

The Development and Guidance of Students' Subjectivity in Ideological and Political Education Based on New Media Era

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Abstract: The new media has a far-reaching impact on contemporary college students' value orientation, concept of making friends, lifestyle, learning orientation and mode of thinking. The content and mode of ideological and political education in colleges and universities must be changed accordingly. In the new media era, in order to innovate the ideological and political education of college students and enhance the effectiveness of ideological and political education, we must adhere to the socialist core values and pay attention to strengthening the guidance of world outlook and methodology for college students to master and understand social phenomena and problems. The research on the subjectivity of new media ideological and political education of college students is not only the internal requirement of Ideological and political education advancing with the times, but also the essential requirement of enhancing the effectiveness of Ideological and political education. It is of great practical significance and practical value to grasp the final stage before young students enter the society, combine the students' subjectivity with ideological guidance, and do a solid job in Ideological and political education of college students in the new media era.

1. Introduction

With the continuous development of economy, new media has many characteristics such as high efficiency, rapidity and convenience. It brings many opportunities to the continuous improvement of ideological and political education in colleges and universities. New Internet media has greatly influenced college students' world outlook, outlook on life and values. It has become an indispensable part of college students' life and study [1]. Compared with traditional media, the concept of new media is moving forward and developing dynamically. As a new generation group, college students are deeply influenced by new media, and their study and life are closely related to the new media platform [2]. In order to make the ideological and political education in colleges and universities more effective, colleges and universities should carefully analyze various opportunities and challenges brought by the new media environment. University leaders and educators engaged in students' ideological and political education should correctly face the opportunities and challenges of new media [3]. In the new media era, fundamental changes have taken place in people's way of life and have greatly changed the foundation of our traditional life. It is undeniable that in the new media era, if we can actively take advantage of the advantages of the network platform and innovate the ideological and political education methods of college students, it will also play a positive role in the spread of positive energy thoughts and create new carriers for ideological and political education of college students.

The outlook on life, values and world view of college students in adolescence is still immature. In the process of growing up, its ideas and behaviors are more susceptible to outside interference [5]. In the process of the development and evolution of the global society, the social promotion role of new media has been increasing. For the audience, the new media affects their cognitive structure. In the new media era where information technology is rapidly developing and the media is being updated day by day, the goal of maximizing the effectiveness of ideological and political education is more complicated and arduous [6]. College ideological and political education workers should

give full play to the educational functions of new media, comprehensively strengthen the construction of campus networks, and actively occupy the ideological and political education positions of online new media [7]. 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. From the perspective of the main body of media use, with the development of new media technologies, we continue to apply these informational and digital devices and technologies [8]. Various new media have become an indispensable part of university campus teaching, scientific research, learning, and life, and have a profound impact on all aspects of college students. Seizing the last stage of young students before entering the society, organically combining student subjectivity with ideological guidance, and doing a good job of ideological and political education of college students in the new media era have important practical significance and practical value.

2. The Manifestation of Students' Subjectivity in New Media Era

With the development of new media based on information technology, the traditional teacher-student relationship between subject and object has gradually experienced the development process from deconstruction to reconstruction. A new type of teacher-led and student-centered educational relationship has gradually taken shape and developed, leaving more room for students' subjectivity in the new media environment. There are many factors that affect the effectiveness of the classroom. Among them, it is an important aspect that the classroom teaching does not adapt to the requirements of the objective conditions of the network new media and makes corresponding adjustments and changes, which is also an important topic facing the ideological and political education reform. Nowadays, the rapid development of new media technology has extended the teaching of ideological and political education in colleges and universities from the traditional classroom teaching to the information technology teaching [9]. Educational practice has developed to a certain extent both horizontally and vertically, opening up new regulations. With the progress of information technology and the development of new media, more and faster information dissemination technology has become a reality. The unprecedented amount of information and convenient channels have given young students a wider choice. The process of ideological and political education includes not only the different links of realizing the actual effect of ideological and political education, but also the different educational elements that affect the actual effect in each link. From a dynamic perspective, 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. The characteristics of network new media fit the age, character and living habits of college students, making it an extremely important part of the audience of network new media. New Internet media is increasingly becoming a new platform for college students to learn, exchange, publish or obtain information. College students are generally happy to enjoy the changes brought about by the new network media to their study and life. According to the actual situation of ideological and political education in colleges and universities under the new media environment, it can provide students with richer teaching contents. To expand students' vision and knowledge. Through sharing and opening, students are free to choose all kinds of interesting knowledge.

Table 1 Investigation of Related Content of Unhealthy Information

Education	Specialist	Undergraduate	Master	Doctor
Number of participants	20	20	20	20
Encountered unhealthy content	12	13	15	16
Think it's necessary to filter unhealthy information	10	10	8	8

As an industry, new media is a combination of form and content, means and purpose. The development of new media is basically based on the business model, covering all traditional cultures rapidly in terms of content. From specialists to doctors, a certain proportion of people hold

that schools should filter out unhealthy websites and information. If the thinking pattern of interests and hobbies is fixed on healthy content, and people no longer have ignorant interests in unhealthy content, they will resist subconsciously. Therefore, it is not necessary to demand this. The survey results are shown in Table 1.

In terms of information content, due to the existence of a powerful platform for receiving, disseminating and displaying information in the new media, students can completely customize the required content according to their own needs, greatly breaking away from the shackles of the previous content designated by teachers and students' inability to choose. The interactive nature of the new online media has enhanced college students' awareness of participation, while the traditional education mode is one-word teaching with fewer opportunities for students to participate in the classroom. This impact urges the teaching mode of ideological and political theory courses to pay attention to students' subjectivity and carry out innovative reform of the teaching mode to meet the teaching requirements of the new online media era. Compared with traditional information dissemination channels, the new media platform has completely removed all kinds of barriers that hinder individuals from displaying their personalities. In the traditional education mode, education is basically a process of indoctrination or authoritative education. However, in a completely open and free environment, the discourse power of the educated can be greatly enhanced. The reform of Ideological and political education in Colleges and universities needs to be combined with the research of new media on the Internet. It is necessary to consciously build a bridge between college students and educators that is easy to communicate, realize the multi-dimensional communication and interaction between teachers and students, and provide guarantee for the ultimate achievement of the effect of Ideological and political education in the era of new media on the Internet. With the constant increase of educational reform in Colleges and universities, 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. In order to improve the overall quality of teachers and students in the process of continuous improvement of teachers and students' media literacy.

3. Suggestions on Ideological and Political Education of Students in New Media Era

In the campus environment where new media are widely popularized and college students are keen to use, it is a good tradition to continue to maintain the traditional ideological and political education strategy, and to give full play to ideological and political education in ideological and political classes and practical activities. Ideological and political educators in colleges and universities need to find an effective way to organically combine the advantages of network new media with the effectiveness of classroom theoretical teaching and to stimulate the subjectivity of teachers and students in teaching activities. Although the new media era brings challenges to the ideological and political education of college students, it also creates new opportunities for the improvement of the ideological and political education of college students [10]. Under the new media environment, it is the only choice to make the ideological and political education in colleges and universities truly come true, to realize the educational and teaching purposes and to give full play to the subjectivity of students. The key for ideological and political education to play its role lies in students' recognition and acceptance of its values. In this open and anonymous virtual space of new media, students need to have good subjective ability in order to accept relevant ideas of ideological and political education and give full play to their subjective role. They disagree with the content and teaching methods of educators, and think that the content of classroom education and educational practice is boring and far from keeping up with the trend. In the overall teaching design, teachers need to consider guiding students to use network media reasonably to carry out research and thinking, and share their outstanding achievements in the classroom, supplemented by teachers' comments and guidance. The traditional advantages of educational subject in information dissemination are disappearing, teachers and college students are in an equal position, and the authority of teachers is relatively weakened.

The arrival of the new media era has set up a more relaxed and free communication environment

for the communication between teachers and students, thus changing the dogmatic phenomenon of Ideological and political education of college students caused by the asymmetry of information and discourse power in traditional ideological and political education. New media can provide a lot of advantages for the ideological and political education in Colleges and universities, but this can not negate the inherent advantages of traditional media. The ideological and political education workers in Colleges and universities can still spread new content through the old media, but also realize the complementarity between the new and old media. Only by improving the ideological understanding can we really play our own initiative. College students should realize that they are not only the educated, but also the educators of others at any time. The ideological and political education information they search, pay attention to and share on the new media may have an impact on others' learning.

4. Conclusion

The rapid development and wide application of new media have brought many challenges and unfavorable factors to ideological and political education in colleges and universities, but they have created good opportunities for innovation in education contents, methods, means and modes. New media has become an indispensable means and tool for college students to understand the world and to recognize the society. Meanwhile, the characteristics of new media coincide with college students' pursuit of fashionable, independent, free and personalized personality. With the orderly progress of educational reform in colleges and universities, the effectiveness of ideological and political education in colleges and universities has been continuously improved under the new media environment. How to make the discourse of Ideological and political education play a better role in the context of new media is an urgent problem to be solved. We should guide educators to change their educational ideas and actively explore the new laws, methods and contents of Ideological and political education in the new media environment. Ideological and political education for college students can not be separated from the use of new media technology, and also from the exertion of the subjectivity of college students. Only by combining the two can ideological and political education be implemented and achieve good results.

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