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CHINESE UNIVERSITY MEDIA CULTURE IN THE CONTEXT OF COVID-19 REVIEW, ISSUES AND DEVELOPMENT TRENDS

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Abstract:

Campus media culture is an active phenomenon in universities and an important part of the composition of campus culture. Especially with the rise of "We media", campus media culture leads the school trend and fashion, and has a significant influence on the thoughts and behaviors of teachers and students. After the outbreak of COVID-19, due to the frequent use of online classes, mobile phones or other electronic technologies for work or epidemic prevention, campus media has been more widely used, which has a greater impact on university teachers and students. This paper focuses on the special field of Chinese university media culture, expounds the concept and connotation of Chinese university campus media culture, combining the domestic and foreign scholars on this problem, Chinese university campus media culture itself problems and exist in the changes of the epidemic environment, looking forward to other future development trends.

Keywords:

Chinese University Media Culture, Research Review, Problems, Development Trends

Introduction

Campus media culture is an active phenomenon in universities and an important part of the composition of campus culture. Especially with the rise of "We media", campus media culture leads the school trend and fashion, and has a significant influence on the thoughts and behaviors of teachers and students. After the outbreak of COVID-19, due to the frequent use of online classes, mobile phones or other electronic technologies for work or epidemic prevention, campus media has been more widely used, which has a greater impact on university teachers and students. As a whole concept, campus media culture has rarely been systematically

elaborated in literature. However, in practical work and life, it is of practical significance to pay attention to campus media culture and conduct in-depth research on it.

The Conceptual Definition Of Campus Media Culture

Campus media covers the official media of the university, or the media run by teachers and students themselves, as well as social newspapers, radio, television, Internet, magazines, mobile phones, direct mail, and videos, information and pictures produced by teachers and students using mobile phones and social communication platforms to disseminate to non-specific people.

Media, according to the text structure in words of righteousness, "medium" means "mediation", began to specifically to men's and women's marriage intermediary, namely matchmaker, media word by the "female" and "a" word, in ancient times men and women to marry, will have a certain "mediation" first introduce each other, the intermediary is usually female, the word "media" is the meaning of "a woman", in the post-modern society, In the postmodern society, it is extended to "let the two parties establish some kind of contact". "Body" means carrier. In the West, the word "media" is expressed in Latin "Medius", which means "between two things". If you want to define, to the media the next can be expressed as "the use of certain tools or carrier, in a transmission of information between two or more people" meaning, then, is actually the media of information, or with the help of modern society is used to pass information and access to information tools, channels, carrier, medium, or technology platform called "media", is actually refers to people, Borrowed objects refer to meaning. In real life, usually the carrier or platform we publicize is called the media. For example, newspapers, magazines, books and leaflets that publish information on paper are called "paper media", and the platforms that disseminate information by means of television, radio and the Internet under the condition of modern technology are called "electric media".

No management is paper media or electric media, the real world is usually mixed together to use, the media has been integrated with people's life, is an important channel of information sources in our daily life. When you go out and see outdoor advertisements on the street, or even sales information marked by merchants, it is all media information; At home watching TV, magazines, listening to the radio, surfing the Internet, brushing mobile phones to get all kinds of media information, in a sense, we live in a world of media information "bombarded" anytime and anywhere.

University campus is not exceptional also, in the modern university campus is filled with society is widely used in all kinds of media platform, and the university itself in view of the campus life groups set up quite a lot of its own media, such as university academic journals, radio, television, the campus network, campus publicity column, and so on, the media generally by the school official operation or management, To disseminate the information that the university thinks needs to be known by teachers and students.

With the use of Internet technology and mobile phones, especially smart phones, a new media is gradually derived, that is, smart phones as the media terminal and platform, some mature social application of communication software or APP as development tools, what happens in the campus or self ideas to express and spread the "personal media platform". Some functions such as WeChat based software APP to use, based on the trill software for some of the tools used, multifarious, various and colorful, but also because of simple, fast spreading information

and popularity, the rapid development in the campus, occupying the campus information communication and dissemination of important positions instead of momentum.

Modern university media goes beyond the traditional limitations, because of its form is novel, simple and efficient communication, illustrated welcomed by teachers and students, especially the Internet generation bred a Internet, especially, the impact on the campus is more and more big, gradually formed the everyone is a media people, everyone is the situation of new media audiences. Media is a tool of spreading information, the information carried in the disseminator of values, aesthetic taste and ways of thinking, after the new media become a trend and fashion, teachers and students are representation for values, aesthetic taste and ways of thinking of ferment and collision, the ferment and collision after precipitation and accumulation, will create new values, aesthetic taste and ways of thinking, This will rise to the norm of culture, so the university new media culture is gradually formed.

To sum up, the definition of campus media culture in modern colleges and universities can be summarized as: the sum of spiritual wealth gradually formed in modern colleges and universities, transmitted through traditional media and new media platforms or tools, and with the characteristics of campus localization, which is carried by the teachers and students of the whole university as the communicators and audiences.

Extension of the concept of the campus media is specifically to school or the teachers and students of self-administration and the media, or the use of social media platform tools on campus for information transmission, bearing the connotation is information, the information contained in and reference values, aesthetic taste and ways of thinking, when the campus media is the leading member of the campus information communication, media culture is born, It influences the study and life of teachers and students. Campus media culture teachers is not only the audience, media and media producer, so they have their respective characteristics of the campus, campus media culture show the symbol from traditional humanistic spirit of local schools, teachers and students have long-term practice and fostering the growth of the innovative spirit wealth, this is the inherent requirement of campus media culture and spiritual essence.

Studies Of Media Culture By Scholars In China And Other Countries

Research On This Issue By Scholars From Other Countries

American Douglas Kellner was the first to propose and study "media culture". He thought that the so-called "mass culture" advocated by the early Frankfurt School had already included media culture and consumer culture. Williams, an important founder of the Birmingham School, also began to study media culture early. The paper Encoding, Decoding, written by Stuart Hall, the second director of the Center for Cultural Studies, is a classic work of media culture research. However, it was not until 1998 that the concept of media culture was put forward by Professor Bin Kovach of Harvard University and Professor Tom Rosenstiel of Columbia University in the book "Extreme Speed", in which they wrote: "Today is a mixed media era". "Media linkage and integration is not a simple combination and assembly, but a complementary and mutually reinforcing collaboration based on solid cooperative relationships." In 1995, Kellner published the book Media Culture, in which he tried to put media culture into the framework of cultural studies for relevant thinking and formally took media culture research as a part of cultural studies.

The Research Overview Of Chinese Scholars On This Issue

Chinese culture has a long and profound history, but there is no concept of "media culture" in it, which is related to the backward development of science and technology and underdeveloped media in modern China. After the reform and opening up, China gradually integrated into the world, and all kinds of media in China developed vigorously. Only then did scholars begin to study media culture. In 1999, Zhou Xian and Xu Jun wrote a paragraph: "Some recent influential studies advocate the conjunctive use of the two keywords of media and culture, or 'media culture' or 'media culture'. This is a brand new culture, which forms our daily life and ideology and shapes our ideas about ourselves and others. It constrains our values, our emotions and our understanding of the world; It constantly uses high technology to appeal to market principles and a universal impersonal audience... In a word, media culture condenses communication and culture into a dynamic process, involving everyone. As a result, media culture has become the ritual and landscape of our contemporary daily life." The concept of media culture was formally put forward for the first time in China.

China's research on media culture started from the perspective of foreign scholars. For example, the book *Mass Media and Cultural Change* written by Professor Zhao Yong elaborated the origin, development and transition process of foreign media culture in detail. He holds that "the concept of media culture can not only conveniently express the nature and form of the products of cultural industry (i.e., culture), but also show their production and distribution mode (i.e., media technology and industry). It draws attention to the cycle of production, distribution and acceptance through which media culture can be produced, popular and consumed. Linking culture, media, communication and other fields of study." This is the earliest study of media culture in the country. Since then, many scholars have carried on the investigation and research of media culture, also has a lot of achievements, for example, theory of professor Yan Yan toward the critical media culture research - the Kellner media culture theory analyzes and professor Wei's ordinary articles on Kellner media cultural research field of vision and methods", etc., to research and expression of Kellner media culture, In particular, the critical, pluralistic, combative and other characteristics of media culture put forward by Kellner have been theoretically studied and evaluated.

A large number of periodicals have been reviewed and summarized as follows: Wu Wenping's "Cultural Construction: The New Power of Media Development" has a detailed analysis of the construction, concept and significance of media culture; Zhao Dandan's *The Characteristics and Development Status of Mobile Media Culture* describes and evaluates the new media culture; Wang Min's *Analysis of the Symptoms of Media Culture* puts forward the idea of "unified field" for the current impact of new media on culture; Zhou Caishu's "Dominance and Pluralism, Repression and Culture" analyzed the ideology contained in the current media culture and made attribution; Hu Lili and Yang Xiaoyun considered the media in the small environment of university, and analyzed the educational function of media in university campus; Pan Hu and Zhang Xiaoyu, *On the Necessity of Campus Media Management*, analyzed the operation mode of campus media; Liu Ping put forward the role of campus media from the height of campus culture construction in on the Active promotion of campus media Communication; Yu Shaosong's *On the Integration of Campus Media Resources and the Strong Construction of Campus Propaganda* puts forward suggestions on the integration of campus media resources from the perspective of propaganda; Zhao Zhengyang and Guan Wenbo's *On the Action Method of University Campus Media* took the operation standard of campus media

as the model to study; He Shoulin's A Brief Discussion on the Role of campus Network in the Construction of Campus Culture in Higher Vocational Colleges focuses more on the construction of campus network in higher vocational colleges; Shen Zhijun's Campus Media Construction in the Trend of Networking discusses the ways of campus media construction. Wang Duo's A Brief Discussion on the Limitations and Development of Campus Media separates the limitations of campus media; Guo Lijuan's The Influence of Digital Media Culture on Contemporary College Students' Ideology studied the influence of digital media on students' ideology. And so on.

Comprehensive research of scholars, their media culture on campus, respectively from the role and function of campus media, media development status quo of campus, campus media characteristics, the system construction of campus media, the innovation of the educational function of campus media, campus media aspects of angles and dimensions, analyzes the campus media, especially new media, Media culture influence on the campus of teachers and students, campus culture construction are faced with the confusion, such as idea innovation, the concrete measures of media education function, put forward the Suggestions to solve the problem, the train of thought and method, especially many innovative operational Suggestions and opinions, to say, their research laid on campus media culture study again, the basis of huge value.

There Are Major Problems In Campus Media Culture Of Chinese Universities

In essence, the media is a tool generated by the need of information exchange and communication. Generally speaking, it serves a certain subject. The information, knowledge, skills and ideas spread by the media are all made based on the requirements or interests of some organizations or individuals. According to the actual situation of Chinese universities, the campus media is not only booming and thriving, but also uneven in quality. Moreover, it is common to have different systems and operate in their own way.

Campus Media Lack Overall Planning And Operate Independently

The management of campus media is not unified and lacks authority. The media platforms on campus, such as campus newspaper, campus magazine, campus TV, campus radio, campus website, campus APP, academic journal and student information exchange platform, are edited, produced or released by different functional departments or organizations, which are subordinate to different functional departments. There are several factors such as conflict of interests, conflict of ideas, conflict of management system and operation mechanism, information asymmetry and so on. The information published in campus media often has several problems:

The content is repeated, no new ideas. When a campus event happens to become a hot spot in the campus, all campus media will report or release information, the same event, the same news, the same information appears in front of the same audience, the content is repeated, the monotonous information makes people feel boring.

Information conflict, no authority. Due to the conflict of interests or ideas of media departments, it often occurs that the information conveyed by the media in the same event is conflicting or one-sided, which sometimes makes the audience confused and affects the image and authority of campus media.

Abnormal values. University campus tend to be more open, tolerant of different idea, the campus from the media producers are very few constraints, they release information is mainly promoted by individual ideas and value orientation, often do not agree with the mainstream values or politically incorrect, even some of the media publishers in order to attract eyeball, release information of some extreme, vulgar, It has a negative impact on creating a positive atmosphere on college campuses.

The Content Of Campus Media Culture Is Not Of High Quality And Not Strong Attraction

The quality and reputation of campus media are the basis for the healthy development of campus media culture. At present, the content quality of campus media in China is generally low, which is mainly reflected in.

There are not many official media programs on campus, and the content is single. The campus more reflect the will of university administrators, official media university administrators use of campus media tools for work arrangement, ideological propaganda, media content more considering whether politically correct, reflect the management value or idea more, the media's message written very stylized, fixed form, diction curing, boring, The orientation of the media's information transmission is not in accordance with the needs and acceptability of the audience. It does not go into the life, work and study of teachers and students, and its criticality and reflection are not strong or even absent. In general, the quality of official media content on university campuses is not high.

Although we media on campus are deeply involved in life and popular, they are influenced and restricted by the professional quality, values, information sources, resource support and other aspects of we media producers. The audience is too small, the personal color is too strong, and the information transmission often turns into grapevine news with insufficient authority.

The Advantages And Disadvantages Of Campus Media In Private Universities In China:

item compared	Campus official media	Campus we media
Authority	Authority, the integrity of information dissemination	Lack of authority, much gossip
Integrity	The information transmitted is relatively complete	The information is scattered, sometimes taken out of context
Speed	Relatively slow	Relatively fast
coded form	Compare the fixed form, which is relatively inflexible	The form is flexible and the audience is happy to see
effect	Relatively poor	exert a tremendous influence

The Impact of COVID-19 on Campus Media Culture in China

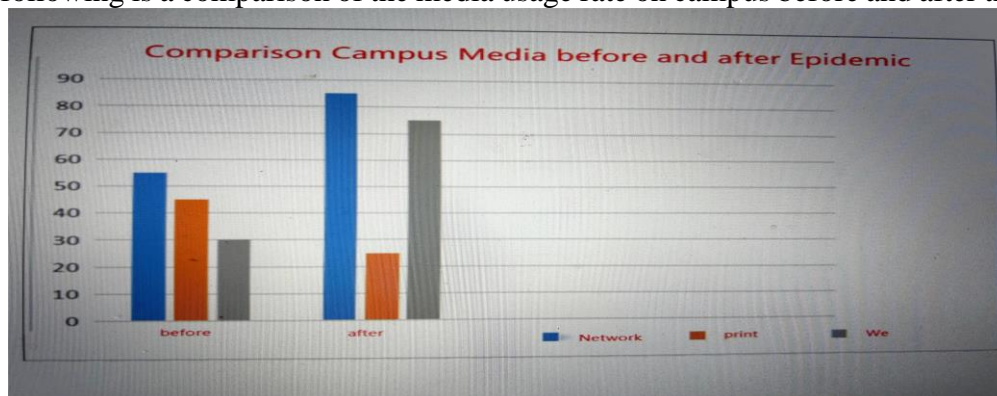
Since the outbreak of COVID-19, due to the needs of epidemic prevention and control, university campuses are often physically isolated, teachers and students are often in different places, and can only use media tools to communicate, communicate, work and study. This state has a significant impact on the media culture of university campuses, mainly including:

Campus network media has become the main channel for university information release. The epidemic has blocked the face-to-face communication between teachers and students, and also hindered the on-site management activities of university administrators. However, the work and study of universities must continue, so it has become an inevitable choice to release information and communicate with the power of modern network technology. Online conferences, online courses and online work are the normal conditions under the epidemic environment. It has become normal for university teachers and students to spend most of their time on computers and mobile phones for work or study, which has promoted the construction of online media in universities. Universities in China have invested huge amounts of money to build various online platforms for work or study. To enable the members of the university to work and study more effectively through the virtual platform.

The trend of college print media networking is obvious. In the face of the epidemic, print media such as school magazines, school newspapers and academic journals, and print media such as slogans, banners and background boards have transformed into electronic publications and graphic print propaganda, and moved their media content to the Internet. As a result of this change, readers and audiences have to change their reading habits from print reading to electronic reading.

Campus radio, campus music and other campus-dependent media have been hit hard. As the epidemic kept teachers and students away from campus and stayed at home, the audience of campus radio and other media was sharply reduced, and their production and broadcast were significantly affected, and some even stopped their services. From the perspective of the media, the biggest impact of the epidemic on the audience is the change of the platform for receiving information, the change of reading habits, the change of working methods, the change of learning places, etc., which will have a significant and far-reaching impact on the media culture of university campuses.

The following is a comparison of the media usage rate on campus before and after the epidemic



The Development Trend of Media Culture on Campus in China

We know that the university campus culture on the shape of deep in the people have great far-reaching effect, is the embodiment of university spirit imaging, as an important transmission channel and platform of university campus culture of campus media, its development and changes of social environment, the mainstream culture, technical conditions, campus administrators consciousness, media audience preferences, and many other factors and constraints, in general, the development trend of campus media culture in China is as follows.

Networking of campus media platforms. The Internet is popular because it is not restricted by physical space and breaks through the space limitation of communication and communication between people, thus gaining popularity rapidly. People living in the university campus are high cultural quality of the social elite, they were the first contact and actively promote the power of the Internet network, absorb information and express ideas in the internet network has become a habit, as a service to the college teachers and students on campus media, if you don't change quickly for networked information model, Will soon disappear due to the loss of audience if the network information transmission mode is not rapidly transformed.

Personalization of media content on campus. In today's era of information explosion, everyone is absorbing relevant knowledge or information from the ocean of information that they recognize or value in their own evaluation. It has become impossible for a media to gain the recognition of all people. In university campus, the media audience is a group of many years of professional training group with high knowledge and skills, everyone have their own independent world outlook, values and outlook on life, their access to information channel is varied, campus media to attract their attention, is inevitable from the content to fit their taste, therefore, The campus media should make a clear positioning, clear the scope of their audience groups, and provide personalized media credit.

The diversification of campus media value. Each information disseminator in disseminating information must carry its own values, the university campus media also have their own unique value, each campus media to a competitive edge in many media on campus, you must show to the audience in a clear its value orientation, the audience's recognition or chord. When many campus media clearly express or advocate their own values, the value of the entire university campus media is different and diversified.

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