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Media Effect of Students' Ideological and Political Work in Tibetan Agricultural Colleges and Universities

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Abstract Both the students' ideological and political work and the media work in agricultural colleges and universities are priorities of agricultural higher education in Tibet. The economic and social development situation in Tibet, especially the modern agricultural development trend in Tibet, provides excellent development opportunities and challenges for both the students' ideological and political work and the media work in Tibetan agricultural colleges and universities. On the whole, the students' ideological and political work and the media work should not be treated with discrimination. Instead, they should be effectively integrated and coordinated, to form joint efforts, so as to create a bright spring for agricultural higher education of Tibet.

Key words Agricultural colleges and universities, Ideological and political work, Media effect, Tibet of China

1 Introduction

Both the students' ideological and political work and the media work in agricultural colleges and universities are priorities of agricultural higher education in Tibet. For Tibetan agricultural colleges and universities, the media work is especially an important way of students' ideological and political work. As main objects of Tibetan agricultural colleges and universities, students have enormous demand of information and strong desire of learning. With rapid social and economic development of Tibet, especially with the advent and development of new generation media, students have easy and rapid access to information, which is high-efficient and rich. By contrast, traditional media features slow information flow, weak timeliness, dull content, and has become unable to satisfy demands of students. And its power gradually declines, while the power of modern media gradually rises and new generation media realizes rapid development in Tibetan agricultural colleges and universities. As an essential channel for information dissemination, the media work in Tibetan agricultural colleges and universities is not only favorable for deepening the reform and improvement of teaching quality of Tibetan agricultural colleges and universities, but also favorable for promoting the students' ideological and political work in Tibetan agricultural colleges and universities.

2 Elements of content of students' ideological and political work in Tibetan agricultural colleges and universities

At present, the students' ideological and political work in Tibetan agricultural colleges and universities should focus on the education of realizing "China dream" and core socialist values, include education of ideals and beliefs, China's national conditions, Party sit-

uation, region situation, Chinese history, regional history, Party history, agricultural history, Party line, guideline, policy education, trend and situation education, education of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, Three Represents, and Scientific Outlook on Development, patriotic education, national unity education, anti-secession education, legal system education, moral civilization education, integrity education, thanksgiving education, safety awareness education, employment entrepreneurship and job selection concept education.

3 Form and content of media in Tibetan agricultural colleges and universities

Both the form and content of media in Tibetan agricultural colleges and universities are rich. For example, official websites of Tibetan agricultural colleges and universities focus on general information, functional departments, management services, teaching department, education and teaching, teaching staff, personnel training, discipline construction, scientific research, ideological and political construction, enrollment and employment, recruitment, cooperation and exchange, and public services. Broadcasting stations of Tibetan agricultural colleges and universities stress the voice dissemination and interpretation of levels of various types of media. Journals of Tibetan agricultural colleges and universities focus on publication of latest scientific research findings or academic research progress of agriculture-related disciplines. Newspapers of Tibetan agricultural colleges and universities focus on arrangement and issue of rules and regulations, personnel information, practical activities, as well as discipline and academic views. Official Microblog, WeChat, Fetion, and QQ of Tibet agricultural colleges and universities promptly issue the latest information inside and outside the campus, and provide a platform for communication. Billboards, display windows, wall-mounted TV, and campus LED of Tibetan agricultural colleges and universities focus on visual and image display of campus inside and outside information.

4 The necessity for integrating students' ideological and political work and media work in Tibetan agricultural colleges and universities

The process of ideological and political work is the process of media information dissemination. The media of Tibetan agricultural colleges and universities not only has the most basic social function, but also has the function of ideological and political work. The process of ideological and political work of Tibetan agricultural colleges and universities is a three-dimensional, interactive and cross information dissemination process. The economic and social development situation in Tibet, especially the modern agricultural development trend in Tibet, provides excellent development opportunities and challenges for both the students' ideological and political work and the media work in Tibetan agricultural colleges and universities. On November 15, 2016, the party secretary of the Tibet Autonomous Region, Wu Yingjie, made a work report *Unswervingly Implementing Strategic Thought of the General Secretary Xi Jinping and Energetically Promoting Long-term Development and Stability of Tibet* at the Ninth Congress of the Communist Party of China (Tibet Autonomous Region). The work report set forth "extensively implementing national unity propaganda and education, bringing into play function of patriotic education base, take full advantage of traditional media and new media, and carrying out drip irrigation for different people, strengthening the news media construction, sticking to the management of public opinion, news, and media, enhancing key news websites, bringing into play functions of news media and mainstream media in the region, and sticking to the main theme" ^[1]. No doubt, it is necessary to integrate the students' ideological and political work and media work of Tibetan agricultural colleges and universities, to realize coordinated development and common progress.

5 Functions and effects of media work on students' ideological and political work in Tibetan agricultural colleges and universities

5.1 The media work of Tibetan agricultural colleges and universities undertakes important mission of students' ideological and political work The media of Tibet agricultural colleges and universities undertakes the important mission of promptly conveying lines, guidelines, policies of the Party, the state and the autonomous region and rules and regulations and notices of the universities to grassroots students and teachers. For matters related to social development and stability, higher agricultural education reform and development, and students' ideological and political quality education, the media of Tibet agricultural colleges and universities should make timely and accurate propaganda and report, to make students and teachers get informed. The students' ideological and political work in Tibetan agricultural colleges and universities makes a great contribution to cultivating the qualified builders and reliable successors of the Tibetan socialist modernization drive. The media of Tibetan agricultural colleges and universities plays a very important irreplaceable role in the success of students'

ideological and political work. It not only helps students of Tibetan agricultural colleges and universities set up correct outlook of the world, life and value, but also helps them set up scientific and correct employment and undertaking views.

5.2 The media of Tibet agricultural colleges and universities undertakes important responsibility of safeguarding harmony, stability and development of Tibet agricultural colleges and universities At the video and teleconference of ideological and political work of universities and colleges in Tibet held on December 20, 2013, the Party Secretary Chen Quanguo, stated that it is hoped that all universities and colleges in Tibet should take this conference as opportunity and implement the spirit of major speeches of President Xi Jinping, especially the strategic idea of "running the whole country needs governing the frontier, governing the frontier needs stabilizing Tibet" ^[2]. At any time, the development of Tibetan society including the development of agricultural colleges and universities should be based on the stability. Without the stability, there will be no development. The harmony and stability of Tibetan agricultural colleges and universities are essential guarantee for rapid development of Tibetan higher education, essential parts of social harmony, stability, and unity of Tibet, and also precondition for great-leap-forward development, especially great agricultural development of Tibet. Besides, with the rapid development of new media technology increasingly complex situation and factors influencing the stability of Tibetan agricultural colleges and universities, the media of Tibetan agricultural colleges and universities should the responsibility of safeguarding their harmony and stability.

5.3 The media of Tibetan agricultural universities enriches their students' ideological and political work Through diversified dissemination and content, the media of Tibetan agricultural colleges and universities enriches specific content of ideological and political work of Tibetan agricultural colleges and universities. The media of Tibetan agricultural colleges and universities makes the students' ideological and political education neither get confined to the single theoretical and monotonous knowledge, nor remain at the level of students' ideological and political work. The media of Tibetan agricultural colleges and universities has great convenience, information richness, breadth and depth, so it can provide political, economic, cultural, military, entertainment and even professional learning information for Tibetan agricultural colleges and universities. On the one hand, the media of Tibetan agricultural colleges and universities enriches the media information reserve of Tibetan agricultural colleges and universities. On the other hand, it cultivates students of Tibetan agricultural colleges and universities to filter bad information, especially bad ideological and political information.

5.4 The media of Tibetan agricultural colleges and universities changes the way of students' ideological and political work The media platform of Tibetan agricultural colleges and universities changes the way of students' ideological and political work. It not only provides the traditional one-way information for

students of the Tibetan agricultural colleges, but also provides a platform for communication. Besides, it can make students of Tibetan agricultural colleges and universities promptly express their opinions, provide the communication platform for students of Tibetan agricultural colleges and universities. The ideological and political work of Tibetan agricultural colleges and universities changes from traditional one-way filtration education to multi-way interactive education mode. The advent of such model satisfies psychological demands and interaction demands of students in Tibetan agricultural colleges and universities, and also influences the effect of ideological and political work of Tibetan agricultural colleges and universities. Further, the timeliness, affinity, and extensive influence of the media of Tibetan agricultural colleges and universities provide reference for reform of ideological and political work of Tibetan agricultural colleges and universities.

5.5 The media of Tibetan agricultural colleges and universities optimizes environment of the students' ideological and political work

The media of Tibetan agricultural colleges and universities provides a new environment for students' ideological and political work, and also provides a new platform and opportunity for students' ideological and political work. Through dissemination and issue of various types of information, the media of Tibetan agricultural colleges and universities makes a great contribution to creating excellent learning atmosphere and environment for Tibetan agricultural colleges and universities. The media of Tibetan agricultural colleges and universities can make students and teachers exchange and communicate in equal status, and further promote the harmony and stability of the relationship between teachers and students. With the aid of various media exchange platform, Tibetan agricultural colleges and universities can carry out the ideological and political education in an imperceptible way, to complete the students' ideological and political work in excellent and easy environment. The media of Tibetan agricultural colleges and universities should promptly grasp the development trend of Tibet agricultural colleges and universities, strengthen the correct public opinion guiding principle, provide the information communication platform for Tibetan agricultural colleges and universities, promptly analyze and disseminate social hot issues, correctly guide the attitude and method of students, and pay attention to the formation of public opinion monitoring function, so as to ensure further optimization of Tibetan agricultural colleges and universities.

6 Recommendations

6.1 Stressing the form and content of the media of Tibetan agricultural colleges and universities and ensuring the quality and efficiency of students' ideological and political work

Under the influence of fragmented multi-polar elements of modern media, the present mass media information is varied and various types of redundant information become noise disturbing the students' ideological and political quality of Tibetan agricultural colleges and universities. The media propaganda department of Tibetan agricultural colleges and universities should always care

about trends and contents of existing types of media in colleges and universities, and take strict supervision over the dissemination form and content. It is recommended to screen information that is adapted to current mainstream social views and helpful for development of students of Tibetan agricultural colleges and universities, and present the information by rich and diversified means and methods, and also attach great importance to ensuring timeliness, affinity and multi-direction flow of information. The media of Tibetan agricultural colleges and universities must be kept up with the times, disseminate the information according to different demands, select suitable dissemination channel according to types of the information, ensure the quality and efficiency, so as to spread the information to students in the manner that is acceptable to them. Finally, it is required to ensure the maximum positive effect of the media of Tibetan agricultural colleges and universities on students' ideological and political work.

6.2 Stressing the correct guide effect of the media of Tibetan agricultural colleges and universities and grasping the initiative in the ideological and political work

The students of Tibetan agricultural colleges and universities are in the critical period of the formation of personal ideological and political quality. All types of media information directly or indirectly affect the formation and development of their ideological and political quality. Apart from the media of Tibetan agricultural colleges and universities, the students of Tibetan agricultural colleges and universities also contact unfiltered and unselected mass media information, which influences the formation, development, stability, and improvement of students' ideological and political quality. Therefore, Tibetan agricultural colleges and universities should clearly realize this problem, ensure the leading position of ideological and political work of Tibetan agricultural colleges and universities through the leading position of the media of Tibetan agricultural colleges and universities, to guide correct direction of public opinion. The media of Tibetan agricultural colleges and universities should make effort to advocate the scientific spirit, make the positive propaganda, carry forward the social righteousness and the main theme of the times, and provide the information media education for students according to main contents of students' ideological and political work in Tibetan agricultural colleges and universities. Besides, the media of Tibetan agricultural colleges and universities should strive to guide the students of Tibetan agricultural colleges to cultivate the correct ideological and political concept and quality through various positive cases and practical activities.

6.3 Stressing the professional and full-time construction of the media team of Tibetan agricultural colleges and universities, and building a strong team with professional media and ideological and political skills

It is an important task to establish a professional team with high ideological and political quality. The level and quality of the students' ideological and political work staff in Tibetan agricultural colleges and universities directly affect the benefit maximization of their cooperation. It is recommended to

establish a professional team with high-level and high-quality media and ideological and political knowledge through rigorous selection procedures and diversified selection methods. In addition, it is recommended to strengthen the contact and communication with media professionals, and regularly invite prestigious professionals to participate in the media work of Tibetan agricultural colleges and universities, to enrich the ability and level of information dissemination. Tibet agricultural colleges and universities should regularly train this professional and full-time team, make the team have new ideas, master new knowledge, new skills, new methods, always be able to adapt to Tibetan economic and social requirements and demands of Tibetan agriculture, ensure this team always have higher ideological and political level, and have media theories and skills, so as to improve the ideological and political work of the media of Tibetan agricultural colleges and universities.

6.4 Stressing the effective integration of students' ideological and political work and the media work in Tibetan agricultural colleges and universities to ensure the formation of a tremendous joint effort Characteristics of the media of Tibetan agricultural colleges and universities determine that it has inborn affinity and integration with the students' ideological and political work. Tibet agricultural colleges and universities should combine the factors reflecting modern media in the teaching of ideological and political courses, to improve the quality and effectiveness of

teaching. Especially, Tibetan government and the agricultural colleges and universities should fully improve the understanding of the students' ideological and political work, deepen the understanding level, and make effort to issue related rules and regulations as soon as possible, to ensure effective integration of them. Firstly, it is recommended to effectively promote their integration at the policy level. Secondly, it is recommended to implement their organic integration by various measures and means according to actual work situations. Besides, it is necessary to further improve the treatment and welfare of students' ideological and political workers in Tibetan agricultural colleges and universities, improve their sense of superiority and presence, to ensure the formation of a strong joint effort, so as to realize coordinated development and progress, and work together to create a bright future for Tibetan agricultural higher education.

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