

Analysis of the impact of new media legal literacy on the development of rule of law awareness among college students

--Take Changsha College as an example

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Abstract. New media has the unique advantages of knowledge and fun, interactive and efficient, precise and profound content in law education, coupled with the current situation of lack of rule of law education for college students. The rule of law awareness of college students is related to the construction of socialist rule of law state. Through the anatomical analysis of the examples of new media platforms such as B station, Jitterbug, Weibo and WeChat, we explore the four aspects of multi-professional and multi-technical integration, online and offline cooperation with each other, counselors leading new dimensions, and the implementation of the system of responsibility for the popularization of law to help colleges and universities use new media platforms to enhance the rule of law awareness of college students and shape them into qualified citizens with the concept of rule of law. The new media platform will be used to promote the awareness of the rule of law among college students and shape them into qualified citizens with the concept of rule of law.

Keywords: new media for legal literacy; rule of law awareness among university students; rule of law education.

1. Origin of the study

The 29th session of the Standing Committee of the 13th National People's Congress considered and adopted the Resolution on the Eighth Five-Year Rule of Law Publicity and Education (2021-2025) (hereinafter referred to as the Resolution), clearly proposing the full use of new technologies and new media to carry out accurate legal literacy. With the development of digital information technology, new media is the "fifth media" featuring interactive communication, which is different from the traditional media of newspapers, radio, TV and magazines, including the familiar B station, tikTok, Weibo and WeChat, etc. It caters to the open, individualized and free information demand mode of college students. It has become the most important source of information for college students and the most convenient platform for publishing opinions. [1]New media popularization of law, that is, the use of new media technology to carry out publicity and education on the rule of law, is a new path of law popularization that is different from the government-centered one.

Contemporary university students are the successors of the socialist cause with Chinese characteristics, and their rule of law literacy is directly related to whether the strategy of "comprehensively promoting the rule of law" can be successfully implemented, and whether the goal of building China under the rule of law and the goal of building a strong socialist modern State can be successfully achieved. [2]A sound awareness of the rule of law is a spiritual element of the rule of law literacy of university students in the new era.

The Resolution also emphasizes the need to strengthen education on the rule of law for young people, and mobile clients such as Weibo, Jitterbug and Beeper, where many university students gather, are able to make use of new media and technology to accurately promote the law to university students who are about to enter society, strengthen their identification with the socialist rule of law, shape them into qualified citizens with a concept of the rule of law, and nurture them to become builders of a socialist state governed by the rule of law and upholders of a society governed by the rule of law and the rule of law. The university students will become the builders of the

socialist rule of law state and the maintainers of the rule of law society and campus, and effectively implement the requirements of the Resolution.

The data on the popularization of law in mobile clients such as B station, tikTok, Weibo and WeChat are compiled and analyzed to briefly discuss the reality of the lack of rule of law education among college students and the analysis of the advantages of new media for the development of college students' awareness of rule of law.

2. Analysis of the current situation of the cultivation of rule of law awareness among university students

2.1 Conflicting supply and demand of quality new media resources for legal literacy

Up to now, there are a total of 2,756 general higher education institutions in China, and about 620 of them offer law majors. Among the 57 colleges and universities in Changsha, 14 undergraduate colleges and universities, including Hunan University, Central South University and Hunan Normal University, have opened law majors. [3]In these colleges with law majors, most of them have developed their own new media platforms for law promotion, focusing on the law school's WeChat public number or campus website and mostly operated and managed by student cadres. However, other colleges and universities in Changsha that do not offer law majors or law schools are more lacking in the construction of law popularization platforms, and there is no special channel or column for law popularization education. In terms of content selection, the relevance to college students and their majors is poor, mostly copies of laws and regulations, a small number of rule of law cases are forwarded, and the performance is poor in terms of attractiveness, originality and timeliness of content.

The current legal literacy initiatives in universities are mostly formal, with online forwarding of rule of law public tweets and one or two Constitution Day lectures offline. It cannot meet the legal knowledge needs of college students in different disciplines and academic stages. Students entering college need to strengthen the legal knowledge of fraud prevention, drug prevention and bullying prevention; students of different majors need to learn legal knowledge closely related to their majors, such as economic law for business majors and intellectual property law for design majors; students facing graduation need to strengthen the legal knowledge of labor rights protection law, etc. Students facing graduation need to enhance their legal knowledge such as the Law on the Protection of Labor Rights and Interests. The shortage of quality legal knowledge learning resources in our school contradicts with the diversified, multi-stage and refined legal knowledge needs of students.

2.2 Poor awareness of the rule of law among university students Poor practical application

Rule of law consciousness is a dynamic legal consciousness, the highest form of legal consciousness, a general term for the system of mentality, concepts, knowledge and ideas about the rule of law developed in practice by members of society as independent subjects. [4]Students develop a sense of the rule of law and cannot rely only on public classes such as "Thought and Moral Cultivation and Legal Foundations" offered in teaching, but must explore the essence and role of law and clarify the spirit and characteristics of law. When confronted with legal problems, they must put forward their own ideas and opinions, not relying only on right and wrong to judge, but using the rule of law as a complete system of mentality, concepts, knowledge and ideas to solve problems.

The law focuses on logic and more on experience and practice. The study of law by university students stays more on odd cases, a small number of legal provisions and repetitive slogans on the rule of law, and lacks thinking about the rule of law and the awareness of the rule of law behind case decisions. At present, the focus of university education is mostly on the learning of professional knowledge, and the emphasis on general education, especially rule of law education, is weak, and the superstructure causes students' learning to focus only on the professional knowledge

required by grades, and the learning of legal knowledge is narrower, for example, education majors have an elective course on "Teacher Law", but there is a lack of knowledge of the Compulsory Education Law, the Education Law, the Law on the Protection of Minors, the Measures for Handling Student Injuries" and other related laws, as well as the study of the Consumer Rights and Interests Protection Law and the Protection of Workers' Rights and Interests Law, which are closely related to themselves. It is necessary to learn the law comprehensively and in advance, and not to learn and use the law only after being wrongfully infringed. The essence of jurisprudence is unified, and the principles embodied in different laws are similar, and law is a logical science, but also an empirical science.

2.3 Confusion over the management mechanism of new media for legal literacy in higher education

Take Hunan First Normal College as an example, the official new media platforms, such as official blog, official Q, WeChat public number, etc., are confusing in the setting and management of the popular law section, and the popular law propaganda is not long-lasting, not deep, and fails to attract students to learn actively. The management of the new media for the popularization of law fails to take the students' point of view and issues it to all departments in the form of administrative tasks, which lacks permanence and stability. The wave of new media popularization of the law only started by virtue of the "March 15 rights" and "Constitution Day", and then disappeared after the holidays.

The use of new media to popularize law requires a combination of new media talents and legal talents, sufficient funding and a complete team, feedback mechanisms and assessment mechanisms, etc., in order to create popular law works that students will enjoy. [5]Although there are full-time cadres of the Youth League Committee responsible for such student organizations in the new media, the managers themselves are not highly educated in the rule of law and do not have a good understanding of the new media for the popularization of law, believing that the new media for the popularization of law is to copy the legal provisions, pursuing the reading of legal tweets and the viewing of the rule of law videos by students, and taking data as the only evaluation standard, ignoring that the cultivation of awareness of the rule of law needs to be achieved through the continuous education on the rule of law. Most of the operators of new media law promotion are student cadres, who lack knowledge of new media platform promotion and rule of law knowledge, and cannot combine new media and rule of law knowledge organically. At the same time, due to the division of labor model in new media platforms, each platform is independent of each other, and their performance in cooperating with each other in promotion is poor, and no integrated management mechanism can be formed.

2.4 Complexity of the new media platforms themselves

The new media platform is based on the Internet, and in the face of the increasingly entertaining new media platform, as well as the virtual nature of its information dissemination source and the massive amount of information, the lagging nature of the information supervision platform. The one-sidedness and timeliness of information dissemination easily make college students who are not fully informed impulsively comment and forward. The new media entertainment environment not only contains radical ideas and political speech, but also hides the wrong values of capital for profit. If college students receive too much pan-entertainment information content, it will lead to their misunderstanding of values and beliefs. [6]College students have not received systematic information differentiation training, and their ability to distinguish between good and bad information on the Internet is also uneven, and their ability to distinguish legal knowledge different from their own specialties is even more lacking, and they may even learn wrong legal knowledge. The virtual, lagging and one-sided information of the new media platform will have a certain negative impact on the awareness of the rule of law developed by college students through the new

media platform before the colleges and universities can build a scientific and complete system to monitor and distinguish the rule of law information.

3. Analysis of examples of new media for legal literacy

3.1 Site B: Luo Xiang on Criminal Law (legal scholar)

Since March 9, 2020, the number of fans has grown rapidly to 22.7 million, becoming the third largest fan outside the two official accounts of Beeping Beeping comics and Beeping Beeping members. Meanwhile, as of March 24, 2022, according to the data of Beeping Mile, "Luo Xiang said criminal law" has released 239 videos, with an average of over 3 million plays and 270,000 likes per video. Searching for the topic of Luo Xiang in Beili Beili, a total of 27,000 videos exist, with a total play count of 2.41 billion. [7]The explosion of "Luo Xiang says criminal law" originated from Luo Xiang's humorous teaching video of "Zhang San" as an example in the "Houda Law Exam", which was edited and transported by students to the Beili Beili ghost animal area. "The legendary life of Zhang San, an extrajudicial fanatic, became a popular video, and "Zhang San" became famous at once.

For a long time, criminal law knowledge can rarely be so simple, humorous and interesting for the general public to learn, and "Luo Xiang said criminal law" out of the circle, to a large extent is to break through the video creators to create video "impossible triangle". That is, between the quality, originality and high productivity of the three at most to take the two, must give up one of the contradictions. But Mr. Luo Xiang, while ensuring the quality of originality while producing 239 videos; while ensuring the originality of high production while producing videos of the same quality; while ensuring the quality of high production while producing videos of unique thinking.

3.2 TikTok: Xiaogan Police Art (Administrative Law Enforcement)

"Chen Te is a new media account operated by the Political Department of Xiaogan Public Security Bureau in Hubei Province. Chen Te In September 2020, it was selected as one of the outstanding stories of the fourth "China Youth Good Netizen". It has 20.686 million followers on the tikTok short video platform, creating 489 original works and gaining 160 million likes in total. The content of the videos is mainly about grassroots police frontline combat and legal knowledge popularization.[8]

As a new media account for law enforcement agencies, "Xiaogan Police Art" has done a good job of implementing the "whoever enforces the law" system of legal literacy. Its "Fan Eye in the Sky" shows from the side that the general public can learn through its videos what kind of behavior is illegal or even criminal. Analysis from its video content, mainly divided into receiving reports, police disposal, law enforcement education three parts, the entire law enforcement process due to its authenticity and take more first-person perspective, the content of the plot is exciting, complete, a variety of content. The viewer can be immersed in the whole process of law enforcement when browsing the video, with this "sense of presence" to allow the viewer to integrate in the whole process of law enforcement, personally for the criminals to promote the law, while they also feel that "the net of heaven is wide but not missing", the criminal law regulatory function can be The regulatory function of criminal law can be fully exercised.

3.3 Weibo: Public Prosecutor's Office, Courts (Judiciary)

According to the 47th Statistical Report on the Development Status of the Internet in China as of December 2020, the size of China's Internet users reached 989 million, and the size of mobile phone Internet users reached 986 million.[9] has created a good user base for the use of new media platforms by procuratorates and courts to carry out legal literacy work. As of March 26, 2022, based on the advanced search results of microblogs, statistics on the data of procuratorates, courts and lawyers stationed on microblogs, a total of 813 procuratorates nationwide are stationed on microblogs and institutionally certified, with the highest number of fans of the Supreme People's

Procuratorate 13,449,000 all blogs; a total of 3,168 procuratorates nationwide are stationed on microblogs and institutionally certified, with the highest number of fans of the Supreme People's Court 18,342,000 The number of followers of the Supreme People's Court is 1834.2 million.[10]

Procuratorates and courts are stationed in microblogging clients, which is an effective way for judicial units to broaden the legal popularization network platform, use the Internet to carry out rule of law education, case guidance and judicial interpretation, use new media for intelligent legal literacy, and establish a new platform for sound legal resources such as laws and regulations, legal knowledge, court records and rule of law stories.

3.4 WeChat: Today's Word (official media)

Today's Sayings is a star programme on CCTV, playing a pivotal role in promoting the rule of law and educating the public about the rule of law. With the positioning of "recording the process of rule of law in China", the program takes the responsibility of recording the process of rule of law in China and promoting the rule of law. [11]Today's Saying" WeChat public number is an extension of CCTV's "Today's Saying" program in WeChat public number, which is an exploration of traditional media to new media. In the "Today's Saying" WeChat public number has published a total of 2,634 pieces of original content, "Sabine received a call from a liar, together with the crowd how to dismantle the scam" "Today's Saying" 22-year-old college student drank poisonous aconite The father of a 22-year-old college student died after drinking poisonous aconite, the cause of death for months" "The thief fell to his death climbing a gas pipe, the owner is responsible?" The tweets were read by more than 30,000 people.

In its column positioning is clear, is the response to the "rule of law" under the call of the spearhead, propagandist. It is a pioneer media, a living media and a social media for cultivating people's legal awareness and awareness of the rule of law. It pushes out two hot legal tweets daily, and in the face of the trend of a younger audience, it adds H5 interactive articles to the content design of the tweets, while adding different sections to attract readers. Using the program's own traffic, the host's unique style was brought into play, making it unique and distinctive among new media legal programs, leaving a deep impression on readers. It allows readers to learn legal knowledge and develop awareness of the rule of law in a humorous and entertaining way.

4. Unique advantages of new media for legal literacy

4.1 Intellectual Interest

New media is often closely related to entertainment, the content of knowledge is boring, but the way of teaching knowledge can be novel and even efficient. Luo Xiang said the strange cases in the criminal law, humorous expressions and even yellow paragraphs; "filial police Ate" daily catch fans in jail, hard-core law enforcement; micro-blogging the interaction between the procuratorate, the court and fans; guarding the parents of Liberation Cyr, conflict regulation. The dissemination of legal knowledge and the cultivation of awareness of the rule of law have shed their stereotypical seriousness with the support of new media, and learning legal knowledge in life is the only way to understand the law deeply. The learning of knowledge should not focus on whether the teaching methods are traditional and compliant, but on whether students understand the knowledge and are able to apply it to their actual lives, to be able to identify illegal and criminal acts in their lives, to be able to avoid avoidable damage to their rights and interests, and to be able to take up the law to protect themselves and others in the face of infringement of their rights and interests.

The functionality of new media provides a variety of information platforms for college students to receive education on the rule of law, strengthens the main consciousness of college students in cultivating the awareness of the rule of law, and can promote college students' firm belief in the rule of law and improve their legal literacy. [12]The novelty of new media technology provides college students with a variety of learning channels, and they can learn legal knowledge through short videos, cartoons, documentaries, graphics and variety arts, which transform legal knowledge from

the flatness and singularity of books into a physical, diversified and easy knowledge that is fun to teach. It allows college students to learn legal knowledge from watching short videos, cartoons, documentaries, etc., cultivate their own spirit of rule of law and be a new-age college student with the concept of rule of law.

4.2 Interactive and efficient

The new media popularization of law is so interactive that it is difficult to reach the previous government-led communication paths such as news, books and newspapers. The younger generation, especially the post-00 college students, is a generation that has grown up together with the Internet. They are accustomed to using the Internet to learn legal knowledge and to communicate and discuss legal issues involved in social events in the online world. Through the new media platform, some legal popularizers have weakened didacticism and strengthened communication in the process of promoting legal education. The infusion of legal knowledge and elaboration of legal examples are turned into seminars on typical cases and independent learning of legal knowledge. In the process of interactive communication, the law learners are also transformed into active disseminators and active learners of laws and regulations and awareness of the rule of law.

For example, the social discussion on the issue of "buying trafficked women and children", the three rounds of debate between Professor Luo Xiang of China University of Political Science and Law, the subject of the aforementioned "Luo Xiang Speaks on Criminal Law" account, and Professor Che Hao, Vice Dean of Peking University Law School, on this issue, made the discussion on this issue reach a climax. The three rounds of debate between Professor Luo Xiang of China University of Political Science and Law and Professor Che Hao, Vice Dean of Peking University School of Law, made the discussion of this issue reach a climax and brought about an unprecedentedly lively public discussion and exchange. It shows that the new media can provide a platform for efficient interaction among the popularizers, among the popularization audience, and between the popularizers and the popularization audience, so that everyone is a popularizer in the new media environment and a popularization audience receiving different views on the rule of law. The addition of new media and the dual identity of the popularizer and the popularization audience make the popularization of law different from the traditional path, and truly shift from one-way indoctrination to the exchange and communication of knowledge.

4.3 Accuracy in legal literacy

New media differs from traditional media in that the distinction and refinement of content is more obvious, and based on Internet technology, users can obtain the legal knowledge they need by searching. With the abundance of legal resources and the era of self-media for everyone, it is more convenient for college students to obtain the laws and regulations supporting their professional knowledge and the legal materials they need to study at this stage than in the past traditional media era. Take business students as an example, accounting students can find their favorite tax law or economic law courses on the new media platform. The use of new media platforms for legal popularization can meet the legal needs of different students to carry out accurate legal popularization and improve the accuracy and effectiveness of the supply of legal popularization products.

The precision of the new media is conducive to meeting the needs of the public and the efficient allocation of popular law resources, and according to the audience behavior theory of "use and satisfaction" in communication science, it is demand-oriented to meet the diverse and personalized needs of popular law audiences for popular law resources. At the same time, with the help of new media platforms, the sharing of popular law resources can be realized, and popular law practitioners can collaborate to build a unified platform of popular law resources, so as to provide convenience for the popular law audience to find quality popular law resources. Accurate popularization of law is the grasp of the inherent law of popularization, and is a scientific path to meet the maximum

extent of the popularization audience under the status quo of limited resources for popularization of law, and a sustainable path.[13]

4.4 Profound content

Take "Luo Xiang Speaks Criminal Law" as an example, Mr. Luo Xiang's lecture videos are not designed to tell viewers or students from the beginning what crime the suspect of the case constitutes and how the sentence should be. Instead, he starts with the specific crime, compares the facts of the case with laws and regulations, and explains the four parts of the crime: object, objective aspect, subjective aspect, and subjective aspect for the viewers or students. After explaining the specific crime involved in the case to provide a philosophical perspective on the science, or have your own feelings. Let the audience or students reflect on the good and evil of human nature, think about sensibility and rationality, and weigh emotion and law while watching the wit of his video. The effect of cultivating the rule of law spirit among college students is more related to the rule of law spirit and rule of law consciousness of the popularizers themselves. At present, the popularization of law in China's colleges and universities is undertaken by the Civic and Political Science curriculum, forming an extreme situation in which only professional courses are taught, resulting in the decoupling of rule of law knowledge from professional knowledge, and the original interconnected knowledge is decentralized and closed. [14]The new media can publicize the videos of Luo Xiang and other famous law professors, which is conducive to the new media platform for non-law students to learn the legal thinking, rule of law awareness and rule of law literacy of famous teachers.

5. Sound recommendations for enhancing the impact of nurturing

5.1 Multi-disciplinary and multi-technical integration

New media and law are two majors with a large gap, the former is based on the change of technology, the latter is thinking about society, there is also a lack of training system for such composite talents, and most new media operation teams themselves get caught in the whirlpool of infringement and infringed. Cultivating new media legal talents requires accelerating the integration of journalism, computer science, law and other multi-disciplines. However, the current division and fragmentation of majors are more discrete, and it is not a better way out to cultivate a group of new media talents with rule of law awareness or legal talents skilled in using new media. In the teaching of new media majors, colleges and universities should strengthen the awareness of intellectual property rights, train college students to treat works with a copyright perspective, strengthen the protection of their own works and avoid infringement of others' works. In the teaching of law, universities should increase the enthusiasm and interest of college students in the popularization of law, use reasonable attraction measures to guide college students to spread the legal knowledge learned in the classroom and books to more people, use college students to spread the awareness of the rule of law in a way they like to see, and help build a campus of rule of law.

5.2 Online and offline coordination

As new media popularization is virtual in nature due to its reliance on the Internet, universities should consolidate the existing achievements of offline popularization of law while increasing the construction of new media popularization platforms. Combine the advantageous offline forms of law popularization with new media, hold mock court, rule of law theater, rule of law lecture hall, rights protection exchange, etc.; digitize the offline high-quality teaching videos and disseminate them to the new media platform, so that more college students can learn high-quality legal science and technology courses; at the same time, we should take the online knowledge or forms offline to deepen students' learning of legal knowledge, cultivate rule of law thinking in daily life and Cultivate awareness of the rule of law.

Offline at the same time, we should make good use of social resources. The power of individual universities is small, but the power of society is infinite. Universities should actively seek the help of social forces, such as seeking retired judges and prosecutors and old professors of law in universities to carry out volunteer services or volunteer lectures on the popularization of law. Colleges and universities with conditions should make use of their own resources for law popularization and encourage the construction of student law popularization volunteer groups and teachers' law popularization volunteer groups to carry out rule of law science and technology for other colleges, other universities. Construct a perfect new mechanism for the popularization of law in society, clarify the needs of their own resources for the popularization of law, and introduce the missing resources for the popularization of law. Social forces should be accommodated, guided and assisted, and make concerted efforts to do a good, solid and firm job of popularizing law. Introduce high-quality social resources for the popularization of law to university campuses, bring into play the service role of academic federations and league committees in voluntary work for the popularization of law, and use the social power of the rule of law to radiate the building of a campus for the rule of law.

5.3 Counsellors leading a new dimension

Counselors are the educators who communicate most with college students, and their own rule of law literacy will implicitly influence college students. The rule of law is the basic meaning of socialist core values, and the concept of rule of law is the code of conduct and external requirements of college students, which is not only closely related to social and spiritual values, but also closely related to the realization of personal values and academic development of college students. Counselor teachers have good communication channels with college students, and can carry out rule of law education with real cases and practices happening in schools and students, carry out diversified legal knowledge transmission and teaching, help college students build value cognitive system with rule of law concept, internalize the rationalism and rule of law spirit it contains, and externalize legal thinking and logical consciousness in action.[15]

Specifically, counselors and other college educators should play a leading role. In the construction dimension, they should build a team of learning and research-oriented counsellors and include rule of law literacy in the work assessment; in the cultural dimension, they should cultivate a good learning atmosphere, lead college students to learn legal knowledge and actively use new media and new technologies such as QQ, WeChat and microblogs; in the practice dimension, they should unite knowledge and practice and put them into practice, and organize students to participate in various rule of law lectures, law firm internships, court hearings, social research and other practical activities.

5.4 Implementing a system of accountability for legal literacy

To strengthen the responsibility of organization and leadership, the leading institutions of colleges and universities should press down the responsibility of popularization of law, build a campus of rule of law and safe campus, and focus on enhancing the awareness of rule of law and legal thinking of teaching staff, student cadres and student groups. Put the responsibility of popularization of law into practice and insist on "whoever manages the campus should popularize law" and "whoever provides services should popularize law". The awareness of the rule of law, legal thinking applied to the daily teaching and management methods, in the legitimate rights and interests of students are infringed, to take responsibility for the protection, not afraid of trouble and not afraid of power, the legitimate rights and interests of students in the first place. Normalize, systematize and institutionalize the promotion of the rule of law, establish an assessment mechanism for the popularization of the law, urge management at all levels to strengthen the promotion of the rule of law, raise the awareness of the rule of law among the younger generation, enhance the level of rule of law education, and add to the building of a new China under the rule of law.

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