school can put the students' articles in the new media platform. This will also increase students' self-confidence in creation. This form of competition can encourage students to practice writing.

5.4. *Proposal of scientific research projects in engineering papers*
In order to better exercise students' writing ability, the school can combine writing with professional needs. The school can set up some scientific research projects. Students apply for scientific research projects independently. Students need to complete research papers independently[4]. In this process, the school can provide the cost of scientific research projects. We can find that in this process, the writing of engineering thesis can also greatly exercise students' writing logic.

6. **The significance of the research on the influence of campus new media platform on the writing ability of students with new engineering background**

6.1. *Employment basis of Engineering Students*
Under the background of new engineering, the society needs not only the scientific research ability of engineering students, but also the writing ability of engineering students. In many enterprises, the cost of scientific research projects is very large. In the process of completing research projects, research papers are essential[1]. If the logic of engineering students' thesis writing is very poor, it may affect their employment environment and basic employment opportunities.

6.2. *Increase the influence of school media communication*
The literary color of many engineering schools appears in the process of media communication. The influence of new media platform in school is huge. A lot of important things happened in schools can be shared with students through the new media platform. In this process, some articles will also be forwarded and shared by students. This can greatly increase the influence of the school's media
communication. This can help students love campus culture more.

6.3. Help students understand media culture
Nowadays, the network environment is open. Students' understanding of media culture is subtle. Through the construction of new media platform, students can contact media culture in advance on campus. They can understand the operation mode of the media platform in advance[3]. This way can not only make students understand the network environment, but also help students find their favorite literary works. This can even promote students to the palace of literature.

7. Conclusion
It is very important to cultivate the writing ability of engineering students. We should strive to increase the writing quality of engineering students. This can not only improve students' writing skills in future work, but also provide a good training environment for their future engineering thesis writing. In short, the emergence of new media platform can greatly affect the writing quality of engineering students.

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