

Influence of Internet Multi Culture on College Students' Aesthetic Construction

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Abstract. The ideological and political education of college students is critical to the physical and mental development of the young generation. It concerns social stability and the future of the country. Our college students' aesthetic has been continuously changing and has been engraved with the brand of the times. With the on-going reform and opening up, information and cyber world has developed vigorously, and the integration of Chinese and Western culture collision has been greatly increased. Foreign cultures are constantly entering the ideology of Chinese young groups, which, to a certain extent, leads to the current pattern of multi-cultural interference. Especially in the 21st century, with the internet popularization worldwide, fragmentation, consumption and entertainment have become the common aesthetic characteristics of the times, and college students' aesthetic values have also been inevitably influenced. From the past to the present, college students' aesthetic values have changed from monism to pluralism, from absolute to relative, from "should" to "must". Such a progress shows the result of the rapid development of China's economy and society as well as the collision and comprehensive influence of domestic and foreign economic, political, cultural and other factors.

1. Introduction

With the popularity of the Internet, multi-cultural has influenced the formation of values for young people, especially college students to various extents. The first decade of the 21st century has experienced rapid social development, transformation, adaptation and anxiety. The world has been developing and changing every day, and China's changes were also overwhelming. In the second ten years of twenty-first Century, China rose up gradually despite the influence of western liberalism. External crisis started attaching again with Web2.0 and "Internet+" facilitating the invasion with ideology. Under such changing circumstance, college students experienced the erosion of social thoughts, and the aesthetics gradually became stratified. Some students showed a tendency of popularization and utilitarianism presenting the characteristics of popularization, fragmentation and entertainment.

2. Current situation of network culture

The popularity of the Internet, especially its subversion of the traditional way of interaction, makes people's perception and experience of beauty no longer limited to objective things. College students have at least one internet terminal since the very beginning of schooling. The full dimensional internet provides aesthetic activity integrating vision, hearing and feeling such as "check out friendagenda", "trending top on Weibo", social hot topic discussion etc. Aesthetic of daily life covers

internet celebrity, "little fresh meat", and online celebrity with a huge fan base etc. [2] Some college students are keen to discuss internet celebrity, food, clothing with aesthetic taste deviation but only in pursuit of mere formality. For example, "Fengjie", a once popular internet celebrity buzzword, taking "ugliness" as "beauty", which satisfies the aesthetic psychology of novelty seeking of some college students. Internet catchwords characterized by fragmented expression have gradually become a part of popular culture, such as "Jiong (awkward)", "loser", "demotivation culture", "Buddha-like XX", "666", "skr", etc., which could be taken as young people express their humor or fun attitude towards life, but in fact, it is another way of their thoughts about social life. [11] College students play an important power in the rise and fall of network culture. With the rapid development of information technology, new cultural phenomenon appear one after another. College students are the carrier of aesthetic activities, yet their senses are stimulated by "fast food culture", eroding the aesthetic standards of some college students and posing a deeper threat to ideology. Ideology is not inherent in the human brain, but exists from the society. Human ideology is affected by such factors as thinking ability, environment, information (education, publicity), and value orientation. Different ideologies have different understanding and cognition of the same thing. Strengthening the ideological construction of colleges and universities is related to the leadership of the Party over colleges and universities, the overall implementation of the Party's educational policy, and the

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continuation of the cause of socialism with Chinese characteristics. It has a very important and far-reaching significance for consolidating the guiding position of Marxism in the ideological field, and consolidating the common ideological basis for the unity and struggle of the whole Party and the people. They are constantly entertained by TV dramas, net series and films and micro films. Students spending lots of time on Tiktok, live broadcast and video clips to obtain pleasure and joy. The concept of instant consumption and hedonism contributes to a large extent to the hedonism and game life attitude of some college students. Their values and aesthetic values are disturbed to a certain extent and tend to be utilitarian. [1]

The multi-cultural pattern has different influence on the formation of young people's views of life, value and the world, especially those college students. Multiple values are embodied in the worship of money, individualism, utilitarian, and distorted evaluation. There are many collisions between the inheritance of traditional culture and the development of contemporary culture. Due to the collision, it is inevitable that modern young people lack correct life beliefs.

Students themselves are not the only reason for the diversity of their acceptance. In the process of teaching, teachers' correct three views, theoretical identity, value identity and emotional identity are also important factors affecting students' ideology. Some teachers spread rumors, stir up trouble, and even make some reactionary remarks in their teaching. Undoubtedly, all of these have a serious impact on the construction of the ideological and political main base in colleges and universities. In order to reduce the impact of multiculturalism on students, especially the adverse impact, we should stick to the main base of ideological and political work in colleges and universities, and guide students to the correct views of world life and values in line with the principle of being responsible for students, so as to complete the correct guidance for the future talents of the country.

Colleges and universities are supposed to be the places where colorful cultures gather together. The students of higher education should draw nutrition, connotation and positive energy from it. Although diverse, they should all be positive. However, due to the instability of their three views, it is likely that in the process of acceptance, college students will make unconscious choices that are more acceptable, more sensory stimulating and more interesting. So this is the negative effect on students in the era of fragmentation of reading and information, complation and pan-entertainment. The ideology of students tends to be simplified, entertained and vulgar, which is not in line with the main base of ideological and political environment in colleges and universities. There will even be an invisible war for the main base of students' ideological education. [2]

3.The path to solving the problem

It's the worst of times, but it's also the best. Although the

development of information technology is irresistible, it is the best booster to publicize the mainstream culture. [4] President Xi Jinping pointed out: "Those who master the Internet master the initiative." His idea of constructing a powerful cultural has been rapidly spread throughout the internet media, which provides a strong support for consolidating the idea of "cultural self-confidence", "enhancing cultural soft power" and "building a powerful cultural country". Among them, the idea of strengthening ideological and political education in universities is of the greatest importance. The main position of school ideology is very important to carry forward the social mainstream culture and reconstruct students' values. With the confirmation of individual value in the Internet We Media era, the contemporary model group gradually extends from elites to the grassroots, such as Wu Jing, who became famous for playing in military movies and TV dramas, and the We Media celebrity "Papi Jiang" who is the first to get financed, etc. These models suites the College Students' desire for success self-realization. The choice of models by college students are generally active, positive and dynamic. Although grass-roots of the network has long been the model of college students, but the backbone of socialist construction will never be ignored by the public.[8]Since the 18th National Congress of the Communist Party, from macro policy to cultural phenomenon, the integration of politics and culture has been strengthened, and the cultural atmosphere has been turning to the mainstream.[3]Xi Jinping, at the Symposium on Literary and Artistic Work held on October 15, 2017, stressed the importance of "keeping the spirit of history and the virtues of the world". Nan Rendong, Huang Danian and other socialist builders who have been fighting on the front line interpret their moral demeanor of fighting hard even if they have to give up their families. Wu Yishu, a talented young woman who won the second CCTV poetry conference, and Jingu, a graduate student of Peking University who is dedicated to the aesthetic integration of traditional Chinese opera and modern animation technology and is committed to the inheritance of traditional culture, are all outstanding among Chinese college students and young groups. They show the beautiful demeanor of young people in the new era with a new look, and they are very popular. They paint their own color on the picture of the new era, and write a new chapter of university life. In fact, all of these positive energy models are created in the Internet era. However, our cognition of the Internet can not only stay at the level of the public entertainment. College students are actively pursuing the mainstream culture, mainstream culture turn into the target of college students.

In the peaceful time, the construction of mainstream culture and values must emphasize and highlight our national spirit. At present, we can edify certain culture and values and remember history through historical dramas and anti-Japanese war dramas, such as the film *The Founding of a Republic* dedicated to the 60th anniversary of the founding of the people's Republic of China in 2009, *The Founding of a Republic* dedicated to the 90th anniversary of the founding of the party in 2011,

the great parade in 2015 to commemorate the 70th anniversary of the victory of the Anti-Japanese War, and The Founding of an Army dedicated to the 90th anniversary of the founding of the army in 2017. Most of these films and TV plays are supervised, participated and produced by the government, so they have a strong sense of the main theme. In fact, as long as the content and form can be properly combined, everyone is willing to accept the realistic interpretation of history. The theme of anti-corruption TV series *In the Name of the People* is also of this type. There is no eye-catching star, but the role is clearly shaped and the plot is practical and realistic. Although they are all veteran actors, they still attract numerous fans. With the development of the plot, ideological and political education can be spread silently. The core values of socialism have been confirmed and spread rapidly again, and the role of deterring crime is self-evident. As long as the film and TV play works are responsible, supplemented by appropriate forms, they can reflect the reality in a practical and realistic way. The repercussions it causes and the educational significance it has for the audience, especially for college students, must be far-reaching.

In September 2015, the general office of the State Council issued the "Opinions on Comprehensively Strengthening and Improving School Aesthetic Education (herein-after referred to as the "Opinions"). The "Opinions" clearly defines the guiding ideology, basic principles, overall objectives and policies and measures for strengthening and improving school aesthetic education. It proposes that by 2020, a modern aesthetic education with Chinese characteristics will be initially formed, which is characterized by the mutual connection of aesthetic education in primary, middle and primary schools; combining classroom teaching and extracurricular activities; mutual promotion of universal education and professional education, and building up the system of mutual connection among school aesthetic education, social and family aesthetic education. For example, integrate aesthetic education into the curriculum education of college, middle school and primary school students, into the practice activities inside and outside the class, into the construction of campus culture, and into the whole process of educating people. [10] In August, 2018, Xi Jinping put forward the ardent expectation of aesthetic education in reply to 8 old professors from China Central Academy of Fine Arts. He pointed out that universities should integrate aesthetic education into education and teaching to highlight aesthetic education in artistic creation, highlight aesthetic education in service society, and develop aesthetic education in cultural inheritance. [9] In Xi Jinping's report on the 19th National Congress of the Communist Party of China, he once again stressed that teachers should make good use of classroom rostrums and campus to advocate socialist core values with their own actions, and use their knowledge, experience to ignite students' yearning for the true, the good and the beautiful, so as to cultivate qualified successors with great creative spirit of struggle, the great spirit of unity and great spirit dream. Ideological and political education in Colleges and universities across the country

has been pushed to a climax over and over again, and the ideological and political education for college students is more efficient and accurate. It is also true that the diversity of students' acceptance is not for their own reason only. [5] In the process of teaching, the correctness of teachers' values, their theoretical identity, value identity and emotional identity are also important factors affecting students' ideology. Some teachers spread rumors, incite right and wrong, or even make reactionary remarks in the process of teaching. Undoubtedly, this is a serious negative impact on the construction of the main ideological and political positions in colleges and universities. Lots of such cases are spread in the network. The trend of internet is inevitable. We must take internet as our base and stick to the main position of Ideological and political in Colleges and universities. In line with the principle of being responsible for students, we must guide students' to obtain a correct sense of the world, of life and of value to guarantee the country's future. This is the right way for us to keep pace with the times.

4. Conclusions

A great change that has never occurred in a thousand years is brewing, and it is an inevitable trend for cultural development to return to the mainstream. [8] From the selection of "the Top Ten People Moving China" and "the Most Beautiful People", as well as the "shaping of model characters", cultures are returning to the mainstream. "The Most Beautiful Guards" Gao Tiecheng, "the Most Beautiful Mother" Wu Ju, "the Most Beautiful Village Doctor" Li Jiasheng, "the Era Model" Huang Danian, Liao Junbo, etc. all of these typical models in recent years not only has the characteristics of "high, large and complete" natures as in the 1980s and 1990s, but also the contemporary model characters who are of flesh and blood, who are close to the reality of life. Moreover, these models are diversified. As long as it conforms to the mainstream values of the society, it will promote the positive energy of social atmosphere. Grassroots figures in the Internet age can also quickly become models that people would learn from. As ancient Greek Socrates considered: "beauty and goodness are the same, that is, they are both useful and beneficial." [7] "For anything which can achieve its best function, it will be good and beautiful at the same time, otherwise it will be evil and ugly at the same time." This is the first view to associate beauty with useful value. President Xi Jinping once pointed out: "use light to dispel darkness and overcome evil with goodness." [6]

The multi-cultural pattern has different influence on the formation of young people's views of life, value and the world, especially those college students. Multiple values are embodied in the worship of money, individualism, utilitarian, and distorted evaluation. There are many collisions between the inheritance of traditional culture and the development of contemporary culture. Due to the collision, it is inevitable that modern young people lack correct life beliefs. In the current ideological education in colleges and universities,

strengthening the education of the beauty of role models helps students shape the mainstream aesthetic values, which is conducive to the improvement of college students' personality to forms a new cultural atmosphere of "truth, goodness and beauty", and get rid of the vulgar and utilitarian cultural ecosystem. In addition, The National Radio and Television Administration promulgate "entertainment restriction order", "salary restriction order" and "Korea restriction order" , these are the guidelines of cultural work in recent years as well as the future trend. Vulgar culture will be dis-carded forever. This provides a good reference for ideological and political education and aesthetic guidance for college students, pointing out the direction of the future. Liang Qichao once said: "Therefore, today's responsibility lies not in others, but in us youth." Youth is the future of the motherland and the mission of the new era. No matter for the new youth who raised their arms a hundred years ago or the college students who are now in their prime, we should make them become the coordinate models of the times, and should urge more young people to work hard together and mark their own brand in history. They must take the heavy baton handed over to them by the times and march forward. Be bravely and be vigor to make progress. This is not only an opportunity and a challenge, but also a mission and glory.

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