Original Research Article

The Path of Guiding Online Public Opinion of College Students in the Perspective of Emotional Politics

Xin Zhao

School of Marxism, Nanning Normal University, Guangxi 530299

Abstract: Under the new situation, college students' online public opinion presents new characteristics, with sudden and diversified contents, rapid and seductive dissemination, and extensive and hidden influence, and college students' ideological and political work is faced with a variety of new problems and challenges. Educators need to face the problems and challenges, pay attention to the emotional needs of college students, deeply understand the inherent laws and potential trends of the development of online public opinion, and build appropriate and optimized guiding strategies based on the complexity of online public opinion and the specificity of the college student group.

Keywords: College students; Online public opinion; Emotion; Guidance strategy

1. Introduction

In the era of mobile internet, self media has become an important variable in ideological education in colleges and universities that cannot be ignored. College students are the backbone of future social development, with high knowledge reserves and strong sense of subjectivity, but they are obviously characterized by immature values and emotional excitement, and are easily "infected" and "incited" by online public opinion. Based on this, this paper mainly analyzes the characteristics of college students' online public opinion, and improves the effectiveness of online public opinion space governance in major emergencies, which is of great significance for promoting the comprehensive development of college students and maintaining social stability.

2. Multidimensional Characteristics of Online Public Opinion

With the development of the new round of scientific and technological revolution and industrial change, people have changed from the initial "spectators" to the "media" that can issue "voices" nowadays, and everyone can create their own "new stage". The "new stage", in contrast, the network public opinion environment has undergone profound changes, and its main features are as follows:

2.1. The Co-existence of Suddenness and Diversity has Become A Typical Pattern of Public Opinion Content.

"The coexistence of opportunity and risk is the hallmark of this era, and the unpredictable and ever-changing risk exists not only in the natural world, but also in our daily life as human beings, and we have entered a risk society." [1] With the occurrence of all kinds of major emergencies, coupled with the immediacy and expansion of the Internet, "suddenness" has become a prominent feature of online public opinion. The Internet platform provides a free and equal space for college students to express their opinions, and it has become an important channel for college students to show their self-image and express their thoughts. However, due to the suddenness and diversity of the content of public opinion, the educational effect of mainstream ideology on university students is greatly reduced.

2.2. The Overlapping of Swiftness and Seductiveness has Become an Important Feature of Public Opinion Dissemination.

In the rapid spread of online public opinion, opinion leaders who have the right to speak and Internet self-publishers who are good at tracking hot topics in society tend to pull and ferment public opinion. Due to the lack of social cognition and immature thinking, college students are easily influenced and incited by some unhealthy online media, and are guided by wrong values and make wrong value judgments, and unknowingly fall into the "tools" of rumor spreaders and opinion manipulators.

2.3. The Symbiosis of Extensiveness and Concealment has Become A Significant Feature of the Influence of Public Opinion.

As McLuhan thought, from the point of view of vertical development of human history, in the real world, human society takes "people living in groups" as the basic unit and "society living in groups" as the basic form, while in the virtual space, human beings take "people living in groups" as the basic unit and "society living in groups" as the basic form. In the virtual space, human beings take "people living in groups" as the basic unit and "society living in groups" as the basic form. [2] In the virtual network time and space, Internet technology breaks through the limitations of time and space, people's communication, emotion transfer and other social behaviors can be exchanged through the network language, convergence and mingling, and these network language is often condensed into a "symbol", which is not subject to the constraints of time and space and geography, identity and language. It is a highly open, free and equal network language. This kind of online language is often inconsistent with or even seriously out of touch with real life, in which case educators are unable to grasp and capture the real thoughts of this group in a comprehensive, accurate and objective way.

3. Efforts to Solve the Problem of Guiding College Students' Online Public Opinion

3.1. Solve the Problem of "Theme Stratification".

3.1.1. Integrate into the Circle and Innovate the Teaching Content of the Ideology Class.

First of all, educators should start from emotion, pay attention to individual's emotion, organically combine the dissemination of mainstream value and concern for students, truly care for students, love and care for students, and realize the emotional interaction between the subject and object of network ideological and political education. Educators should prudently treat the phenomenon of "circling", change their educational thinking, actively integrate emotional education into the network "circling", and shift the important base point of ideological and political teaching from traditional content teaching to the actual emotional needs of the students, and improve the effectiveness of education and teaching in an interesting and effective way. The teaching is interesting, effective and innovative, and promotes the popularization and innovation of ideological and political teaching in colleges and universities. Secondly, change the way of ideological and political education, use big data and Internet information technology to accurately put the content of mainstream values into the student population. In the process of promoting the integration of ideological and political courses into the network "circle layer", students should be guided to develop the habit of consciously reading the values of mainstream consciousness, so as to better play the value-guiding role of education.

3.1.2. Expand the Communication Circle and Guide Students to go Outside the Circle.

First of all, colleges and universities should guide students who are caught in the "circling" out of the circle,

with an open mind to look at the world outside the circle, guiding students to take the current existence of a certain network "circling" as a link in their own development, connecting it with the outside world, advancing layer by layer, developing layer by layer, and then developing layer by layer. Layer by layer, layer by layer, to improve their communication skills. Secondly, colleges and universities should assist students to expand their own circle, excessive "circling" will form a closed "information cocoon", colleges and universities, as an important channel for students' ideological and political work, should actively guide students to change their ideological concepts, and provide students with diversified communication channels, so that students can learn from the virtual world to the outside world. The way, let students from the virtual "circle" jump out, in the online different "circle" between the exchange of contacts, to a larger "circle" to promote a variety of "circle". ""Circle"" between the exchange and interaction, to prevent the 'circle' caused by the closure effect, so that it can better play a positive function.

3.1.3. Constructing a Pattern of Information Exchange Between Circles.

In the context of "circlization", break the blockade of the "circle", so that the "circle" and the "circle" to docking Connectivity. Only by guiding students to pay active attention to the content of the mainstream awareness communication platform can mainstream values really enter college students. First of all, using the existing network publicity media, we can grasp the information needs of students in an all-round and multi-angle way, and make them targeted, and introduce mainstream values into the thematic discussion, so as to trigger students' resonance and thinking. Secondly, colleges and universities should also actively organize cultural innovation activities with different characteristics and promote them on campus and online in due course, showing a diversified campus culture, combining ideological and political education with "circle culture", and breaking through the "circle culture" with a series of activities. It combines ideological and political education with "circle culture", uses a series of activities to break through the barrier between "circle culture" and ideological and political work, promotes exchanges between disciplines, and spreads positive energy in the campus.

3.2. Solving the Problem of "Polarization of Thinking"

3.2.1. To have Enough Political Sensitivity and A High Degree of Rapid Response Ability.

After the emergence of major events and hotspots, they will quickly become hot topics of discussion among students and spread rapidly among students. Schools should quickly find out the causes and processes of the events and their authenticity, and at the first time, announce the news to the students, show their attitudes and guide the direction of public opinion. Serious, prudent thinking, to break the "information cocoon" brought sugar-coated bombs. In the process of education for college students, the management of college students' network life has the problem of "control" more than "management" less, especially in the face of network public opinion, there is often "control" more than "guidance". The phenomenon of "control" is greater than "guidance". In this situation of solidified thinking, the ideological education of college students mainly relies on daily talks and classroom learning and other offline activities, while ignoring the importance of ideological and political education of college students on the Internet. The focus of ideological and political work in colleges and universities should be shifted from "offline" to the combination of "online" and "offline".

3.2.2. Cultivate Network Opinion Leaders and Strengthen the Discourse Leadership of Public Opinion.

First of all, we should cultivate "network opinion leaders" scientifically. "Network opinion leaders use the communication function of the new media platform, through the screening, analysis, and reprocessing

of information, express their attitude and opinion in the network, and use their prestige and influence to play an important role in influencing the thoughts and arguments of other netizens." [3] Secondly, it is necessary to strengthen the public opinion guidance of mainstream opinion leaders on campus. In order to stop the negativization of online public opinion and eliminate the harm caused by the inappropriate behaviors of online opinion leaders, it is necessary to strengthen the discourse control ability of mainstream opinion in the development of online public opinion, so that it can exert the greatest influence and utilize the power of the public, so that the mainstream voices always occupy the high point of public opinion. In addition to this, it is necessary to let campus mainstream network opinion leaders engage in heated debates with network opinion leaders who hold erroneous statements, use the power of facts to crush their fabricated rumors, and use rational and objective voices to refute their overly radical statements.

3.3. Solving the Problem of "Behavioral Blindness".

3.3.1. Strengthen and Improve the Leadership of the School Leadership Team on Public Opinion Work.

First of all, it is necessary to vigorously publicize and implement the Party's important decisions and deployments, and ensure that the majority of teachers and students support the line and policies set by the university. In the face of the "battlefield" of online public opinion, the government and the relevant departments of the university should cooperate fully. In the early stage of public opinion formation, we should focus on the source of public opinion information, timely detection, screening and early warning of potential risks, early detection, early warning, early disposal, and nip the public opinion crisis in the bud. Secondly, the trend and trend of public opinion should be closely monitored to keep public opinion under control, enhance the sense of urgency and responsibility to do a good job in online public opinion work, and maximize the resolution of public opinion crisis. Secondly, it is necessary to clarify the responsibilities to strengthen the supervision of online public opinion. It is necessary to increase the supervision and management of the university website, and strengthen the examination and control of the information content of the university website.

3.3.2. To Build Social Public Opinion Supervision by Establishing A System.

The supervision system includes internal supervision and external supervision. Traditional society is dominated by internal supervision, supplemented by media supervision, while institutional supervision and public supervision are relatively weak. Therefore, websites with negative public opinion orientation should be promptly notified to the relevant departments for rectification, so as to ensure the smooth implementation of the key work. Only in this way can we truly play the role of supervision and guidance of public opinion work in network ideological and political education, so that the work of public opinion can move forward in the right direction and on a healthy track, and truly play its role of supervision and guidance in network ideological and political education.

4. Conclusion

In conclusion, in the process of network public opinion guidance, college educators, network public opinion reporting and dissemination workers should adapt to the needs of the big data era to innovate network public opinion guidance strategies, combine the emotional needs of individuals, guide college students to play the subjective initiative, carry out true and effective public opinion reporting on the new media platform, integrate the humanistic color of empathy and the emotional mode of internal thinking in public opinion reporting, and explore the mechanism and optimization path of network public opinion governance in line with China's national

conditions. The optimization path of network public opinion governance mechanism and optimization in line with China's national conditions.

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