

Research on the Reform of Ideological and Political Courses in Colleges and Universities Based on New Media Environment

Dengfeng Ren

School of Marxism, Zhuhai College, Jilin University, Zhuhai, 519041, China

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Abstract: The ideological and political courses in colleges and universities have received much attention from the state. The ideological and political course teaching has a unity of opposites with the comprehensive quality of college students. In the new media environment, the reform of ideological and political courses in colleges and universities is the only way for its development. This paper analyzes the significance of the ideological and political curriculum reform, and discusses the path of effectively promoting the ideological and political curriculum reform in colleges and universities in the new media environment from the perspectives of ideas, models and innovations.

1. Introduction

The new media environment is a new environment formed by WeChat, Weibo, virtual community and other information network technologies. People enjoy new services on new media carriers. There is a huge amount of information in the new media, which facilitates people's study and communication. At the same time, it also has an impact on contemporary college students' learning methods, communication methods, and ideology. In the new media environment, college ideological and political courses want to play their role. Pay attention to new media technologies.

2. The Significance of the Reform of Ideological and Political Courses in Colleges and Universities in the New Media Environment

2.1. Keeping pace with the times and adapting to the times

The 21st century is a new era of information technology and computer network technology creation. The new media has gradually grown and developed based on this, and it plays an important role in all fields of society. In the new media environment, the speed of social operation has obviously accelerated, the time for new product replacement has been greatly shortened, and the era of knowledge economy has arrived. The society needs more comprehensive talents, and the requirements and needs of talents in various industries are constantly improving. Therefore, colleges and universities, as a specialized place to cultivate talents in line with the society, must carry out reform and development, apply new educational technologies to develop students' creative thinking, and also pay attention to cultivating students' ideological and moral standards. This is also an important purpose of the reform of ideological and political courses, so that students While possessing high technology and high ability, it also possesses noble ideological and moral sentiments and becomes an excellent successor to socialist construction.

2.2. Promote education and teaching reform

Compared with traditional educational methods and educational technologies, the educational methods in the new media environment should be more advanced, and educational technology should be more flexible. The "New Curriculum Reform Outline" promulgated by the Ministry of Education pointed out that new media should be actively used during the teaching period to promote the development of ideological and political courses in colleges and universities and to play the role of new media in education and teaching. Therefore, the reform of new media teaching

in ideological and political courses in colleges and universities is the response of the requirements of national education reform, and also the direction of future education development in China. It is of great significance for cultivating new ideas and new thinking of teachers and students in colleges and universities.

3. The Path of Ideological and Political Curriculum Reform in Colleges and Universities under the New Media Environment

3.1. In terms of educational thoughts

In the new media environment, reform and development of ideological and political courses in colleges and universities must start with ideology and carry out conceptual innovation. It is necessary to rely on the new media environment and rely on information technology innovation teaching activities to ensure the success of the curriculum reform. In the new stage, the ideological and political curriculum focuses on democratization. In the teaching process, teachers must adopt the student-centered teaching concept. On this basis, the teaching style is flexible and modern, paying attention to the knowledge outside the applied materials and enriching the teaching content. At the same time, teachers should focus on integrating online teaching resources, requiring extensive resources and real-time resources. Teachers need to learn network technology spontaneously and actively construct a network platform to facilitate follow-up teaching. Colleges and universities need to recognize the importance of constructing an online teaching platform. They should be the organizers of the ideological and political teaching platform construction, guide and encourage teachers to participate in the platform construction, provide teachers with a platform to enhance the information technology platform, and encourage network interaction between teachers and students. In addition, colleges and universities should also reform the ideological and political curriculum evaluation system, and incorporate new media teaching into the evaluation system, including curriculum, teaching, and students. In addition, ideological and political teachers should also establish a sense of globalization and internationalization of education, integrate Internet thinking in the teaching process, open up educational methods, and act as messengers to convey the core values of socialism.

3.2. In terms of teaching mode

The biggest teaching reform method provided by the new media environment for the reform of the ideological and political curriculum is to adopt the online and offline joint teaching mode. This is never possible in a traditional teaching environment. Specifically, colleges and universities can explore the reform of the teaching model from the following three aspects, taking online micro-classes as an example.

Exploring the “micro-course” ideological and political teaching requires teachers to have certain professional qualities, and the formation of professional teams has an important role in promoting the professional quality of teachers. Colleges and universities need to provide necessary financial and technical support for the establishment of “micro-curriculum”, and at the same time provide necessary protection in terms of manpower and material resources. First, the reform team should include a number of relevant professional teachers such as computers, network technology, and ideological and political courses, as well as a publicity department, a student office, and other departments. Under the concerted efforts of all, the curriculum will be effective. Second, ideological and political curriculum teachers must start from the computer network, multimedia production and other aspects to strengthen their own training, while constantly improving the level of teaching and knowledge to meet the teaching needs.

Teaching on the network platform is still a relatively new teaching mode, which is the product of the new media environment. In order to better develop online teaching, it is necessary to deeply understand the knowledge of online teaching by teachers and students. It usually takes a long period of time to enable teachers and students to move from understanding and familiarity to acceptance. The ideological and political teaching in China's colleges and universities has been under the

traditional teaching mode for a long time. Many teachers' minds are imprisoned. In this regard, teachers' innovation consciousness and new media teaching consciousness must be cultivated first, and reforms should be better promoted. First, colleges and universities should focus on strengthening the propaganda of online teaching and breaking through the shackles of traditional teaching. Teachers and students can be encouraged to participate in the way of opening up online teaching competitions. Second, under the guidance of the new teaching ideology, teachers should pay attention to the rational design of online and offline teaching content and links, and do a good job of complementing and effectively connecting the two. For example, adding extended extensions to the micro-courses as a supplement to offline teaching helps students to understand relevant knowledge. At the same time, the micro-curriculum study is included in the final assessment of students' semester, which causes students to pay attention to the micro-curriculum learning. Only in the process of continuously exploring practice and optimization can the new teaching mode of ideological and political courses in the new media environment be gradually formed.

Different from the traditional ideological and political teaching, the teaching based on the network platform needs to be specially designed, and it is necessary to coordinate the multi-party work. This requires the cooperation of the university management, and the division of labor and cooperation among various departments to jointly promote the reform of the ideological and political curriculum. For example, the propaganda department is responsible for propagating the ideological and political micro-course; the teaching department is responsible for compiling the new evaluation mechanism; the network department is responsible for building the network platform. Deep understanding of micro-curriculum students, independent micro-learning, so that teachers have a more comprehensive understanding of the teaching reform in the new media environment, in order to ensure that the teaching reform can reach the expected level.

3.3. In terms of teaching innovation

The modern atmosphere in the new media environment is more in line with the interests and tastes of contemporary college students. The ideological and political curriculum reform can introduce the characteristics of new media communication and communication, create an interactive classroom for teachers and students, and form an atmosphere of communication and discussion between teachers and students. Taking tea culture as an example, tea is a typical representative of Chinese traditional culture. It has been passed down to the present day and its content is extremely rich. Teachers can create teaching inspirations about the tea culture with students. From the table and the inside, enlighten the students' thinking and deepen the students' impression, so that the students can feel the profoundness of our traditional culture. Specifically, the curriculum can be promoted from the following three dimensions to ensure the effectiveness of the curriculum reform:

To create a vivid classroom, tea culture network forms are diverse, including video, audio, pictures, etc. Teachers can lead students to watch tea culture videos, stimulate students' interest, and intuitively experience tea culture. The proper introduction of video during the teaching process can make the limited classroom full of vitality, and at the same time help to attract students' attention and improve teaching efficiency. Of course, teachers who teach any course can insert video playback links appropriately. Relevant surveys show that college students are also the mainstream group watching online video. The teaching fusion video is similar to the current college students' interest, which can make teaching resonate and improve teaching quality.

Focusing on cultural inheritance, one of the important contents of ideological and political reform in the new media environment is the inheritance and development of China's excellent traditional culture. Teachers must give full attention to this. During the teaching period, the teaching content for cultivating students' patriotic feelings and national pride can be appropriately introduced. For example, intercepting the wonderful fragments of "Wolf Wolf 2", encouraging students to watch, applying the influence of new media, service and Ideological and political teaching.

Third, the new media category is extremely wide, most of which rely on digital development, and the characteristics of interaction and innovation are significant, for example, h5, WeChat applet, etc. In such a rich form of new media, it also provides a new path for the reform of the ideological

and political curriculum. For example, tea culture teaching has a variety of apps for students to communicate, there are many stories for students to read, teachers can guide students to learn by new path Comprehend the tea culture and cultivate students' thinking and ability to learn from a new perspective.

4. Conclusion

In summary, in the new media environment, in order to successfully realize the reform of ideological and political courses in colleges and universities, we must base ourselves on the development of the times, establish a new concept of education and teaching, apply a new teaching model, and pay attention to creating a vivid teaching classroom to meet the diverse needs of students. Inspire students' enthusiasm for learning, choose teaching materials that students like to see and develop, and realize the teaching goals of college ideological and political courses to meet the development needs of students, universities, society and the country.

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