Study on the Educational Guidance of College Students' Subculture in the New Media Era

Hong Liu

Shaanxi University of Science and Technology, Xi'an, 710021, China

Abstract: As a new generation of cultural symbols, subculture has an important impact on college students' learning and life, and constantly impacts the dominant position of mainstream culture in college students' ideological value system. This paper mainly discusses the causes, characteristics and impacts of the sub culture represented by spoof culture, fan culture, bullet screen culture and anime culture in the college students in the new media era, and how to realize the symbiosis and integration of sub culture and mainstream culture, in order to form specific solutions to the impact of sub culture on the development of mainstream culture, and provide reference and ideas for in-depth ideological and political education of college students.

1. Introduction

With the rapid development of Internet technology, subculture has begun to enter the vision of young people and become a unique cultural symbol of college students. The prevalence of youth subculture has a great impact on traditional culture. College students are more inclined to express their emotional feelings through the context of subculture, so as to obtain group resonance, showing more personalized and idealistic characteristics. In their view, this cultural experience of self-identity cannot be reflected in the traditional mainstream culture. Only in the context of subculture can they better express themselves, construct their ideal selves, and occupy the dominant power of discourse to a certain extent. It can be seen that how to realize the coordination and symbiosis between mainstream culture and subculture, so as to promote each other, is a problem that should be considered at present.

2. Interwoven collision: cultural representation and signification practice among different subcultures

The reason why subcultures are admired by college students is that subcultures represented by spoof culture, fan culture, bullet screen culture and anime culture can meet the psychological expectations of college students in different forms of expression, and find outlets to vent emotions and construct themselves from different subcultural contexts to meet their own expectations. However, there are also hidden problems that cannot be ignored, which are mainly reflected in the dual drive of technology and interests. Subculture is easily attached with the label of "non-mainstream" culture, which is contrary to the characteristics of self-confidence, self-love, positive optimism, reason, calm,

wisdom and open-minded advocated by mainstream culture, deviates from the guidance of correct values, and is not conducive to the formation of healthy minds and values of college students. Therefore, timely intervention and guidance are required.

2.1. Kuso Culture: overturn the tradition and reveal the personality of irony and exaggeration

Literally, the spoof culture is to present the original appearance of things to the audience with exaggeration and irony, so as to inspire the audience to think. Kuso culture should not be blindly "evil". It needs moral and legal constraints, otherwise it will be given the label of vulgar and boring, and gradually be dispelled by the mainstream culture. New media platforms such as Tiktok and Kwai have provided a path for the spread of spoof culture. Communication symbols such as short videos, facial expression packs, and motion pictures have appeared on various network platforms, becoming common expressions of college students in discourse expression, such as "Wounded Not Affordable" expression packs, various spoof versions of Jiangnan Style, My Skateboarding Shoes, etc. are all products of spoof culture. It reflects people's questioning and incomprehension of the current situation in a specific era, and expresses their dissatisfaction and helplessness through irony, exaggeration and banter, hoping to gain more attention and emotional recognition. To some extent, the spoof culture acts as a mouthpiece for young people. When a resignation letter of "the world is so big, I want to see it" became popular on the Internet, at the same time, a series of short videos and facial expression packs derived from it were also widely spread on the Internet platform. Some netizens looked back at themselves after seeing the resignation letter, and sighed that "the wallet is so small, you can't go anywhere", which was recognized by the youth group of college students. Although this kind of similar spoof culture is difficult to become a climate, to a certain extent, it shows the breakthrough and subversion of the traditional reality of the youth group, hoping to complete the embodiment of their own personality and value through different discourse systems, so as to appeal to the society to give more support and attention to the development and growth of the current youth.

2.2. Fan culture: entertainment carnival of idol worship and material worship

Fan culture has distinctive group characteristics in the sub culture group. They have their favorite idols. Every move of the idols affects the nerves of "fans", and they are willing to pay for all the cultural products they create, which has promoted the development of consumer culture to a certain extent. Events such as "grassroots stars' counter attack" and the popularity of online singers also constantly stimulate the heartstrings of young audience groups, which also reflects the audience's scrutiny and expectations for self-consciousness from the side, hoping that they can be themselves like their favorite idols. At the same time, the products endorsed by stars have greatly stimulated cultural consumption, and businesses have also made full use of fans' mentality of following the crowd. Idol worship has evolved into a consumption carnival of entertainment to the death. It is not difficult to understand why some fans will spend a lot of money to get a signed poster of a star, try their best to get tickets for an idol's concert, or wait for their favorite anchor to appear in the live broadcast room in the early morning... These are true portraits of the audience under the fan culture. The power of star effect in fan culture is enormous. In recent years, the collapse of star staffing is not uncommon. Some stars have been publicly added to the industry "blacklist" beyond the bottom line of morality and law, and the negative impact of the ideas and values conveyed by them on young people cannot be ignored.

2.3. Bullet screen culture: the field of communication between active intervention and passive viewing

Bullet screen culture is a product of Internet technology, and its audience is mostly young people with active thinking and strong self-consciousness. The reason for the popularity of the bullet screen culture is that its interactive communication mode is different from the past message comments, but it directly appears on the original image, showing the audience's emotions, views and opinions like a conveyor belt. Therefore, video images are also divided into fragmented information. Watching the video while watching the bullet screen has become the norm for bullet screen enthusiasts. However, for some audiences, being dominated by the bullet screen has seriously interfered with their own viewing experience, reflecting the selectivity of different audience groups on the media. As the broadest media carrier platform of bullet screen culture, B Station has attracted many bullet screen enthusiasts, who actively participate in the production and production of video content, and their published comments and opinions are also disseminated as part of the video content. In order to obtain the resource content, the audience can only carry out under the "encirclement" of the bullet screen culture. This active intervention and passive cultural participation form the normal state of the bullet screen culture. Bullet screen is more of a derivative of online popular culture. Although online buzzwords such as "I've learned", "Ye Qinghui" and "High Energy Ahead" can be popular for a while, they will eventually disappear in the long river of time.

2.4. Anime culture: vision and fantasy of the ideal self in the two dimensional world

Anime is a cultural product with high acceptance of young people. Anime lovers convey their imagination of their own ideal world through the lines and shapes outlined in a two-dimensional plane to meet the release of their inner pressure. From a certain point of view, anime culture is more like "spiritual opium", from which people who admire it can obtain spiritual comfort. Once popular anime works such as Detective Conan and Naruto have been sought after by young people, and the characters in the anime have become their idols.[3] The products derived from them, such as handmade products, posters and games, have also been loved by anime fans. This virtual image, to a certain extent, satisfies consumers' imagination of the ideal future, and depicts some aspects that they want to pursue in their hearts. It realizes the spiritual recreation and consolation of the audience. In the "Moxi" culture represented by anime, cartoon characters of different styles divide the audience into different types of groups. Youth groups under cosplay role play achieve self-identity through imitation of cartoon characters, and convey rebellion against the traditional three-dimensional world through image copying. In the anime world, teenagers hold the initiative of discourse and can shape their images according to their own imagination, without being constrained by the real world. However, the unhealthy and deformed spiritual erosion caused by excessive addiction to anime and the implantation of western cultural ideas have a negative impact on the formation of young people's group values.

3. Synergy and symbiosis: reflections on the subculture phenomenon of college students

Compared with the mainstream culture, the subculture has more "specificity". We can all see the figure of college students in the spoof culture, fan culture, bullet screen culture, and anime culture, which is the awakening of the self-awareness of youth groups and the awareness of actively participating in cultural construction. At the same time, long-term infiltration of such negative factors as banter, spoof, kitsch, and cynicism in the subculture will also have a negative impact on the formation of college students' values, and timely intervention and guidance must be carried out.

3.1. Carrying forward the theme and spreading positive energy

This statement clarifies the policy that must be followed in the propaganda and ideological work, and is the guide to action for doing well in the propaganda and ideological work under the new situation. [1] College students are in a critical period of value formation. Faced with the impact of the wave of multiculturalism, they need to root socialist core values as the core essence of mainstream culture in the values of young people, and imperceptibly carry out ideological education and promotion in the form that young people like to see and hear. In recent years, various government affairs platforms have entered the online social networking field of college students, opened interactive live broadcast sections, and narrowed the psychological distance with the audience. Youth league members pass on the red gene through learning, spreads the positive energy of society, integrates patriotism education into the ideological and political education of college students, and effectively improves the level of ideological and political education of college students in the new era.

3.2. Purifying network environment and maintaining network civilization

Internet technology is a double-edged sword. While providing convenient information exchange, a series of network chaos such as network violence, hype and false advertising also occur. Corresponding regulatory measures need to be introduced to rectify and control. "Qinglang Action" plays an important role in purifying the network environment and creating a stable and orderly network ecology. In the seemingly free and loose network environment, the information cocoon room will constantly restrict the thoughts and judgments of college students' user groups, and the negative factors in the subculture will also be gradually amplified, requiring the courage of "opinion leaders". For example, the anti-fraud police officer Chen, who became popular on the live broadcast platform, and the Wuhan Anti epidemic Diary jointly prepared by the anti-epidemic workers, received wide attention on Sina Reading and other platforms. By giving full play to the positive energy of the "hot spots on the Internet" and promoting it with the help of new media technology platforms, the expected positive feedback can often be achieved. The network supervision department also focused on rectifying and cleaning up the vulgar culture, shutting down the platforms involving accounts and small programs, and each major network platform also carried out self-examination and self-correction, cleared up illegal information, and opened a reporting and supervision column. The network platform was subject to two-way supervision by the government and the audience, which greatly purified the network environment and reduced the impact of negative factors in the subculture on young people.

3.3. Paying attention to the needs of young people and listening to their voices

In the current society, the Youth Association has encountered difficult growth puzzles and problems. The virtual world created by the Internet provides a channel for young people to express their feelings and emotions. From the perspective of the evolution of the "mourning culture", "Buddhism" and "lying flat" cultures, the values of young people have also undergone a transformation from "standing aloof with the world", "anxiety and depression" to "refusing to struggle". The purpose is to cope with the external environment with a negative attitude and gradually return to their inner world. This cultural phenomenon is related to the social structure and cultural roots of reality. [2]In order to achieve the harmonious coexistence of subculture and mainstream culture, we need to find the point of contact between the two. Simply suppressing the regulation will only be counterproductive. Nowadays, mainstream culture is also trying to pay attention to the media expression of youth groups. It uses the common scripts of young people to carry out cultural education,

such as the promotion of "Mengxi" tweets and "Houlang" short videos of Sanqin youth. It integrates the media discourse in the subculture, so that young people can find their place in the mainstream culture and pay attention to the needs of young people in society, realize the unity of values and emotional transmission between mainstream culture and subculture.[4]

4. Conclusion

In the new media era, the development of subculture is full of vitality but also controversial, which is the product of the joint effect of technology and market. College students are in the critical period of the formation of their values. We should see the negative impact of the negative factors such as money worship, wealth display, and recession avoidance of subculture transmission on them. We need the mainstream culture to clearly promote the dominant position of socialist core values, learn from the strengths of multiculturalism, and make the mainstream culture more in line with the communication characteristics of the new era. In a sense, this is also the "password" of harmonious coexistence between traditional culture and subculture, and the path of evolution and development of mainstream culture in the new media era.

References

[1] Ma Z, Hu L. Interpenetration, divergence and visibility: new trends in the development of online youth subculture [J]. Youth exploration2021;(05):18-27.
[2] Ma Z. Current situation and reflection on the research on the subculture of online youth in China [J]. Youth exploration 2011; (04):5-11.
[3] Zhou Y, Liu Z. Interpretation of youth subculture phenomenon from the perspective of identity mechanism construction -- taking Cosplay subculture as an example [J]. Contemporary youth research 2018;(02):5-11.
[4] Yin H. In the face of subculture: treat objectively and transform positively [J]. People's Weekly 2018;(09):66-68.