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Exploring How to Take Advantage of Short Videos to Improve the Conditions for Cultivating Cultural Safety Awareness among College Students

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Abstract: With the development of information technology, short videos have gradually entered people's lives and profoundly influenced their production life and way of thinking. College students are the main participants and influencers of the short video community. Strengthening the cultural security awareness cultivation of this group is not only helpful for them not to be eroded by certain noisy environment of new media, but also helpful for them to establish correct cultural concepts and build a protective barrier for national security. Based on the research on the current situation of cultivating cultural security awareness among college students in the field of short video, this paper starts from improving the conditions of cultivating cultural security awareness among college students with the advantages of short video, analyzes the causes of the current situation in depth, and proposes the cultivation strategies such as strengthening technical construction, improving laws and regulations, strengthening supervision and social monitoring, and stimulating media self-discipline. It is expected that through the implementation of the above strategies, the cultivation effect of college students' cultural safety awareness in the short video domain will be further improved.

Keywords: Short Video; College Students; Cultural Security; Cultural Security Consciousness.

1. Introduction

Short video space is a new place for cultural communication, and also an important environment and an important carrier for cultivating college students' awareness of cultural safety. Due to the characteristics of short video communication space crossover, real-time speed, sea quantification of communication information, interaction of communication process, easy fission of communication effect, openness of communication platform and equality of communication subjects, etc., the short video space is full of many bad, illegal and harmful information.[1] These information constantly erode the minds of college students, impact their socialist core values, affect the effectiveness of cultivating college students' cultural security awareness, and endanger the cultural security and regime security of the country.[2] Therefore, it is the key of this study to purify the field of short videos and regulate the environment of short video platforms in order to provide good cultivation conditions for the cultural security awareness of college students with the advantage of short video communication.[3]

2. Strengthen Technical Construction to Ensure Content Security

Informatization and networking have become the trend of world development. In order to make use of the communication advantages of short videos to cultivate college students' cultural security awareness, it is necessary to create network technical conditions suitable for cultivating college students' cultural security awareness, so as to create a foundation for cultivating cultural security awareness.[4] At the same time, with the technical support, we cannot do without the support of content. In cultivating college students' cultural safety awareness, we must adhere to the principle of strengthening the technical construction of network platforms and unifying the construction of cultural positions.[1] On the one hand, strengthening the basic technical construction of short video platform is a prerequisite and a technical window to show Chinese experience and Chinese wisdom to the world. On the other hand, fixing the construction of network ideology with national characteristics is also a content requirement for the construction of technical infrastructure. A network platform without cultural characteristics is devoid of vitality and vigor, while a platform with only cultural characteristics but lacking technical foundation is difficult to keep moving forward in the contemporary trend. Based on the above background, various measures can be taken in the construction of short video technology.[5] First, in response to domestic threats, on the one hand, the review of information can be strengthened, and technical settings and interceptions can be made at the original ports of the server, such as setting up sensitive word interceptions and IP positioning at the telephone network side, SMS network side, network ports, and regulatory ports, so that filtering, screening, and shielding are done before the release and dissemination of information, which will greatly improve the quality and security of information. On the other hand, it can strengthen the governance of information and increase the financial investment in the technology of major server network ends, so that each major network end can block harmful information in a timely and effective manner, while enabling each major network end to quickly and effectively detect the IP address of harmful information release, so as to carry out precise crackdown and precise governance from the source, thus guaranteeing the clear sky of the short video space. Secondly, in response to foreign threats, we should vigorously improve the technical means of preventing and checking hacker attacks and Trojan horse viruses, so as to nip in the bud those unscrupulous elements who try to use

computer viruses as carriers to attack our Internet system, and thus provide a good environment for the cultivation of college students' cultural security awareness. Therefore, to cultivate college students' cultural security awareness in the short video perspective, we should adhere to the principle of unifying the technical construction of the network platform and the construction of cultural positions, and fully ensure the quality of the content in the short video platform in order to achieve the purpose of cultivating college students' cultural security awareness.

3. Sound Policies and Regulations to Regulate the Dissemination Atmosphere

Sound national network laws and regulations are the strong guarantee for the work of cultivating college students' cultural safety awareness under the short video perspective.[2] In other words, sound laws and regulations of network platform operation are the prerequisite for system implementation and an important guarantee for cultivating college students' cultural safety awareness in the short video environment. In the environment of short video, to cultivate the cultural safety awareness of college students, it is not enough to rely only on strengthening the technical construction of short video.[6] On the short video platform, without the guarantee of certain laws and regulations, it is easy to have problems such as information chaos. China has paid much attention to the development of short video platforms in recent years and promulgated many effective laws and regulations. However, due to insufficient publicity, imperfection and technical constraints, many unscrupulous media and unscrupulous elements are allowed to run amok on the online platform. Considering these factors, college students are easily exposed to undesirable information on the Internet, which in turn can affect their cultural security awareness and even endanger the cultural security and regime security of the country. Therefore, in order to provide a good short video environment for the cultivation of college students' cultural security awareness and create a harmonious and orderly network ecology with good ecology, it is necessary to adhere to the establishment of sound laws and regulations. However, to create a good ecology in short videos to cultivate college students' cultural safety awareness, in addition to countermeasures from the level of network technology construction and improvement of laws and regulations, we should also explore ways from the level of regulation. The Internet is not a place outside the law, and the construction of the system in the space of online short videos is essential to cultivate the cultural safety awareness of college students. At the same time, the vitality of the system lies in the implementation. Therefore, in order to achieve the effect of regulating the short video communication atmosphere, it is necessary to insist on establishing sound policies and regulations of the network platform, as well as to improve the institutional mechanism of the network ecology and ensure its effective operation, so as to create a good network ecological environment for cultivating the cultural safety awareness of college students.

4. Strengthen the Level of Regulation and Build a Network of Good Order

After decades of rapid development, the application of the Internet in China has taken shape. It has played an active role both in information exchange and interpersonal communication, as well as in social participation and life services.[7] However, due to the virtual nature, openness and low threshold of the Internet, some unscrupulous elements ignore the laws of the Internet short video space and frequently use the Internet platform to carry out online fraud and gambling and other Internet crimes.[3] Once college students receive bad information on the Internet, they are prone to lack of cultural safety awareness, leading to many incalculable risks. The short video platform is not a free world unrestrained by law. Therefore, in order to cultivate college students' awareness of cultural safety, it is necessary not only to improve the laws and regulations of short video platforms, but also to strengthen the supervision of online platforms.[6] If these information and related media are not regulated, numerous undesirable consequences are bound to occur. Therefore, in addition to strengthening technical construction and sound laws and regulations, it is also necessary to strengthen the supervision of short video platforms in order to cultivate the cultural safety awareness of college students in the short video perspective. The government and relevant departments should screen all kinds of undesirable information on the network platform, take strong measures against the unlawful elements in the network platform, and improve the ability and level of network supervision and management, so as to build a good order of short video dissemination and provide a good network environment for the cultivation of cultural safety awareness of college students. Specifically, first, improve the network supervision laws. The network is not a place outside the law, and the construction of network order needs the guarantee of law. Different from the general social crime, network crime is longer and wider, if not to develop specific legal provisions, it is difficult to achieve the accurate and specific implementation of the network crime sentencing. Second, improve the network supervision system. On the one hand, the Ministry of Public Security should establish a real-time website domain name and IP synchronization database management system, the real name of the network registrant information and registration for the record so that it can be networked management; on the other hand, the establishment of a nationwide network security supervision system, strengthen the provincial and municipal supervision staffing and full-time network monitoring. Third, improve the punishment of cybercrime. No matter for a certain group or a certain person, as long as the act of misleading readers by spreading or reproducing false information, they should bear the relevant legal responsibility, so as to achieve the goal of stopping the illegal acts of network crime. Fourth, the formation of an opinion monitoring team. The supervision of the network needs human support, and without the formation of a professional public opinion monitoring team, it is not only difficult to form a system of public opinion supervision, but also difficult to ensure the effect of supervision of the network platform.

5. Utilize Social Supervision to Create an Orderly Environment

Creating an orderly network public opinion environment is an important support for cultivating college students' cultural security awareness. A good and orderly network environment is conducive to cultivating college students' cultural security awareness and ensuring national cultural security and regime security.[8] Without a clean and healthy network environment,

it will be difficult to cultivate students' cultural security awareness, maintain the security of national network ideology and guarantee the cause of socialist construction.[5] To create an orderly network environment, in addition to the above-mentioned sound policies and regulations and increased supervision, it is also necessary to mobilize the power of social members and play the role of social supervision. The social members in the network ecology are the most empathetic group, and it is undoubtedly a wise choice for them to supervise the network environment. Therefore, to cultivate the awareness of cultural safety among college students, we need to work hard on the creation of a healthy environment on the Internet and play the important role of social supervision. On the one hand, social supervision channels should be established and opened up. Social supervision is also an important way to ensure the safety and control of short video space. By establishing a management platform that can be registered by the public and building a feedback and evaluation mechanism for the website, we can stimulate the enthusiasm of the public for political participation and guarantee the cultural safety of the online short video space, which provides a good atmosphere for the cultivation of cultural safety awareness of college students; on the other hand, we should stimulate the enthusiasm of the members of the society to participate. With a feedback platform, there must also be registered users. Without the registration of the society at large, there will be no continuous evaluation feedback, and the supervision will be difficult to implement.

6. Stimulate Media Self-Regulation and Build a Quality Network

The spirit of self-regulation of online media usually refers to the communicators' own restraint and control of their own communication behavior. In the short-form video space, the complexity of information dissemination, textual variation, and content diversity make it more difficult for the industry to regulate itself.[7] Although the traditional Chinese news media industry has had a code of self-regulation since a long time ago, the spirit of self-regulation in the online media needs to be further stimulated. Specifically, first, the development of self-regulatory standards for major online media. For the market, "standards" is to regulate the market economy object "law", if there is no "standard", commodity buyers and sellers can hardly self-discipline; similarly, for the network, "standards" is to regulate the network. "If there is no "standard", it is difficult for users of the platform to maintain self-discipline. Therefore, it is necessary to develop self-regulatory standards that meet the characteristics of the network media, so that they are standardized. Second, strengthen the ideological construction of online media personnel. The development of "standards" is a rule, and the vitality of the rule lies in the implementation. The most important step in the implementation is the acceptance of ideas, and only the acceptance of ideas can logically achieve the implementation of standards. Therefore, we can strengthen the ideological construction of major media practitioners through network theory propaganda, news opinion analysis, centralized organization study and live webcast study. Third, strengthen the construction of self-regulation of online media institutions. In addition to offline media, online network short videos should strengthen industry self-regulation and enhance their sense of social responsibility. In the personnel selection, according to media literacy, ideological literacy, political literacy, ability literacy and other comprehensive consideration and selection; in the news publication layout, according to objective facts for theoretical analysis, try to achieve objective and rational reporting; at the same time, to collect and publish news contributors real name, increase the mechanism of accountability.

7. Conclusion

Based on the preliminary research on the current situation of cultivating college students' cultural safety awareness in the field of short videos, this paper starts from improving the conditions of cultivating college students' cultural safety awareness with the advantages of short videos, analyzes the causes of the current situation in depth, and proposes the cultivation strategies such as strengthening technical construction, improving laws and regulations, strengthening supervision and social monitoring, and stimulating media self-discipline. It is expected that through the implementation of the above strategies, the cultivation effect of college students' cultural safety awareness under the short video perspective will be further improved, and the cultural safety awareness of college students will be further enhanced.

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