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The cultivation of college students' network personalized reading literacy under the new media era

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ABSTRACT

Network reading through the new media is widely popular among college students, the network reading has the characteristics of having much media information, obtaining information conveniently, presenting multimedia, language easy to understand and complex contents. However, the general effect is reflected in college students' network reading, which also has brought new opportunities and challenges to college education workers. They should help college students establish the reading guidance, improve the ability of identifying information and promote the ability of network reading. In short, college students' network personalized reading literacy needs cultivating to make students grow up smoothly and become a useful person.

KEYWORDS

New media era 1; College students 2; Personalized reading literacy 3.



According to *the China Internet network development state statistic report* of the thirty-fourth, until June 2014, Internet users reach 632 million in China, among them, the number of mobile Internet users is 527 million, and Internet popularizing rate gets to 46.9%. Among the Online equipment, the rate of mobile phone usage is 83.4%. The focus of Internet development transfers from "extensive" to "deep", various network applications have profoundly changed the netizens' life. College students are a large portion of mobile Internet users in terms of the Internet [1]. The network is affecting all aspects of the college students, also including reading. Network reading is becoming an indispensable part of campus life.

INTERNET READING UNDER THE NEW MEDIA ERA

Compared with the traditional media according to our modern life, new media is about digital magazines, digital newspapers and digital broadcasting as well as text messaging on mobile phones as a representative of its forms [2]. Relative to the four traditional media of the newspapers, radio, television, magazines, it reflects more interactive and real-time. And college students are the representative group under the new media era. College students take advantages of new technology to read on the Internet, including network reading of electronic periodicals database, literature, magazines and news web pages, etc. Network reading has the characteristics as follows: a large amount of information, convenient access to information, the presentation of more media, language easy to understand. Especially the application of intelligent mobile phones and other electronic equipments, makes the reading more convenient, easy to carry, reading places and time casual, which are popular with college students.

The process of reading is the process of knowledge construction from students' own individual comprehension and knowledge reserves, emotional experience, which is a highly personalized behavior. The diversified and personalized society is pressing for the change of the original single reading model. The new type of the media has sprung up in recent years, such as micro messages, BBS, blogs and forums. College students realize the two-way interaction of the author and the reader through the network reading. Because of new technology to provide the convenience for people, the official message released is slowly becoming into a new era of "individual voices". Thus everyone can be a small information promoter as free conversion between authors and readers. The reading puts more emphasis on a form of dialogue, which includes dialogues between college students and the text, college students and readers, students and students. In the process of dialogues, they involve their personality characteristics in their communication to create the collision of ideas. At the same time, we should realize that college students also have some prominent problems in the network reading nowadays.

THE STATUS QUO OF COLLEGE STUDENTS' NETWORK READING

Complicated contents

The characteristics of the network determine the rich diversity of reading contents. Under the traditional media, whether energetically or economically, students can't easily acquire comprehensive reading contents. Network sharing spirit lets students read what they want to get from the network reading. Digital library, for example, is a very good learning platform of network reading, providing online reading and e-book downloads.

It should also be noted that some information against the law and morality will go easily into the field of college students. College students have active thinking and wide interest, easily attracted by the novelty. There is a lot of information not checked by the relative departments, such as the popular network novels with the theme of crossing, magic, power, etc. Unreal life can make college students addicted to the virtual life away from real life for a long time, easy to have a bad mood such as loneliness and anxiety, resulting in cognitive confusion and slow thinking, which seriously influences their normal interpersonal and learning life. College is the time for college students to shape the outlook on world and the outlook on life, also is the phase to develop and establish values slowly and gradually. During the period, if there is no correct guidance and education, all sorts of new ideas and information online tend to affect college students due to their weak will.

Random reading

With the widespread application of digital media, students' reading places are not only confined to the classroom and library. Digital media frenzy "storm" information makes college students receive information anytime and anywhere. Especially the application of the mobile phone network makes the reading time more flexible [3]. College students will be more dependent on searching and browsing the reading contents online.

Considering the economic costs, students will go to the library instead of regularly buying printed books. So when using traditional media for reading, they have some limitations more or less to the reading time and places. At present, such a situation under the new media will often occurs at college, there are some students using mobile phone to read e-books in the canteen, classroom and dormitory, sometimes even in the class or to stay up late at night. In this way, college students slowly form the psychological dependence on the network. On the one hand, extensive and convenient network information can make college students depend on the use of the network, indulging in the network and consuming a lot of time. On the other hand, depending on the network information, especially college students are vulnerable to new things, cannot help students identify whether it is good or bad because of the intermingled Internet environment [4].

General effect

Whatever the way of reading is, it is the basis of all other reading activities to ask students to spend time and energy in reading first. Only when reading spontaneously, students have the autonomy to make reading activities into students' autonomous learning. In the process of independent reading, students start all the activities on their own, actively conduct reading activities, participate in the discussion, study the problems and solve the problems. Students, starting from the inner heart, will associate their own thoughts and feelings with the text. The surface text slowly penetrating into their deep feelings is the touch of the soul of student's mind and readers. This is a very strong individual process, which determines it should be done by the students themselves, touching and entering the text, no one can replace.

The current network reading, on the one hand, has broad scope and rich contents. College students lack the reading ability and qualification in the era of new media so it is easy for them to change the reading into the "shallow reading"[5]. Preliminary reading is only the first step in the reading activities, if he wants to obtain knowledge, a student will need personal thinking, questioning and studying. Huge amounts of reading information easily cause shallow reading, which lacks of deep reading of logic thinking and reasoning. In fact, these two kinds of reading should complementarily coexist and cannot be ignored. On the other hand, the network reading contents are not completely through regular audit, so bad information will pollute college students' spiritual world, failing to gain useful knowledge, but being lost in the complicated network reading and not getting the proper reading effect.

TRAINING NETWORK PERSONALIZED READING LITERACY**What is the personalized reading**

Personality is originated from the west, means 'Persona' in the Latin expression, which has two meanings: it originally refers to the wearing masks of the actors on the stage, and then it extends to a person's role in the stage of life; On the other hand, it means the independent thinking, and a unique person with his own characteristics.

The definition of personality in this article is defined in modern psychology, the personality is a person's whole spirit, that is, the sum of relatively stable psychological characteristics of a person in a certain social conditions, having a certain tendency. On the basis of the definition, personalized reading is actually the individuality of the students blended in the reading process. Students, with their own emotional experience of life and knowledge as the background, talk with the text and make the text connect with their personality traits, eventually get the beneficial knowledge.

How to cultivate college students' network personalized reading**(a) Establish the reading guidance**

Rich network reading gives the extremely high autonomy and selection. College students in the university during the status quo of their outlook on the world, the outlook on life and the values is insufficient to control the filtering network reading contents, therefore, which needs education workers help college students clear reading guidance, not only to read professional books, also to read nonfiction books which help improve the cultivated manners; From the start of reading classic literature, students should pay attention to the reading and the inheritance of good books, take the initiative to abandon and stay away from the contents against the law and social morality. Make use of campus network resources, such as digital libraries, encourage college students to read classic books in accord with the characteristics of their own interest, resonate through reading, improve reading cultivation, at the same time promote college students' humane quality.

(b) Improve the identification of the information ability

The survey finds that a lot of novels such as entertaining articles, chicken soup, fantasy, idol network are the most students' reading objects, which are "fast-food literature". This information, to a certain degree, has the effect of entertainment, alleviate the pressure of the college students' academic life, especially in the popular micro blog service and micro messages whose transmission is fast and keep up with the trend of the Times, meet the needs and interests of the young people. And unlike the traditional media, it can facilitate students' real-time communication. The new information sharing platform with openness, timeliness is widely popular among college students. College students are adults, having their own independent thoughts, hoping to have the chance to express themselves and to show themselves, eager to get others' recognition and attention. These can have a certain degree of satisfaction in the new media.

But addicting to such contents for college students is bad to face the real world. So It is necessary for the ideological instructors to keep up the pace, to make use of the new media platforms, to adapt to the new situation as soon as possible, to help students understand the difference between the virtual world and real life and set up the correct view of network reading and also help college students improve common sense of reading and network information acquisition ability to discern, use high-tech search technology in the network to find the appropriate reading contents to meet their needs.

(c) Improve network reading ability

Network personalized reading is based on respecting the student individuality, guides students to feel, understand and evaluate digital information with exploration and creativity in the process of reading, giving the infinite vitality and vigour to the boring text reading. The autonomy, humanity, activity, openness and other elements together make up the new feature of the Internet reading.

College students should not only learn to discern reading contents, but also learn to get useful information from the complicated network in the world. The text for more paper medium under the traditional media is intuitive but single. Network reading contents have words, colour, sound, images, video and other multimedia contents in the form of presentation. But browsing information is too fast to get really effective information. Personalized reading is experiential reading. Reading is the process of the reader going into the text by heart, so we can see it as a kind of communication activity. Readers will form a certain emotion, comparing the text with their own life experience, and enrich their own emotional experience. Students, in such a personalized reading from his view and the standpoint of the text itself, also add new vitality and personalized ideas to the text. So education workers at college need to help students adapt to the fast and real-time characteristics of the network reading and master the basic skills of digital reading, learn the relevant technology knowledge to develop personalized reading literacy.

CONCLUSIONS

Network reading has walked into the daily life of college students, the complexity of the network causes some prominent problems of network reading, but we can't deny the superiority of network reading under the new media era, we should believe that network reading will have larger development space with the continuous development of science and technology. In short, it is necessary for college education workers to keep up with the situation, understand college students' personality characteristics and encourage students to read positively and healthily in order to cultivate college students' personalized reading literacy.

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