Article

Analysis on the Risk Prevention and Mitigation Mechanism in the Mainstream Ideology Under the Pattern of All Media Communication

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Abstract: Ideological issues have been both historically significant and remain crucial today. These issues are closely tied to governance strategies, the role of the nation-state, and even national rejuvenation. With the rapid development of internet technology, the landscape of China's mainstream ideological discourse is steadily improving. However, it also faces various "restless" factors. Universities serve as the primary base for cultivating the talents needed for governance and nation-building, and are at the forefront of intense ideological confrontations, both domestically and internationally. Ensuring the security of ideological positions within universities reflects the necessity of rationally guiding online public opinion, while also aligning with strategic goals for promoting ideological exchanges at home and abroad. In the ever-evolving internet society, strengthening risk prevention capabilities and establishing an effective resistance mechanism in the field of ideological security in universities will become increasingly important.

Keywords: ideology; network; security; university; all media

1. Introduction

With the advancement of science and technology, we have entered a new era characterized by the continuous emergence of internet-related high-tech innovations. Cyberspace has become the leading and enduring arena for public opinion debates. According to reliable data, China has a total of 989 million internet users, of which the largest group consists of students, accounting for 21%. Our work is directly tied to where the masses are, facing the ever-evolving internet high-tech and the emergence of "student-netizens." On one hand, the uncontrollability of the internet presents potential challenges to the ideological work of young students; on the other hand, it also provides many opportunities. By the end of 2019, China had 40.02 million college students, and the number of regular universities had reached 2,688. As a key component of the national mainstream ideological construction, universities and young college students are the driving force behind national development and serve as pioneers, witnesses, and inheritors of the new era. Therefore, understanding and addressing the crises and risks facing the network ideological position in universities, as well as finding appropriate ways to prevent and resolve these hidden risks, will undoubtedly be the foundation of this topic. Strengthening ideological discourse in universities, ensuring that university youth remain at the forefront of online ideological discourse, and maintaining a stable and constructive online ideological environment must be thoroughly examined from multiple perspectives, including values, risks, and strategic responses.

2. The Value Implication of Network Ideology Security in Colleges and Universities

In the current context, the construction and maintenance of the ideological position in the cyberspace field of colleges and universities is a fundamental approach to cultivating "moral integrity" and strengthening ideological awareness in higher education institutions. It is essential to understand the significant importance and practical value of network ideological security work within universities [1]. By analyzing the current situation, the value of network ideological security in universities can be seen in three main aspects: institutional requirements, security considerations, and the demands of modern society, security needs, and the times.

2.1. It Meets the Political Needs of Cultivating Inheritors in the New Era

In China, colleges and universities hold a unique position as both institutions and communities. China's colleges and universities are institutions with distinctive Chinese characteristics, which is a fundamental aspect related to talent training and national development. We must approach this reality proactively and take decisive actions to guide it. Therefore, it is clear why network ideological work is becoming increasingly important and urgent in the context of the internet society. Young students, who are at a vibrant stage of life, often face inevitable temptations and setbacks in their daily studies and campus life due to their developing cognitive abilities and psychological resilience. However, most young students spend most of their day online, where online public opinion and negative thoughts are mixed, which can be dangerous for unaware college students. This must be addressed at the source, with guidance provided throughout their experience, and education focused on proper reception [2]. History has proven that the values pursued by young students deeply affect the direction of social progress and the height of social development. In the new era, the Party and the government place greater emphasis on the patriotic education of college students, aiming to shape the personal qualities of young students and cultivate patriotism. At the same time, today's colleges and universities place greater emphasis on the construction of ideological and political educators than at any time in history. The goal is to "guard the canal and plant a responsible field," enhancing students' ability to distinguish right from wrong, and deepening their theoretical and ideological understanding, aligning talent training with national rejuvenation.

2.2. Coupling the Security Needs of China's Network Security Governance

Network security is an essential aspect of social harmony and national stability. Since the 18th National Congress of the Communist Party of China, the country has attached great importance to network security work. The internet possesses distinct characteristics such as concealment, privacy, virtuality, difficulty in controlling, and speed, which has led to ideological problems migrating into cyberspace. These problems have become more difficult to manage, with their influence and uncontrollability greatly enhanced. With China's economic growth and strategic development, its national strength has increased significantly. However, this has also prompted caution from the United States, the world's leading developed nation, which exerts strategic influence to counter China's progress. On the one hand, certain international actors leverage their technological advantages to influence global competition in the digital economy, affecting the development of emerging technological enterprises, especially in fields like semiconductor technology. On the other hand, certain ideological movements in cyberspace, along with monopolistic technologies, are being used to infiltrate and influence public opinion, with college students as primary targets on this network battlefield [3]. As China develops rapidly, certain external forces use digital platforms to shape narratives and influence public discourse. The road to national rise and rejuvenation is full of challenges. In the internet era, facing complex and severe global challenges, protecting the ideological security of university teachers and students has become a major issue of our time for the Party and the country.

2.3. The Rationality of the Times to Guide the Network Public Opinion

The world has entered the era of the Internet of Everything, and the process of media convergence is accelerating. Today, a computer, mobile phone, or even a watch can serve as a witness, participant, and voice in global public opinion. Any small or major event happening in the world can be shared globally, as long as the internet provides a reasonable communication path, making information accessible to every corner of the world. This is beneficial; government officials can release accurate information in a timely manner for the public's benefit. However, this also opens the door for misuse by criminals, placing pressure on officials and public figures. In today's society, many people voice their opinions through platforms like Weibo. It is possible for some individuals to post issues online that cannot be solved in reality, using special channels to generate public pressure and promote solutions. With only one side of the story presented, many well-intentioned but uninformed netizens may be unable to distinguish right from wrong, leading to a distorted version of the truth. This phenomenon is especially common among public figures, particularly celebrities in the entertainment industry, and has enhanced the role of professional public relations teams. While this may involve personal matters or celebrities' private lives, when it concerns national interests, the rapid spread of misleading information can escalate into widespread public concern, potentially leading to significant consequences. Therefore, we must attach great importance to the direct and indirect impact of online public opinion on young college students.

In fact, in today's "entertainment to death" era, TikTok, Kuaishou, Weishi, and other flagship "one-minute short video" products have emerged, attracting both "attention" and "profits." These products generally have two key features: one is to capture users' attention through the "addiction mechanism," and the other is to continuously promote user preferences through the recommendation algorithm mechanism. The first characteristic will not be discussed in detail here, but the second mechanism—recommendation algorithms — can potentially lead to the "information cocoon" effect. Internet companies track users' personal preferences through technical means, label each user with different tags, and continue to push information that aligns with the user's recorded interests over a certain period. From the perspective of app developers, this approach enhances user engagement, increasing the time users spend on their products and creating a large flow pool. However, from the users' perspective — namely, the majority of internet users — they are repeatedly exposed to one or more labels, and their fragmented knowledge cannot form a comprehensive system. This causes the reception of knowledge to become overly narrow, creating a vicious circle that unknowingly hinders both personal development and social progress. These phenomena highlight the need to establish a network ideological discourse system, rationally guide online public opinion, address negative phenomena, and build a robust online education system to improve the quality and effectiveness of talent cultivation in colleges and universities.

3. Network Ideology Security in Chinese Higher Education: Challenges and External Influences

The rapid development of the Internet provides opportunities and conditions for college teachers and students to enhance their lives, study more efficiently, and broaden their horizons. At the same time, it also brings challenges to the construction of ideological positions in colleges and universities. On the one hand, universities must focus on the security of their network ideological positions, which includes addressing external challenges, particularly ideological influences from foreign nations. Specifically, these countries rely on their technological hegemony and monopoly advantages to pose potential threats. Certain global values may influence ideological perspectives through online channels, especially during the transitional stage of media integration within universities. On the other hand, it is equally important to address the internal challenges to campus ideological construction in the network domain. These challenges are primarily reflected in three areas:

the risk of Western values infiltrating university ideological development and promoting negative social trends, the complex influence of online public opinion on university ideological positions, and the security risks posed by the increasingly diverse ideological perspectives of young students. Based on research and analysis, it is concluded that the network ideological security in universities primarily faces two major risks and challenges: "external concerns" and "internal problems".

3.1. The Monopoly and Attack Threat Brought About by the Capitalist Countries Relying on the Ad-Vantage of Technological Hegemony

Objectively speaking, at this stage, China's leadership in ideological matters, particularly in the cyberspace domain, remains effective. However, it must be acknowledged that, overall, China's ideological position faces certain challenges from the West, exhibiting both strengths and areas of vulnerability. This passive situation is largely due to the underlying logic of Internet technology and the rules established by Western countries. With the technological advantages of the Internet, the United States has taken a preemptive and assertive stance in cyberspace, continuously reinforcing its information dominance. American scholar Toffler predicted that the political center of the world would gradually shift to those who hold information hegemony, and that the world would no longer be controlled by weapons and war. Today, it is clear that his predictions are coming to fruition, especially in the infrastructure of the Internet. As a result, certain countries control a significant portion of the core components of information technology globally, and this technological influence can be seen in China as well. For instance, Microsoft monopolized the PC market; Oracle, the world's largest enterprise software company, holds more than 90% of the international database market; and Cisco controls over 70% of the backbone network market share for two of China's major telecommunications operators. In summary, the underlying logic and core technology of the Internet present vulnerabilities for China, giving developed Western nations a unique advantage in disseminating information. As a result, many Chinese netizens who benefit from the opportunities the Internet offers may also unwittingly face the potential risks of Western ideological penetration. Among them, university students, as the primary users of the Internet, are particularly vulnerable to these hidden dangers.

At the same time, nations with dominant technological advantages continue to exert significant influence. According to authoritative reports, China has been a major target of the US National Security Agency's cyber surveillance and activities, including more than 10 national defense universities, leading central enterprises in industries such as military, aviation, aerospace, telecommunications, and other key sectors of the national economy, as well as two government department information centers. James Adams argues that in modern warfare, computers have surpassed missiles and bombers in strategic importance, playing a key role in securing dominance in cyberspace. This illustrates the global importance of cybersecurity, as countries increasingly recognize its role. As a rising power, China faces growing competition and technological constraints in its transition from technological accumulation to breakthroughs. This is an inevitable reality and an external challenge that China must address on its path to greater strength. Young students in universities play a pivotal role in the future development of society. They must fully understand the significance of science and technology and contribute their best efforts to China's progress.

3.2. The Development Stage of Media Convergence Has Troubled the Ideological Security Situation of Colleges and Universities

With the rapid development of science and technology, various forms of media have emerged, including terms like "multimedia," "new media", "we media" and "all media". Promoting media integration has become a trend of our time, and this integrated field has gradually become a key space for advancing mainstream cultural values. We are currently

in the stage of deep media integration, transitioning from the new media era to the era of media fusion. This shift brings new communication characteristics, such as diverse public opinions and instantaneous media coverage, which are particularly prominent among young students and Internet users who actively engage with these changes, greatly influencing people's lifestyles and work habits. However, with the emergence of we media and new media in the field of network public opinion, coupled with the "traffic is money" model driven by capital, emerging media and content that cater to user needs are more likely to gain favor from young people. At the same time, some misleading content, disguised under terms like 'clickbait', has begun to emerge, posing challenges to mainstream media. According to reports from multiple news outlets, among the top 20 "we media" accounts on microblogs and public platforms, all but those affiliated with Party media are used for commercial or personal purposes. If these platforms were to be manipulated, it could lead to serious consequences. Most college students, who are aged 18-25, are highly engaged with public opinion and trending topics. If these young people are targeted or manipulated, it could have serious negative effects. Moreover, many young people today are inclined to follow entertainment news. Capital-driven models of "flow first" have spread, weakening the influence and authority of mainstream media. We must acknowledge these facts. Mainstream media must engage in self-reflection, reform, innovation, and improvement. Therefore, during this period of media convergence and transformation, it is imperative to seize the initiative and maintain discourse power in the realm of public opinion, as outlined in the 14th Five-Year Plan

On the other hand, with the deepening development of media, a number of networks "opinion leaders" with significant traffic influence have emerged on platforms like TikTok, Weibo, and Bilibili, often referred to as "network V" and "web celebrities". While some are genuine popular bloggers, others prioritize "eyeball-grabbing" content aimed at maximizing clicks and profits, often neglecting the influence of public opinion and social responsibility. Moreover, under the guise of "academic debate," they deliberately select controversial and sensitive topics for interaction with fans and netizens, guiding many uninformed individuals to engage in ideological struggles. Some traffic bloggers with millions of followers have their words and actions scrutinized by the entire network. In some cases, a single post on Weibo can overwhelm the server, sparking widespread attention and heated discussions. This dynamic can contribute to the spread of negative thoughts and misinformation, exacerbating the already complex and precarious situation of network ideological security in colleges and universities. Young college students, as the core group for societal development, often embrace trends such as "following a star" or "eating melon" (i.e., passively consuming sensational news). Additionally, the ongoing transition of media fusion, combined with unforeseen risks like the "grey rhino" and "black swan" events, presents serious and complex challenges to the security of network ideology in college campuses.

3.3. The vigorous ideological exchanges of Network Public Opinion Brings Potential Influence to the Ideological Position of Colleges and Universities

Under the conditions of a socialist market economy, some inevitable problems have gradually emerged with rapid development. As China rises to the center of the global stage, foreign cultural influences will increasingly make their way into society, interwoven with non-mainstream social ideologies, which can be particularly attractive to certain groups. With reform entering a more complex phase, the prevailing ethos of "traffic first" and "interest first" has led to the weakening of mainstream ideological promotion and guidance, posing potential threats. Additionally, as the internet society develops, unhealthy practices online have intensified, with some even challenging socialist core values and promoting non-mainstream ideologies such as new liberalism. These ideological trends have had a severe impact on the national mainstream ideology, causing a dilution of its influence. This situation demands high vigilance and sustained attention.

In the era of universal Internet, the world has become a global village. Any event happening in any corner of the world can be quickly uploaded to the Internet through mobile devices, and people from all over the world can become witnesses, commentators, and even voices. In China, the main platforms for college students to learn about domestic and international events are the trending sections of social media platforms like Weibo and TikTok. Through these trending lists, students can understand major global events without leaving their homes. Young students, being in an active and formative stage, are keen to rush to the "front line of popular topics", which significantly influences their viewpoints.

Online public opinion has become a powerful force that cannot be underestimated. Once a small event is exposed to the Internet, it can quickly gain attention and become a public topic. As it reaches trending searches, continuous attention and discussion can lead to significant consequences. The more shocking or bizarre the event, the more likely it is to attract the attention of netizens and be forwarded, making the situation difficult to control.

If such events occur in campus network public opinion, they will greatly test the emergency response and public opinion management capabilities of university leadership and administrative departments. In the era of "everyone having a microphone", any student can voice their opinions through the Internet. However, the unique characteristics and rapid spread of online public opinion make it easy for students, if not properly guided, to unknowingly spread incorrect ideas, which could damage the credibility of the institution. The formation and fermentation of online public opinion, especially in the ideological debate, make the network ideological position in universities vulnerable to external attacks and hard to defend, posing potential risks to the construction of the country's mainstream ideology [4].

4. A Risk Management Framework for Cybersecurity and Ideological Integrity in Chinese Higher Education

By analyzing the current situation of network ideology security in universities, it is found that the campus network space is facing both "external challenges" and "internal risks". Furthermore, external challenges are the primary risks, which are relatively unpredictable and uncontrollable, while internal risks are more manageable at this stage. So, how should we address these challenges and hidden risks? Considering the current situation of colleges and universities, the following practical approaches can be identified.

4.1. Consolidate the Foundation of Marxist Theory and Grasp the "Commanding Heights" of the Net-Work Ideological Position in Colleges and Universities

As China continues its rapid development, some countries have expressed concerns, often presenting critical viewpoints aimed at hindering China's progress and broader global engagement. Since the beginning of the new era, international discourse has included various critical views on China's development, which have been widely discussed in cyberspace. The 2020 events in Hong Kong, influenced by various factors, involved protests and raised significant concerns, highlighting the challenges faced in ideological education in certain regions. This highlights the challenges faced in ideological education in certain regions and serves as a reminder for strengthening ideological work in universities. To strengthen the construction of network ideological positions in colleges and universities, we must always stay alert and reinforce our ideological foundation with Marxist theory. Colleges and universities must uphold the original model to progress effectively and sustainably. In the ideological field of higher education, the integration of political and theoretical elements is emphasized. The approach to network ideological education should be firm and clear, striving to be solid in theory, strong in thought, and correct in attitude. Promoting the popularization of Marxist theory on campus has proven to be an

effective strategy for stabilizing the emotions of university teachers and students, enhancing cultural confidence, and uniting the strength of China.

4.2. Innovate the Publicity Methods and Reshape the Mainstream Ideology "Gravity Field" of the Net-Work in Colleges and Universities

Young college students are the pioneers, witnesses, and inheritors of the new era. It is essential to strengthen the ideological cohesion of young students and innovate the existing work system to fulfill the mission of moral education. In addition to solid thought and theory, it is essential to strengthen the cohesion of ideas within the campus network environment. Colleges and universities should firmly uphold the ideological principles for youth and work to build and improve the ideological and political work system. By conducting a comprehensive review of the situation and setting an example, we will implement relevant policy documents to every young member through various means and carry out scheduled self-reflection activities among young student members, reminding them to stay true to their original aspirations during political activities. Meanwhile, the youth organizations in colleges and universities play a key role in helping young people establish their ideals and beliefs. The youth organizations are responsible for cultivating qualified successors and providing a strong reserve force for the nation. Therefore, youth organizations in colleges and universities must focus on cultivating young students' broad ideological faith by selecting strong and outstanding leaders as core members of the organization. Regular theme-based activities, organizing youth league members to participate in volunteer activities and other initiatives, help strengthen their ideals and beliefs through participation in red activities, contributing to the construction of socialism.

At the same time, we should strive to improve the level of campus network culture construction and enhance ideological cohesion. New media platforms such as short videos, headlines, trending topics, live broadcasts, and platforms like Bilibili have emerged as products of the digital age, effectively serving as carriers for campus cultural communication. By promoting a central "theme" on these platforms and presenting it in a way that resonates with young students, we can better engage teachers, students, and netizens to actively embrace ideological education while browsing the internet, thus fostering a virtuous cycle of "writing to carry the road." For instance, we can fully utilize the campus environment, history, and culture, centering campus culture around themes such as teachers' and students' expressions, hand-drawn cartoons, VR campus maps, public service ads, and campus ambassadors. This approach uses engaging, fun, and easy-to-understand visuals to convey the "campus culture theme" to young students. Additionally, this strategy integrates traditional cultural heritage with revolutionary legacies from the periods of construction and reform, fostering the creation of prominent cultural intellectual properties and promoting cohesive development between online and offline efforts. Therefore, cultivating high-quality network cultural and creative products is essential to shaping the campus network cultural atmosphere, enhancing ideological cohesion, guiding healthy intellectual diversity, and providing a much-needed boost to campus network ideological security.

4.3. Strengthen the Initiative and Leadership of the Network Ideology Management in Colleges and Universities

The working mechanism of network ideology in colleges and universities can be divided into management subjects and management objects in the context of network ideology. The management subject includes the relevant departments and leaders, such as the publicity department, student management, education, and student organizations. The external publicity role is represented by the Publicity Department of the Party Committee, which typically includes the public opinion supervision department. The student management role is represented by the student work team, including counselors, class

teachers, psychological counselors, and full-time deputy secretaries. The student organization role mainly refers to the student organizations, such as the student union (graduate association), the Youth League Committee, and various communities. The college education role is represented by the team of full-time and part-time teachers. The object refers to the teaching staff and the majority of young students. To strengthen the development of network ideology in colleges and universities, we must enhance the initiative and leadership of network ideology management, focusing on the following three key aspects.

First, more attention should be paid to the ideological work in the cyberspace field within the campus environment, with a focus on the responsibility to the people. Relevant authorities have issued guidelines for the ideological responsibility system, which should serve as a basis for implementation [5]. Universities should establish rules that align with their development goals and actual situations, ensuring the involvement of various departments, including the publicity department, discipline inspection department, student affairs office, and secondary party organizations, in the network ideological work. A layered approach to responsibility should be implemented, fostering a unified system of accountability and coordination. Additionally, the mechanism of information openness and transparency should be established to enhance participation and responsibility among teachers and students. Second, accelerate the implementation of the "curriculum ideological and political" system. As prestigious institutions, universities with full-time teachers possess high comprehensive quality. Nowadays, an increasing number of colleges and universities prioritize the selection of highly educated talent with overseas study backgrounds. While this can broaden the international perspective of universities, it also poses the risk of spreading ideas that favor foreign perspectives over domestic realities. Some teachers may focus more on knowledge dissemination in the classroom but overlook the importance of guiding students in a balanced way. It is important to ensure that teaching remains focused on fostering critical thinking and a well-rounded understanding. Therefore, it is necessary to strengthen the training of both full-time and part-time teachers, reinforcing the socialist university mission, and incorporating ideological and political elements into professional courses. Third, importance should be placed on the "head goose" effect of theoretical associations. College student associations offer a wide variety of forms, and while the "one hundred regiment war" is not a new concept, the significance of theoretical associations cannot be overlooked. On the one hand, we should enhance the role of theoretical associations by offering more support, resources, and practical platforms for their development. On the other hand, direct management departments, usually within the university, need to actively engage with theoretical associations, improve their management mechanisms, and strengthen the development of student community leaders. This includes establishing reasonable organizational structures, improving management regulations, and enhancing the content and form of daily activities to explore new ways to integrate ideological education with university courses, promoting a two-way interactive effect.

4.4. Establish the Campus Network Public Opinion Early Warning, Resolution and Control Mechanism

Open, interactive and efficient are the labels of the Internet era. On the Internet, people can not only become famous overnight, become "grassroots stars", but also become "rats crossing the street" overnight. The barriers to online participation are relatively low, which can lead to rapid and sometimes unpredictable developments in online discussions, making it challenging to manage campus network public opinion. In the face of the increasingly complex and severe Internet environment, it is very important to do a good job in monitoring the online public opinion of colleges and universities under the new situation. On the one hand, the establishment of university public opinion early warning and defense mechanism. In terms of early warning, it is necessary to accurately and timely

understand the ideological status of teachers and students, keenly capture the development trend of campus network public opinion, and establish a multi-level public opinion information collection and feedback system; in terms of defense, it is necessary to supervise and form a campus network public opinion supervision mechanism with regular research and irregular spot check, and check and implement from top to bottom [6]. At the same time, on the other hand, we should firmly grasp the dominant power and leadership of the campus network public opinion. For negative online news, it is crucial not to wait for issues to escalate but to take proactive measures, anticipate potential problems, and maintain an active presence to guide public opinion effectively. It is important to address issues early and directly to prevent the spread of misinformation. Can, for example, to play a role of "opinion leader" positive energy, in b station, short video, social live platform of campus officer micro account, mobilize a group of student's popularity, attractive personality, lectures attractive teaching teachers, through continuous mainstream speech, positive leading young students continue upward.

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