

The Diversity of Political Identity in the All-media Perspective: The Causes and Strategies for Chinese Undergraduates' Political Identity

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Abstract: In the all-media era, digital platforms significantly shape college students' political identities by providing vast information and diverse perspectives. As digital natives, students gain political awareness yet risk polarization due to sensationalism, biased narratives, and algorithm-driven content that foster echo chambers and misinformation. Media literacy is essential for critically evaluating sources and engaging with varied viewpoints. Additionally, sociocultural backgrounds, family influences, campus settings, and peer dynamics further mold political views. To address these challenges, strategies such as media literacy education, open campus discussions, and support systems for diverse opinions are recommended. These measures foster critical thinking, respectful debate, and empathy, enabling responsible political engagement.

Keywords: Political identity; All-media perspective; College students; Media literacy; Diversity

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1. Introduction

Digital media now enables rapid, accessible communication but also blurs the line between facts and opinions, fueling misinformation. College students, as digital natives, are deeply influenced by this environment. Constant exposure to diverse ideas online shapes their political views while testing their ability to critically assess information.

Universities, therefore, must go beyond academic teaching to provide robust ideological and political education. By guiding students in interpreting vast amounts of online content and encouraging critical thinking, respectful debate, and empathy, universities help them form a solid political identity. This identity is crucial for understanding national values, supporting social stability, and contributing positively to China's long-term growth. As traditional ideas give way to new perspectives in the digital age, strengthening political identity education is essential for nurturing responsible citizens who can navigate the complexities of modern political life.

2. The Importance of Understanding Political Identity and Diversity of College Students in the All-Media Perspective

(1) Era requirements of political identity and diversity of college students

Political identity plays a vital role in shaping students' worldviews, influencing their civic participation, moral beliefs, and future societal roles. It also molds their understanding of social justice, democracy, and global issues, prompting them to think critically and engage in community life.

In our increasingly interconnected world, challenges like climate change, inequality, and political instability highlight the need for political diversity in education. Universities, reflecting society, offer opportunities to explore, *(Manuscript NO.: JISS-25-3-62023)*

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debate, and question various political views—helping students recognize differences and refine their own opinions.

To prepare graduates who are both academically proficient and socially conscious, higher education must incorporate political identity and diversity into its curriculum. This can be achieved through courses focused on critical thinking, civic responsibility, and ethical reasoning, alongside opportunities for community service, policy debates, and leadership roles. An inclusive campus culture where all voices are heard further encourages respectful and productive political engagement, fostering a generation ready to address global challenges with an open mind and a strong sense of responsibility.

(2) Impact of all-media on political awareness and identity

In the all-media era, college students access diverse political views through digital platforms, enhancing awareness and critical thinking. However, challenges like misinformation and echo chambers persist.

To combat these issues, universities must emphasize media literacy and promote open, fact-based discussions. By equipping students with critical evaluation skills and fostering balanced debates, colleges prepare them to navigate the digital landscape responsibly and engage as informed citizens.

3. Causes of the Diversity of College Students' Political Identity in the All-Media Perspective

(1) The Impact of all-media content on college students' information cognition

Various forms of media significantly shape college students' perception of information, often employing techniques that exaggerate extremes or omit essential context, which in turn can lead to a narrow understanding of events. In today's environment, where personalized recommendations and algorithm-driven content reinforce existing views by repeatedly delivering similar narratives, cultivating media literacy is essential for developing a balanced and critical awareness of the information received.

(2) Variations in sociocultural backgrounds and personal experiences

Students' political identities are influenced by family upbringing, cultural heritage, personal experiences, and campus life, with the all-media environment amplifying these factors. Cultural background further shapes perspectives; for example, students from immigrant or marginalized communities may develop distinct views on immigration and social justice. Personal experiences such as education, travel, and community involvement broaden their understanding of societal issues, while diverse interactions on campus challenge them to refine their views. In sum, the blend of familial, cultural, experiential, and campus influences creates a dynamic political landscape, enabling students to navigate and appreciate a range of perspectives in today's interconnected world.

4. Strategies for Address Political Identity and Diversity of College Students in the All-Media Perspective

(1) Building a high-quality faculty for ideological and political education

University ideological and political educators must clearly define their roles, develop practical plans, and innovate teaching methods.

Primarily, they should enhance their professional competence, adopt interactive teaching approaches, and improve communication with students. Additionally, they must develop skills to filter harmful online content and teach students to critically assess information.

Furthermore, universities should strengthen ideological education, fostering self-motivated learning. Teachers should engage with students to address misconceptions and tailor educational strategies. Organizing discussions

on mainstream value films like Operation Red Sea and Wolf Warrior 2 can boost national confidence and reinforce students' beliefs.

By refining their methods and engaging students effectively, educators can contribute to their holistic development.

(2) Proactively transforming teaching methods in ideological and political education

New media technologies have transformed how ideas and cultures are disseminated, shifting college students' ideological and political education from passive indoctrination to active engagement. The internet has broadened pathways for spreading ideas and theories, making it vital to update educational strategies.

To improve online ideological education, colleges can use case-based teaching to help students discern harmful ideologies and enhance critical thinking. For example, analyzing films like *Dying to Survive* encourages students to explore different perspectives, express their views, and resolve conflicts between emotion and law, with teachers guiding them toward sound ideological understanding.

5. Conclusion

In the all-media era, addressing political identity and diversity among college students is crucial for a harmonious society. Colleges should create inclusive campuses with safe spaces for open dialogue and structured debates to counter polarization. Enhancing media literacy is also essential—students must learn to critically analyze content, recognize biases, and resist misinformation in an algorithm-driven landscape. Additionally, universities need to integrate theory with practice by offering experiential learning through community service, political engagement programs, and democratic process simulations to foster civic responsibility and empathy. Finally, providing institutional support, such as counseling and peer mentorship, helps students navigate emotional and ideological pressures. Prioritizing these strategies cultivates informed, empathetic citizens who bridge divides, strengthen democratic values, and contribute to national and global progress.

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