

On the New Media to the Challenge for New Young Teachers in Professional Dedication and Countermeasures at Universities

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Abstract

The new media is the product of media development, which has the characteristics of being massive interactive and personalized. Professional dedication is the component of the Chinese nation in its excellent traditional culture. Under the impact of the new media, the professional dedication of new young teachers in universities in terms of meaning, approaches to achieve an environment where they are involved is being challenged. Therefore, we should strengthen the education of new-literacy and professional education for young teachers, adhere to the combination of online and offline, play the role of gatekeeper, and enhance the management and supervision of new media, thus to raise professional dedication and professional values of new young teachers in universities, and realize the Chinese dream in professional practice activities.

Key words: New media; Novice teachers; Professional dedication

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INTRODUCTION

The 18th National Congress of CPC has pointed out that we should advocate patriotism, dedication, integrity, and

friendship, and positively cultivate and practice core socialist values. As the basic values of citizens’ personal level standard, dedication is the specific embodiment of citizens’ patriotism on the level of a profession. With the development of higher education popularization, the number of young teachers in universities has increased rapidly and they have become the main force. The situation of teachers’ professional dedication will not only influence the teachers’ career plan and college students’ healthy growth, but also impact the future of socialism education with Chinese characteristic. At present, in the new media era, the professional dedication and values of new young teachers in universities have been impacted. How to promote professional dedication and professional values of new young teachers in universities is the urgent problem we need to solve right now.

1. CHARACTERISTICS AND CONNOTATION

We need to understand firstly the new media and its advantages. What is the professional dedication? And we can analyze its importance and content.

1.1 The Concept and Advantages of New Media

The concept of new media was firstly put forward by P. Goldmark, the head of CBS Technology institution, in 1967. As the product of communication media, the connotation of new media keeps up with the development of the media. Compared with the traditional media such as newspaper, broadcast, television and magazines, new media based on the modern information technology, transfers information in the way of one to one, one to many or many to many, which takes information web and satellite as platform. Currently, the new media appears in the forms of digital movies, digital videos, mobile TV media, multi-touch media technology, gravity sensing technology and digital magazines. On July 21, 2014, China Internet Network Information

Center (CNNIC) released the 34th Statistical Report on Internet Development in China (“the Report”) in Beijing. According to the Report, by the end of June 2014, the number of Internet users in China had reached 632 million and the Internet penetration rate was 46.9%, of which the number of mobile Internet users had reached 527 million and kept growing (*CNNIC Released 34th Statistical*, para.4, 2014). Based on the data above, we can state that new media has become an indispensable part of our life and has been changing people’s values and life style, which is to be an indicator of influencing the society and public opinions. Compared with traditional media such as newspaper, new media has its own characteristics and advantages:

Firstly, new media has rich sources. People can get the information of home and abroad from the internet, so the receivers of new media have the feature of globalization. With the development of searching engine technology, the enrichment of searching function such as audios, words, blogs, pictures and micro-blogs, people can obtain the needed information faster and conveniently and. Secondly, the interaction and intergroup of transmission ways. The transmission way of traditional media is linear, unidirectional. The receivers have to passively accept what the senders transmitted information. However, the transmission of new media is one to one, one to many or many to many, and it is instantly transmitted and shared, and multi-interactive. The senders and receivers in the traditional term can both be the senders and the feedback is also timely. Third, personality of information and wide scope of information dissemination. In the new media era, everyone can freely express their opinion, transmit their own concentrated information and form a new feature of “I am the owner in my field”. The transmission range is very extensive, and any information can be beyond the geographic boundaries to become national or even world focus on the regional one.

1.2 To Define the Concept of Professional Dedication

Professional dedication is an important part of Chinese excellent traditional culture. “To love your job and your community” and “to devote to your job” represent the dedication in traditional culture. Confucius hold the view that we should take our own responsibilities in the businesses, he frequently cultivated his students to do jobs dedicatedly and to improve themselves by being dedicated to their job. Zhu Xi once said that dedication is to do the job of the heart and soul. Professional dedication is a historical and developed concept and it changes as the times develop. Professional dedication, the inner essence of professional morality, refers to the combination of basic attitude and spiritual situation in the job, which is based on his love for the job. Its key is devotion consciousness. Professional dedication is not only the important premise to participate in any professions, but also the reliable

safeguard to make great achievements. Since ancient time, all the people with great achievements could not be successful without strong enterprise, responsibilities and perseverant efforts. The content of professional dedication includes the following five points: To be familiar with your career, to love your career, to admire your career, to devote to your career and to be good for your career. Its concrete content is that you approve the value and meaning of your career and set up the right professional cognitive. You with strong social responsibility love and admire your career and love the students. You should establish your professional dream which is based on personal situation and social need and can be realized through your efforts. You are willing to devote to the education. You should have firm professional belief and have strong belief in your profession and pursue it persistently. You should abide by the professional code of conduct, industrious, positive enterprising.

Dedication is also the important exhibition of national cultural spirit, national character and national psychology. Max. Weber told us in his book “*The Protestant Ethic and the Spirit of Capitalism*” that any career needs the invisible spiritual force. The doctrine of the protestants in America from Europe is an inner force of diligence and perseverance, to promote the development of American capitalism. We can see that whether a nation owns the professional dedication and consciousness determines the economic, social and cultural development. The thought still plays a critical role in the development of the new media era. In the process of realizing the Chinese dream of the great rejuvenation of the Chinese nation, we should advocate professional dedication, cultivate the new young teachers’ professional dedication in universities to promote the development of socialism education with Chinese characteristics and realize the great educational dream.

2. CHALLENGES

New media is a “double-edged sword”. It facilitates learning and life of new young teachers in universities, and it has some challenges on teachers’ dedication.

2.1 To Impact the Sense of Mission and Pride in Teachers’ Profession

The convenience of new media hit teachers’ professional sacredness and pride, weakened the professional degree of new young teachers in universities. Some people say that university is like wine, the teacher is the “winemaker”; The quality of the wine, the harvest of university has to do with the winemaker. New media has rich information resource, providing convenience for new young teachers in universities in classroom teaching and scientific research. They can find teaching materials, download lesson plans and courseware through the network. They don’t read a large number of teaching materials and stay

up late writing lesson plans. They just move a finger, bang on the keyboard, any information will appear. In this process of copy and paste, the dedication consciousness and education responsibility of new young teachers in universities are desalinated. Faced to reality that anyone can download information from the virtual network, teachers' sense of accomplishment has disappeared. The sense of pride in imparting knowledge to the students that teachers should have, has disappeared in front of the virtual society.

On the other hand, new media expands the channels of communication between teachers and students, but increases difficulty of psychological communication. Under the new media environment, people interact with others freely across time and space boundary. According to the hobby or interest or attitude, they can form "circle" such as the BBS, QQ, micro-blog and so on. Students are willing to associate with the people in the "circle", share with their joys and sorrows, evaluation for teachers and the school and so on. New young teachers in universities can join the "circle" of students, to have more opportunities of communication with students, but only closeness in space does not win the students' heart. The way of interaction in virtual society is lack of face-to-face communication. It makes new young teachers in universities hard to understand the students' true thoughts, and more difficult to form the harmonious relationship between teachers and students. It is not conducive to new young teachers' ascension of teaching ability, even weakens their dedication behavior .

2.2 To Challenge the Way of Cultivating New Young Teachers' Professional Dedication in Universities

In the traditional sense, the promotion of teachers' professional dedication in universities mainly used pre-service training, on-the-job training, counseling reports, seminars and so on. The rapid development of new media impacted the way of professional dedication cultivation. On the one hand, through the network, the administrative departments of colleges and universities change traditional static channel to understand the teachers' thoughts. New young teachers in universities are easy to accept new things, micro-blog, blog, QQ zone which reflects their feelings, concerns, friendly relationships. Thus, as long as comprehensively analyzing such information, universities can understand teachers' ideological trends, working conditions, career goals, thoughts, the problems in the work, and so on.

However, the personalized online communication caused a certain impact on the traditional way of cultivating professional dedication. Different from traditional media, new media has the personalized quality. On the new media era, public opinion information communicates anytime and anywhere. Anyone can get needed information at any time or any place. They also become disseminator

and creator of information. Therefore, if the method of enhancing new young teachers' professional dedication is still stay in a single and passive way, such as concentrated training and theoretic education, which to some extent weakens the practical effects of the cultivation professional dedication. It may make new young teachers keen on flexible and personalized way through the internet. In addition, the content on the internet that new young teachers in colleges focused on brings challenges to establishing their image. On the new media environment, students observe the teachers by teaching, teachers' BBS, email or blog. According to such information, the students evaluation of teachers may be subjectively random even unreasonable, which to a certain extent dampens new young teachers' enthusiasm for work.

2.3 To Erode the Culture Environment of Cultivating Professional Dedication

New media era, everyone can fully and freely express personal views. Information is complex and varied. It makes new young teachers in universities conveniently understand and use all kinds of information, expand their communication range. But the information and internet culture also have influence on new young teachers in universities. Due to the control of new media information becoming weak, there is no barrier to the dissemination of information. Information has become extremely widespread and inflated. Elegant and vulgar, real and false, good and bad information are intermingled. In the various ideologies, the mainstream value of professional dedication is no longer dominant. Its appeal and influence is weakened. It may be more difficult to form professional value consensus among new young teachers in universities.

In addition, in the dissemination of new media information, it has positive message in line with the social mainstream which provides positive energy. It also has adverse information contrary to the Chinese nation excellent traditional culture. Even there is no lack of negative, false, reactionary information, which includes personal privacy exposure, reactionary forces penetration, indecent information, and so on. New media information, which is convenient and fast without barrier, makes all kinds of information from a larger scope and faster speed affect of new young teachers in universities. It disrupts their professional values and culture, even makes some new young teachers in universities get lost themselves and has ideology confusion in the multicultural. It is not conducive to form the correct professional values and ideals, and objectively hit teachers' professional ethics.

3. STRATEGIES

In the new media age, we propose some strategies to cultivate professional dedication of new young teachers in

universities. we will introduce from the following several aspects.

3.1 To Strengthen the New-Literacy Education to Improve New-Literacy of New Young Teachers in Universities

New media is the important channel for the public to access knowledge and cognizing the society and world. It also becomes the important factor of influencing people's world outlook and values. The influence of new media on people is like the air or the sun's influence on people everywhere and at all times. New-literacy is the essential quality that modern society citizens should have. In 1992, the new-literacy research center defined it that faced with all kinds of information, people should have the capability of understanding and inquiring, assessing and responding, creating and producing. The new-literacy education is to educate the public who have media capabilities. Its purpose is to help the public correctly understand the nature of media, improve the capability of interpreting and critiquing all kinds of media information, and the capability of correctly using media, which services for individual life and social development (Gong & Zhang, 2010). As can be seen, the core of new-literacy education is that through guidance and education of receiving medium information, audiences can have the right media consciousness and change it into personal qualities, finally with the capability of cognitive, application and critical to media behavior. Under the condition of rapid development of new media, in the face of surging wave of information, in view of this special group—New young teachers in universities, we must improve their media literacy. It needs teachers to correctly identify information, analyze and criticize information, appropriately assess information, access effective information, useful information for teaching and scientific research, and help students improve the capability of media literacy. Thus, this requires an increase of new young teachers' media awareness and media behavior, from the spontaneous level rising to the height of consciousness itself. Only in this way, new young teachers in universities can have the capability of the choice and judgment of media information, even critical consciousness. They gradually raise the level of professional ethics, take the initiative to set up the correct professional values and life values. They can appropriately play the role of media in the work, study and life.

3.2 To Strengthen the Professional Education to Improve Teachers' Consciousness of Self-Discipline

The education is the most brilliant career in the history of mankind. In the process, teachers are like a red candle, burn themselves, illuminate the others. Teachers are like a silkworm, in obscurity, dedicating selflessly. Thus, new young teachers in universities must have a strong sense of dedication, adhere to professional values, set up the

lofty career ideal, really take up the education mission. As Marx in the article "*Young considers when choosing a career*" pointed out:

The profession giving people the dignity only in this way, we are not as a slave when engaged in the profession, but create independently in their own field. This occupation does not need to unseemly behavior (even if only the shameful actions on the outside), and even the most outstanding figures will engage in it with lofty pride. (*Marx and Engels Corpora [Volume 1]*, 1995, p.458)

Under the new media environment, facing that dedication consciousness of some new young teachers in universities is fading, and loss of pride and creative of professional sense and other issues, we need to strengthen professional dedication education, enhance social responsibility of new young teachers in universities. Thus, on the one hand, dedication education needs to focus on the social value of the profession itself, as well as consider the teachers how the teachers can achieve their personal values, and guide teachers to change their professional behavior, have self-discipline consciousness. On the other hand, new young teachers in universities should enhance creativity and innovation, regard dedication as inner conscious behavior, not the mandatory behavior. In addition, new young teachers in universities should enhance the creative spirit and creative consciousness. New young teachers in universities make full use of the new media which has brought us convenient teaching and research resources. They should take their own subjective initiative, reprocess teaching resources to avoid copying and simple repetition. Only when the prepared lesson plans and teaching courseware of new young teachers stand the test of teaching practice, teachers' sense of responsibility and happiness can be reflected while teacher's professional consciousness can be increased gradually.

3.3 To Pay Attention to the Combination of Virtual and Reality to Promote Actual Effect of Cultivation New Young Teachers' Professional Dedication

In media era, virtual and reality are contradictory. To deal with such contradiction, good combination of virtual and real world community can make both sides to resonate, enhance the effect of using new media. To promote new young university teachers' professional consciousness and professional dedication, we must adhere to the combination of on-line and off-line, virtual and real, change the single and static traditional mode transmission into an interactive and dynamic model. In this regard, first of all, new young teachers in universities can strengthen the contact and communication with students through new media. Through QQ zone, wechat, micro-blog and other media, they can join the students' circle, use the familiar words to communicate and exchange with students, understand the inner world of students, thus to form a harmonious relationship of teachers and students. Second,

colleges and universities can use the network to help new young teachers in universities upgrade professional values. Network training courses are a good choice. Kentucky teacher induction used the form of guidance for online network in America. New young teachers in universities can get a lot of professional and personalized teaching resources through the network, the opinions of dealing with problem about the students, exchange creative teaching plan, but also new young teachers in universities can communicate freely and openly through the network and so on. It has great significance to enhance young teachers' professional dedication in our country. Third, teacher-blogs can be set up in colleges and universities. This can make full use of teacher resources, play the role of teachers to model, make students closely feel the fascination of teachers charm. It can help new young teachers share teachers model' teaching results and teaching experience, understand teachers model's sense of responsibility and professional philosophy. And it can encourage young teachers to establish the sublime and firm career aspirations, enhance career emotion, improve professional dedication.

3.4 To Strengthen the New Media Information Filtering

"Gatekeeper" namely "gatekeeper", was put forward initially by the American sociologist Kurt • Lewin. He proposed the word "gatekeeper" (gate keeping) in an article of "channel of group life". Between communicators and audience, gatekeeper determines to continue or abort the transmission of information. Gatekeeper can be individuals, units or collective. New media communication represented by mobile phone and the internet is convenient and interactive. But as a distribution center of culture and the amplifier of the social public opinion, new media has some false information, negative or decadent culture, and so on. Therefore, in the new media era ascending professional dedication of new young teachers in universities, the government should undertake macro "gatekeeper" role, strengthen digital technology research, control the new media environment, strengthen the penalties for disseminator and media site of false information, let false information nowhere to hide. On the other hand, universities should strengthen the construction of campus network, the school internet users can log in the server through the fingerprints, Real-name system can help reduce the spread of bad information. In addition, new young teachers should enhance social responsibility of self "gatekeeper". "Only when educators continuously

enhance their theory cultivation, can they enhance the capability of judgment and feedback of social information and the social information in the process of education communication can be better controlled." (Nan, 2005). New young teachers in universities should have the responsibility consciousness of "gatekeeper" and "tester", improve overall quality and cultural awareness, conscientiously resist production and transmission of vulgar programs and false news, actively play an opinion leader in new media using, communicate with students freely and equally, get the students' support and affirmation. In a word, through the joint efforts of the government, universities and teachers, we can create good atmosphere for new young teachers in universities to enhance professional consciousness and values.

CONCLUSION

Professional dedication is the core of professional ethics, and anyone must have the basic quality. New media has become the part of our work and study. It likes the "double-edged sword". We must pay attention to the problem. We need to put forward some measures from different facts. The first is to enhance new -literacy of new young teachers in universities. The second is pay attention to the virtual world and the real world closely. In addition, we need to strengthen the supervision and management of new media and create good professional environment. But the most important fact is the teachers. The new teachers should enhance their self-discipline and the sense of professional responsibility. Thus, the new teachers in universities can better undertake the task of teaching. They can realize Chinese dream in the process of achieving their career dream and personal values. The education cause of socialism with Chinese characteristics can be rapid development.

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