

Research on Improving the Effect of Life-Oriented Teaching on Ideological and Political Education in the New Media Era

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Abstract: The era of mobile Internet is a brand-new era developed on the basis of mobile communication technology and Internet technology. Under this background, people can get the information and services they want to know anytime and anywhere through various mobile terminals, such as mobile phones and tablet computers. In the practice of facing the network society, we should learn to integrate theory with practice and apply traditional ideological and political education methods to the reality of the network age. At present, the ideological and political education in Colleges and universities is facing many challenges. The ideological and political education workers in Colleges and universities should be good at using the new education media, and strive to realize the life of education content and education mode, so as to improve the pertinence and effectiveness of Ideological and political education. The life of Ideological and political education of college students, advocating education to return to life, integrate into life, improve life, guide life, is an important way of Ideological and political education reform in the new era, but also the only way.

1. Introduction

The rise of new media is another innovation in the history of human information technology. From the perspective of colleges and universities, new media has gradually entered the study life of college students. Mobile Internet has become an important tool for college students' life and study, which has brought about profound changes in their study and lifestyle. Faced with this change, college ideological and political educators need to fully consider the reality of college students' life. As the main group of new media, contemporary college students can't live without it. This also has a certain impact on the right to speak in ideological and political education in colleges and universities. The new media is characterized by permeability. Through infiltration, the new media has transformed almost all technical departments and living places of human society. Ideological and political education should be placed in the first place in all school work, and it should run through the whole process of education and teaching [3]. Contemporary college students are exposed to the constant development and progress of new media. As a result, their life, study, ideology, morality and legal system have been impacted unprecedentedly [4]. Under the new situation, realize the innovation of ideological and political education communication, and increase the value of communication through the integration of new media.

As a special group, college students have a high scientific and cultural level, and can quickly receive fresh things from the outside world. New media penetrated production activities [5]. For example, high-tech products increasingly realize remote control. This technology plays a key role in certain contemporary economic methods. Ideological and political education as a party, political, and social practice, we must first reach a consensus among the people on the epistemology of socialist core values [6]. The advent of the new media era has opened online ideological and political education. More and more people ignore traditional ideological and political education methods, and even abandon traditional ideological and political education methods [7]. The innovative development of new media technology has diversified teaching carriers and novel educational models. As a result, the ideological and political education of colleges and universities

entered another sea and sky[8]. Traditional ideological and political education methods are transformed step by step through practice. In the practice of facing the network society, we must learn to integrate theory with practice, and apply traditional ideological and political education methods to the practice of the network age [8]. Ideological and political educators should fully realize the main status of life in ideological and political education, make the content of ideological and political education closer to life, students and reality, and finally achieve the purpose of ideological and political education to improve people's ideological and moral qualities.

2. Current Situation of Ideological and Political Education in Colleges and Universities in the New Media Era

2.1 The Importance of Ideological and Political Education

Ideological and political education almost runs through students' study process, and is an ideological propaganda and education work with Chinese characteristics. Every university should do this work well with a high sense of historical responsibility. Our colleges and universities not only need to deliver practical technical talents with excellent ability to all walks of life. The media has diversity and interactivity that traditional media do not have, and it is very attractive to college students. Especially, it has a great influence on college students' thought, life and study. Under the influence of new media, ideological and political education communication has gradually merged with new media, and increased theoretical research and exploration. The development of new media has a brand-new background and is a new concept put forward in the field of communication in the new period [9]. Through the face-to-face communication between educators and educatees, the distance between educators and educatees can be narrowed. Educated people are particularly vulnerable to the influence of educators' personal charm, thus improving the effect of explanation. With the development of science and technology, the world is changing rapidly. Through digital technology and mobile communication technology, coupled with new means of communication, new media provide massive information to global users through the Internet. In learning, students can achieve the purpose of assisting learning by using new media technology.

In the process of information dissemination, compared with the traditional media era, it is at a disadvantage. Passive receiver's audience, and new media's interactivity emphasizes audience's active intervention and active participation. New media technology has obvious advantages in the accumulation of students' knowledge, and also has a good influence on students' learning methods. Traditional media mainly rely on the information transmission system on the ground. New media can provide a new platform with various ways and convenient interaction for ideological and political education of college students. With the continuous development of new media technology, it uses the Internet and communication satellites. By connecting computers around the world, a huge database is formed. Applying it to ideological and political education in colleges and universities can greatly enhance the effectiveness and pertinence of ideological and political education in colleges and universities.

2.2 The Urgency of the Reform of Ideological and Political Education

New media provides a richer platform for ideological and political education in colleges and universities. High openness and fast dissemination are the main features of the Internet and new media. When the new media era is not yet mature, as a traditional form of ideological and political education, the communication of letters is very common. New media uses digital technology and network technology to break through the relatively single expression form of traditional media. When carrying out ideological and political education for college students, colleges and universities must give full play to the great advantages of new media. Ideological and political education has an important influence on the cultivation of college students' scientific values, world outlook and outlook on life, and plays an irreplaceable role in the formation of college students' moral character. While absorbing modern scientific and technological achievements, we should make full use of the massive resources under the new media. As a research background, even if research becomes a

condition of necessity and possibility, it must be an accomplished fact. Ideological and political education has its purpose, goal and orientation. Ideological and political education needs multi-channel and diversified communication. College students are full of curiosity about all kinds of new things. Constantly explore and pursue new things, and have the corresponding ability to accept new things.

3. The Implementation Path of Ideological and Political Education in the Context of Mobile Internet

Among various forms of new media, Internet technology and mobile media technology have become the two new media that have the greatest impact on college students' lives. In the new media era, advanced communication technology and means bring new opportunities for ideological and political education, which makes the ideological and political education communication closely integrated with new media. College educators can make use of the massive information resources brought by the Internet, integrate the pictures, videos and news information appearing on the Internet into their teaching contents, and combine the learning characteristics of young students to explore the learning contents they are interested in, so as to gradually attract their attention and arouse their thinking power, thus improving the learning enthusiasm and learning effect of college students [10]. And the use of new media means, will also dig out more narrative forms and ways of communication. The development of new media is just such a phenomenon. On the one hand, it has entered us. However, its application has no fixed boundary, and its significance and value have not been fully revealed. With the wide application of mobile phones in the new media era, letters are slowly replaced.

As an industry, new media is the synthesis of form and content, means and purpose. The development of new media is basically under the business model, covering all traditional cultures rapidly in terms of content. From specialist to doctor, there are a certain proportion of people who advocate that schools should filter out unhealthy websites and information. If the thinking pattern of interests and hobbies is fixed on the healthy content, the unhealthy content will no longer have ignorant interest, and will subconsciously resist the behavior. Therefore, there is no need to force this requirement. The survey results are shown in Table 1.

Table 1 Investigation on Related Contents of Unhealthy Information

Education	Associate degree	Undergraduate	Master	Doctor
Number of participants	20	20	20	20
Encountered unhealthy content	13	12	13	16
Think it is necessary to filter unhealthy information	10	9	6	7

In modern society, each of us has the right to choose and use a certain language, and at the same time has the right to express certain ideas. Multilateralism and equality are another important feature of new media, which can greatly enhance the trust between educators and educated people. In order to cultivate the correct three views for young students, it is necessary to strengthen their ideological guidance and mental health education, so that young students can face up to the differences and boundaries between the network virtual world and the real life world. In today's society, where new media shine brilliantly, the virtual world based on the real world continues to grow and develop. This is not only a threat to the real world, but also a danger to college students themselves. The development of ideological and political education is inextricably linked with the development of human civilization. And the method of ideological and political education is accompanied [11]. In order to achieve the teaching goal of ideological and political education in colleges and universities faster, colleges and universities should pay full attention to the important role of the network. Ideological and political educators should use network communication technology to innovate their teaching methods and means, fully respect the real life of college students, and use life-oriented teaching methods to carry out ideological and political education.

The right to speak between people is interlinked, equal and coexisting. The right to speak is a kind of power, which guides and controls others' thoughts and behaviors through words.

If the ideological and political education wants to occupy the network position and take the initiative to attack, we can't give up the advantage of the ideological and political work of our party, otherwise, the ideological and political education work will fall into a passive position. Teachers can strengthen their concept of network legal system by actively and effectively publicizing and educating college students on network laws and regulations. And actively carry out network legal services, make use of the favorable resources of the network, so that college students have legitimate network communication, and promote the overall development of college students. The results of two teaching satisfaction surveys conducted by a teacher after three weeks are shown in Table 2.

Table 2 Teacher Satisfaction of Independent Sample Proportion Survey

	Sample size	Satisfaction
First rating	50	58%
Second rating	50	72%

In carrying out ideological and political education for college students, the degree of mutual trust between teachers and students is the main factor affecting the improvement of their quality and level. Mobile Internet technology is an advanced and revolutionary technology, which brings rare opportunities to ideological and political education in colleges and universities on the one hand, but also makes ideological and political education in colleges and universities face severe challenges on the other hand. Ideological and political education in colleges and universities should effectively combine the theoretical education content in books with the real life content, pay attention to the life world of college students, and go deep into the real life of students in the process of ideological and political education, so that college students can accept it more easily. Throughout the development of human civilization, ideological and political education shines brightly in it. The following methods of ideological and political education are constantly inherited and developed. If you don't have the right to speak, you can't express your opinions. Words can't be spread, let alone the exercise of the right to speak. By applying the new media to the ideological and political education of college students, its virtuality can be brought into full play. Realize the communication from both sides and improve the quality and level of ideological and political education.

4. Conclusion

New media has changed the shortcomings of boring and tedious traditional ideological and political education with its advantages of timely dissemination, strong interaction and diverse values. Ideological and political education is an evolving historical process, and traditional ideological and political education methods are the main ways to carry out ideological and political education. The opportunities and challenges brought by the new media to the ideological and political education of colleges and universities have important practical significance and theoretical value for exploring and using new media to improve and perfect the ideological and political education of colleges and universities. The arrival of the new media era has also brought many problems. The concept of educators participating in new media lags behind the times, coupled with the reasons for imperfect platform construction and lack of external mechanisms. Caused the decline of educator's discourse control and weakened attractiveness and guidance. Some workers have no real feelings for students, and the choice of teaching content has nothing to do with students. Of course, they do not excite students. On the basis of traditional classroom teaching, university ideological and political educators should make full use of various advanced Internet technologies, in the context of mobile Internet thinking, deeply integrate the real life of college students, adopt teaching methods that advance with the times, and truly achieve The daily life of ideological and political education in universities.

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