The Realization of Implicit Education in Colleges and Universities with "Bullet Screen Culture" as the Carrier

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Abstract: *With the continuous development of self-media and new media, "bullet screen culture" as an emerging culture is widely spread among contemporary college students. As a subculture, the bullet screen has a high degree of interactivity, immediacy, fragmentation, anti-art and group carnival, and can be used as an effective carrier for implicit education in colleges and universities. Based on the communication advantages of "bullet screen culture" and the unique education method of implicit education in colleges and universities, optimize the network environment, channel network public opinion, and carry out subtle hidden education on the carrier of "bullet screen culture".*

Keywords: "Bullet screen culture"; Hidden education in colleges and universities; Ways to achieve.

1. INTRODUCTION

In recent years, notices such as the "Opinions on Further Strengthening and Improving the Propaganda and Ideological Work in Colleges and Universities under the New Situation" have emphasized the need to focus on enhancing the ability to use the internet, following the laws of information networks, and making mastering new media operation techniques a necessary ability for the teaching staff, in order to develop strong skills in using "internet language" to participate in the construction and management of internet culture. College teachers should make every effort to innovate implicit education carriers and control the discourse power of online public opinion for implicit education. Implicit education refers to the use of implicit educational resources by educators to achieve certain educational goals, through concealed and flexible educational methods and unconscious educational activities, allowing learners to receive education in a subtle and imperceptible environment.

With the rise of two domestic bullet screen video websites (Ac Fun and Bilibili, hereinafter referred to as A and B), bullet screen, as a typical "anime" phenomenon, has been widely spread among contemporary college students. The so-called "barrage" refers to the commentary subtitles that pop up when watching videos on the internet, and viewers interact in real-time and participate in discussions by sending barrages. The traditional comment section is usually placed below the video, and the comment content is arranged in order of publication time, which has the characteristics of strong lag and poor interaction. Barrage, on the other hand, is the opposite. The video window is the comment section, and the comment content "flies" above the video according to the sending time point, which has the characteristics of strong audience interaction and high content visibility. Relying on A and B stations, it has attracted a large group of "post-90s" and "post-00s" students. As avid pursuers of new things, college students have joined the "barrage army" one after another. Implicit education in universities is the work of university students, and the platform for conducting work should be established wherever students engage in activities.

2. THE NECESSITY AND FEASIBILITY OF USING "BARRAGE CULTURE" TO CARRY OUT IMPLICIT EDUCATION IN UNIVERSITIES

Teachers of professional courses must improve their understanding of the teaching principles of ideological and political education and grasp the core of ideological and political education in the curriculum. That is, they should use innovative teaching methods to explore the factors of educating people in professional courses, and properly and timely integrate them into the teaching of professional courses, so as to unify the scientific nature and value of education. If you really understand the teaching idea, you can deepen the content of the course, and at the same time increase the humanistic color of the course, and the effect of the professional course will be improved. As a full-time teacher, first of all, we should realize the key significance of teachers' ideological and political education in teaching and its social significance, and then we should further establish our own requirements for ideological and political education in teaching, so as to further improve the level of teachers' ideological and political

education, and effectively realize the combination of teaching knowledge and cultivating ideas. At the same time, the school has adopted the "introduction, recruitment and training" approach to effectively improve and optimize the school's teaching staff system and meet the needs of "post competition, certification and innovation" to integrate education by training a large number of creative full-time teachers, and employing scholars, entrepreneurs and outstanding people in relevant fields of society as part-time teachers. Arrange teachers to participate in the training of 1+X certificate, skill contest, job certificate and other aspects as well as professional skills improvement.

2.1 The necessity of applying "bullet screen" implicit education in universities

In the era of highly developed information technology, with the development of new media, the traditional classroom education model can no longer fully adapt to the changes in the times and the spiritual needs of students, and is facing great challenges. First of all, the teaching concept is lagging behind, and teachers fail to use the latest thinking methods and achievements such as "Internet plus" to carry out classroom teaching in a timely manner; Secondly, the teaching content cannot respond well to society, reality, and the internet. Some teachers simply read from textbooks, resulting in a significant gap between students' knowledge systems and the teaching content; Finally, the teaching methods lack innovation and are limited by the fixed teaching methods, venues, and time in the classroom, resulting in teacher-student interactions often becoming mere formalities. The above three factors contribute to the low quality of implicit education in universities, low student recognition, and the need to explore new educational models to make up for the limitations of traditional education, which is an important task faced by every university teacher.

In the wave of higher education reform, how to cope with the impact of networked informationization, we must learn from the practices of other courses. The emergence and rapid development of "barrage culture" not only attracts the attention of college students, but also greatly meets their spiritual and cultural needs. Combining the advantages of traditional college education with this new network interaction mechanism will inevitably play a crucial role in unleashing the implicit educational functions of colleges and universities.

2.2 Feasibility of applying "bullet screen" implicit education in universities

2.2.1 Fragmentation of Information Dissemination

The "danmu culture" presents special advantages in information dissemination in today's micro era due to its high visibility and interactivity. The barrage content is highly condensed, adapting to the fast-paced lifestyle and work style of the information age. The fragmentation of information dissemination is mainly reflected in three aspects: form, content, and meaning expression. In terms of form, it is not limited to traditional text arrangement and has diverse forms. Users can receive and publish information anytime and anywhere; In terms of content, as long as it does not violate relevant laws and regulations, everyone can freely express themselves, and there is no limit to the publishing time; In terms of expressing meaning, the open and interactive user experience breaks through the monopoly of traditional media, allowing different voices to compete and truly achieve the goal of 'I say, I think'.

2.2.2 Coverage Expansion

Barrage dissemination has evolved from the original "one-to-one, one to many" mode of dissemination to the current "many to many" mode of dissemination, maximizing information sharing. In today's era of self media, a large number of "grassroots" have emerged with the right to spread information, and have grown rapidly to become popular and earn money in the information age. College teachers can establish their own personal accounts as "UP hosts" on "Bilibili" to regularly upload relevant videos, attracting students' attention and recognition. College teachers use their charm to attract a wide range of fans, making students become the "little fans" of the teachers, recognizing, supporting, and widely disseminating the information and knowledge imparted by the teachers, using this as a means to spread ideological and cultural awareness, which traditional classrooms cannot achieve.

2.2.3 Convenient Communication and Exchange

Compared with traditional classroom teaching, the new media carrier of education has largely liberated the limitations of implicit education in universities. Information dissemination is not limited by time and space, and

implicit education is integrated into daily life and social practice to break the traditional phenomenon of cramming. The portability of mobile media platforms and the simplicity of operation make education a work that can be carried out anytime and anywhere. Relying on the "barrage culture" as a carrier to carry out implicit education can greatly stimulate students' interest and enthusiasm. Express the central idea through concise text and video files, truly integrate implicit education into students' daily lives, and improve their ideological literacy.

3. THE OPPORTUNITIES AND CHALLENGES OF APPLYING "BARRAGE CULTURE" TO CARRY OUT IMPLICIT EDUCATION IN COLLEGES AND UNIVERSITIES

Relying on the "barrage culture" to carry out implicit education in universities can improve the spatiality and timeliness of education, break the temporal and spatial limitations of traditional implicit education, and greatly enrich the content and form of implicit education. In the Internet era, the "bullet screen culture" provides a new carrier for implicit education and facilitates teachers. It cannot be denied that using "danmu culture" to carry out implicit education is not omnipotent, it is the finishing touch of the work, and "danmu culture" also poses corresponding challenges to today's implicit education.

3.1 The popularization and openness of information dissemination have shaken the dominant position of university teachers

Classroom education, as the main approach to higher education, is fundamental and foundational. A weak foundation is very dangerous for students who are in the process of forming their ideological concepts. College teachers can guide and influence students through understanding and reasoning, but the popularization and openness of information dissemination have completely changed the current situation. For traditional higher education workers at the top of the pyramid, their dominant position has been severely challenged due to the specific education they provide not meeting students' active thinking needs.

3.2 The spontaneity and blindness of information dissemination weaken the role of university teachers as "gatekeepers"

In today's online environment, the continuous growth of information presents explosive characteristics, and information dissemination is characterized by disorder and spontaneity. As the "gatekeepers" in the process of implicit education dissemination, university teachers need to screen and guide the information being disseminated based on their own "pre-existing position", according to their opinions, interests, experiences, as well as current policies and ethical and legal norms. However, in today's era of big data and information, the worldview, values, and outlook on life hidden in information are diverse and complex, which increases the difficulty of higher education. At the same time, today's college students have a relatively high probability of being eroded by negative information due to their immature social experience, cognitive level, and discernment ability. Relying solely on one's own ideas as a measuring standard in information screening and filtering determines that university teachers cannot always take care of every student, making control and education extremely challenging.

3.3 The speed and complexity of information dissemination have increased the difficulty of implicit education in universities

The "danmu" platform is highly sought after by contemporary college students due to its convenience, allowing anyone to obtain more and faster information and news as a virtual identity. However, the lack of close correlation between the information subject and the information content naturally increases the courage of the information subject to publish information, avoids ethical and moral limitations in the real society, and increases the difficulty of implicit education. At the same time, the abundant resources and fast dissemination methods in the information age can influence the thoughts and lifestyles of college students, increasing the complexity and difficulty of implicit education in universities.

3.4 Challenges the comprehensive quality of implicit education work for university teachers

Faced with the increasing emphasis on self-development among the "post-90s" and "post-00s" today, the difficulty of university teacher education has reached a higher level. Under the current situation, college teachers should be aware of the challenges brought by new media to the implicit education work in colleges and

universities, be good at seizing the opportunity to use the micro platform to do the implicit education work, and become an expert in carrying out the implicit education work through "B Station", microblog, WeChat, Tiktok, Kwai and other platforms [6]. Strengthen communication and exchange with students, reduce passive preaching, use hot topics on the internet to stimulate students' enthusiasm for positive and healthy thinking, create a harmonious and civilized information environment, and create a positive campus atmosphere.

4. COUNTERMEASURES AND SUGGESTIONS FOR USING "BARRAGE CULTURE" TO CARRY OUT IMPLICIT EDUCATION WORK

4.1 Building new carriers for implicit education and innovating new mechanisms for implicit education

Relying on new media such as "B Station", Zhihu, Weibo, Tiktok, Kwai, WeChat, etc., strengthen the application of media platforms dominated by mobile terminals. The Central Committee of the Communist Youth League has announced on Zhihu that "whether you have been, are, or will be a member of the Communist Youth League, or just an ordinary youth, we will listen here and wait for you. WeChat and microblog are the earliest network positions of the Communist Youth League. The Communist Youth League settled in Sina Weibo and Tencent Weibo on December 27, 2013. In 2014, it launched WeChat official account. After 2016, it successively settled in Zhihu and Station B. In October 2018, it settled in Tiktok and Kwai. Up to now, Tiktok has 7.3 million fans [2], forming the Communist Youth League+Internet pattern, and truly realizing the deep integration of the league network, the full interaction between the league and youth, and the online and offline integrated operation mechanism. Therefore, university teachers should keep pace with the times, actively construct and effectively utilize online media, strengthen online interaction mainly based on "barrage culture", and achieve seamless integration and organic fusion of online and offline implicit education. Make good use of the dissemination methods of videos to regularly upload videos as "UP hosts", and use the power of micro videos to combine implicit education with the network space and time of video dissemination, injecting new vitality into implicit education work.

4.2 Strengthen the construction of the teaching staff in universities and innovate educational concepts

For individual university teachers, the information age is both an opportunity and a challenge. At the end of 2019, due to uncontrollable factors, university teachers transformed from face-to-face teaching to "cloud based" and became "internet celebrity anchors", using online platforms such as Tencent Meeting, Rain Classroom, and DingTalk to conduct online teaching for different grades and majors. At present, it is necessary for university teachers to reform their concepts, enhance their media literacy, build modern elite management teams, improve their ability to use IT technology, and actively occupy the new battlefield of implicit education. In the new era, university teachers need to be able to quickly identify information, understand the latest online content, discover and understand the latest online content in a timely manner, and have the ability to correctly evaluate and guide students. Under the giant wheel of social development, if one does not advance, they will fall behind. It is necessary to update existing theoretical knowledge and continuously improve implicit educational ideas. College teachers constantly enrich themselves in the process of carrying out their work, accumulate experience in practice, and strive to achieve empathy in communication with students. They should communicate with students in a calm tone and avoid preaching as much as possible, becoming confidants and guides for students.

4.3 Give full play to the active role of students and improve their self-management ability

The key to cultivating and educating students is to unleash their subjective initiative and enhance their self practice and innovation abilities. College teachers should make full use of the role of "opinion leaders" to guide positive and uplifting opinions into mainstream voices. Identify some highly recognized student cadres with a good mass foundation among student cadres, and let them serve as opinion leaders for their peer groups. By using student backbone to transform the "official" voice of school teachers into a way that is easily accepted by the student community on self media platforms, we can truly achieve implicit education. From the perspective of the student group itself, guide them to be more easily accepted. At the same time, university teachers also need to pay attention to students who are not student cadres but have a large number of followers in the student group. Through communication and exchange with them, use various methods to tightly surround them around the teacher, spread good ideological guidance in daily life communication with students, form a unique culture of the university, strengthen the construction of student management teams, and spread positive campus energy through media platforms.

5. CONCLUSION

Faced with the impact of the information age, traditional implicit education must "fully utilize the advantages of the internet to enhance the attractiveness and influence of implicit education in universities". By reforming teaching philosophy, content, and methods, we aim to enhance the effectiveness of implicit education, making it more down-to-earth and easily accepted by students; Pay attention to guiding students' subjective initiative, mobilizing students to actively participate in classroom governance, improving students' recognition of implicit education, and building a harmonious and healthy teacher-student relationship. The use of "barrage culture" as a carrier to carry out implicit education is a product of the development of higher education and self media, which is possible and feasible, but its effectiveness is limited. Only by fully utilizing the advantages of new media to carry out implicit education, avoiding disadvantages, and organically combining with other benign carriers, can we promote the outstanding development of implicit education in universities.

FUND PROJECT

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