

The Socialist Core Price System in the New Media Environment Integrates into the Process of College Students' Ideological and Political Education

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Abstract: The rapidly changing environment of the new media era has brought unprecedented challenges to the dissemination of socialist core values by college students' ideological and political educators. University leaders and educators engaged in ideological and political education of students should correctly face the opportunities and challenges of new media. This paper combs the concept, connotation, characteristics, development status and prospect of new media based on deep learning algorithm. Have a more comprehensive and in-depth understanding of new media. Next, it demonstrates the relationship between new media and ideological and political education in colleges and universities, and further expounds the necessity and feasibility of using new media in ideological and political education in colleges and universities. Strengthening ideological and Political Education under the condition of new media is the need of the construction of socialism with Chinese characteristics and the development of the times. To lead the discourse construction of Ideological and political courses in Colleges and universities with socialist core values is the requirement to improve the teaching effectiveness of Ideological and political courses in Colleges and Universities under the background of new media, and also the measure to stick to the position of Ideological and Political Courses under the influence of domestic system transformation and various social thoughts.

1. Introduction

The new media has opened up channels for the radiation of values education in all directions, enabling education content to be quickly and quickly delivered to education objects, creating conditions for college students to nurture core values, and consciously using core values as a code of conduct and ideological guidance, which is conducive to achieving high quality Talent training [1]. Compared with traditional media, the concept of new media is moving forward and developing dynamically. As a new generation of college students, college students are deeply influenced by new media. Their learning and life are closely connected with new media platforms [2]. In order to make the ideological and political education of colleges and universities more effective, colleges and universities should carefully analyze the opportunities and challenges brought about by the new media environment. University leaders and educators engaged in ideological and political education of students should correctly face the opportunities and challenges of new media [3]. Deepen the understanding of new media and take effective measures to ensure the healthy development of ideological and political education in colleges and universities. Strengthening and improving the ideological and political education of college students is a long-term strategic task of the party and the state [4]. Therefore, it is of great theoretical and practical significance to study the effectiveness of college students' ideological and political education in the new media environment.

College ideological and political educators should give full play to the educational function of new media, strengthen the construction of campus network in an all-round way, and take the initiative to occupy the ideological and political education position of network new media [5]. Under the conditions of economic globalization and information network technology, on the one hand, the information age has spawned the rapid transmission of information. Improve the efficiency of information sharing and knowledge sharing [6]. On the basis of discussing the concept of new media and ideological and political education discourse in colleges and universities, this paper analyzes the specific reasons for the formation of ideological and political education

discourse in colleges and universities. And then explore the new path of its construction. At present, the national universities have basically completed the campus network laying. It has reached the level that the network enters every dormitory and classroom [8]. Teaching and research have realized informationization and multimedia, and some colleges and universities have covered the whole school by wireless internet. As far as media users are concerned, with the development of new media technology, we are constantly applying these information and digital equipment and technologies [9]. The content of values education in the new media perspective is not only comprehensive, detailed and vivid, but also has the advantages of convenient and permanent storage and repeated learning, which improves the efficiency and quality of socialist core values education to the greatest extent and provides guarantee for the establishment, consolidation and improvement of the overall values [10]. Based on the new media environment, this paper demonstrates the relationship between new media and ideological and political education in colleges and universities, and further expounds the integration of socialist core price system into the process of ideological and political education for college students.

2. The Negative Influence of New Media in Talent Values Education

2.1 Diversified Value Orientation

Nowadays, with the rapid development of new media technology, the teaching of ideological and political education in colleges and universities has been extended from traditional classroom teaching to information-based science and technology teaching. Educational practice has been developed both horizontally and vertically, and a new constitution has been opened [11]. There are more choices in the content of ideological and political education in colleges and universities. Teachers can use multimedia courseware to provide a lot of new information in class, and the presentation forms of content are more diversified. For example, in addition to traditional text information, new media can also cooperate with related images and audio to enhance the teaching effect, which has a great impact on the effectiveness of ideological and political education. The process of ideological and political education not only includes different links to realize the effectiveness of ideological and political education, but also has different educational elements that affect the effectiveness of each link. As far as the dynamic perspective is concerned, it is to study the overall effectiveness through the organic integration of the effectiveness of the three links of ideological and political education content construction, transmission and acceptance. Then, by paying equal attention to static and dynamic perspectives, we can explore the relationship and characteristics between each link and its elements of ideological and political education, and the concrete influence of each link and its elements on the realization of effectiveness.

2.2 Pursuing Practical Values

New media drives a new upsurge of mass culture consumption, and the mass culture brought by it tends to be entertaining. The conflicts and differences in the influence of new media on cross-cultural communication make us realize that there is no homogeneous cultural globalization, and we should take a cautious attitude towards the opportunities and challenges brought by new media to cross-cultural communication. Compared with traditional media, we have a more consistent understanding. According to the actual situation of ideological and political education in colleges and universities under the new media environment, it can provide richer teaching contents for students. So that students' vision and knowledge can be continuously expanded. The speed of new media information dissemination is amazing, and the scope of sharing is wider, which makes the traditional value education way broken. With the huge amount of new media information and many information subjects, college students are exposed to various values in the complex new media environment. By sharing and opening, students can choose all kinds of interesting knowledge freely. It is very interactive. Under the new media background of free communication, college students can choose the right information according to their own interests. Express your thoughts and opinions on the new media platform, and select the required information through new media such as the

Internet. Better support their own values, rather than being constrained by a single information channel.

2.3 The Contradiction of Value Choice

The value orientation that deviates from the socialist core values has a negative impact on higher education talents to varying degrees, which is not conducive to the formation of the ideological realm of the unity of individual ideals and social ideals, individual values and social values. The arrival of the new media era has changed the current situation of ideological and political education in colleges and universities. Under the background of new media, the time and space constraints of the subject and object of ideological and political education discourse in traditional education have been broken. Use virtual technology to communicate indirectly. New media technology broadens the scope of information dissemination, and a lot of information can be spread across regions. College students' ideological and political education practice activities are also in various changing environments. With the rapid development of new media technology, the environmental factors affecting the realization of the effectiveness of ideological and political education for college students are becoming increasingly complex. Some negative information can be widely spread in these platforms, and cross-cultural media communication brings great challenges to contemporary college students' ideological and political concepts. With the increasing reform of college education, the ideological and political education in colleges and universities under the new media environment must pay attention to the effective construction of the ideological and political education team. Only in the process of comprehensively improving the comprehensive quality of teachers and students, can they continuously improve their media literacy.

3. The Key Points of Leading the Discourse Construction of Ideological and Political Courses in Colleges and Universities with Socialist Core Values

New media has certain discreteness and uncertainty when spreading various contents, which makes the way of spreading more diversified. Greatly improved the difficulty of regulation and control by relevant government departments. Some reactionary, bad and lack of positive energy views will also be mixed in many messages. Under the influence of these new consciousness, the potential rebellion of college students is also stimulated [12]. I disagree with educators' discourse content and teaching methods, and think that classroom education and educational practice content are boring and far behind the trend. The virtual nature of the network also makes it possible for netizens to comment anonymously, and some comments do not meet the requirements of the times, which will lead to confusion of contemporary college students' values. Complex media environment will increase the difficulty of ideological and political work in colleges and universities. Therefore, the relevant personnel in colleges and universities should strengthen the analysis of media communication paths, so as to make full preparations for improving the effectiveness of ideological and political education. The traditional advantages of educational subjects in information dissemination gradually disappear, teachers and college students are in an equal position, and the authority of teachers is relatively weakened. The new media environment plays a certain role in limiting the function of guiding public opinion in ideological and political education.

The formation of individual values can not be separated from the influence of social background and living environment. The college career of receiving higher education is a critical period for the formation of personal values. The value orientation in this period plays a leading role in setting up personal life trends, thoughts and sentiments, and personal ideals. With the global integration, the economic, political and cultural ties between countries around the world are getting closer and closer, and the external social environment of new media is also changing. Educational carrier is an important part of ideological and political education, and the choice of carrier is greatly influenced by educational environment to a certain extent. Nowadays, college students are also influenced by new media when they use it. It changes their study, life and thoughts. Information technology is becoming more and more convenient, changing the learning style of college students. The lack of consensus between educators and educatees is an important problem faced by ideological and

political education discourse, that is, the lack of common discourse [13]. New media can provide many advantages for ideological and political education in colleges and universities, but this does not deny the inherent advantages of traditional media. Ideological and political educators in colleges and universities can still spread new content through the old media, but also realize the complementarity between the old and new media. Only in this way can we further improve the broadcasting channels, which is also an important manifestation of improving the effectiveness of ideological and political education under the new media environment.

With the openness and virtuality of the new media environment, all kinds of social thoughts, abnormal social phenomena and values that inevitably appear in the process of social development are presented to them in a fragmented and scattered state, which can easily form one-sided effects out of context and lead to the spread of practical values. Establishing the guarantee mechanism of ideological and political work in colleges and universities puts forward higher requirements for the level of teachers. Facing the changes brought by the new media environment, ideological and political workers in colleges and universities should make full use of this advantage. We should not only have a deep understanding of the relevant knowledge, but also introduce the resources provided by multimedia into classroom teaching. All kinds of new media tools and applications constitute the new media environment, which enrich the carrier of ideological and political education activities and expand the communication path of ideological and political education. So that ideological and political educators can make full use of all kinds of new media tools and technologies. The emergence of various kinds of information in the new media environment will have a certain impact on college students' thought, consciousness and behavior. Especially when they encounter information related to economic interests, their ability to judge and distinguish will be seriously affected. Carry out massive open online course, micro-classroom and other forms of teaching and network ideological and political education. So as to give full play to the function of ideological and political education.

4. Conclusion

Talent quality education led by socialist core values is close to the trend of the times, keeping up with the development trend of the times, taking active measures to open up innovative media platforms, giving full play to the advantages of new media education, and making core value education break the restrictions of traditional education. Strengthening ideological and political education under the conditions of new media is the need for socialist construction with Chinese characteristics, the development of the times, and the overall development of people. With the orderly progress of college education reform, the effectiveness of ideological and political education in colleges and universities under the new media environment continues to improve. We must pay attention to the continuous improvement of the quality of teachers and students, and effectively build an ideological and political education platform in colleges and universities, in order to give full play to the positive role of new media. Educators should be guided to change their educational philosophy and actively explore new laws, new methods, and new contents of ideological and political education under the new media environment. Improve the ability to use new media, and take advantage of new media for ideological and political education in colleges and universities. Leading the discourse of ideological and political lessons with the core values of socialism conforms to the law of ideological and theoretical education and the law of social development. The ideological and political lessons can only keep pace with the times and endure only if they do not forget the fundamentals and truly accept the core values of socialism as their guidance.

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