

Research on the Role of New Media on College Students' Ideological and Political Education

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Abstract: New media is a form of media that emerges under the new technical support system. Its main tools are mobile phones, mobile computers, digital TVs, etc. With the development of technology, new media technologies are also developing rapidly and have become part of people's lives. The emergence of new media has brought people's life into a new era of scientific and technological information, which has had a profound impact on the ideological and political education of contemporary college students. As a group of students in the “digital age”, ideological behaviors and concepts have been deeply influenced by new media. The rapid development of new media not only brings opportunities for college students' ideological and political education, but also brings challenges. In the new media environment, attaching importance to the study of new media, fully grasping the opportunities and challenges, and proposing ways and means to use the new media to carry out ideological and political education for college students, this has a strong practical significance.

1. Introduction

New media has the characteristics of generalization in the dissemination of information, which are manifested in three aspects: communication level, communication relationship and communication subject. The traditional media has a very obvious hierarchical level in information dissemination. Due to some factors, the information has different boundaries in the process of dissemination. The structure of information release and reception presents the development of duality, while the new media is in the information. The path of transmission is a trend of diversification, forming a generalization state. The new media breaks the restrictions on the space and location of people's interactions, makes the communication between people, the frequency and information volume have changed accordingly, and the main body of information dissemination is more diversified. The emergence of new media has caused the information carrier, the means of transmission and the mode of dissemination to change accordingly. The information fragments are organically integrated to give greater value to the information. The quantity and efficiency of information dissemination of new media has obvious advantages compared with traditional media, grabs most of the market share, and constantly updates the way information is transmitted. At the same time, social relations, thinking consciousness and credit system have become obvious. The changes in the individual's value are more prominent. People in different social classes have the same access to information and methods, and there is no authoritative difference. The new media has also brought the distance between authority and civilians closer, so that the value and willingness of civilians are revealed in more ways, and human life has entered a new mode of information exchange.

2. The role of new media in college students' ideological and political education

The new media can obtain a wider range of information resources, provide more convenient and quick communication and interaction for college students, and play a theoretical guiding role in the ideological construction of college students. Through the information dissemination of new media,

students' thinking and beliefs can be appropriately updated to help students mature their minds and provide positive guidance for students' ideological and political improvement.

Providing a platform for ideological and political education New media has great advantages in information collection and organization, and provides a broader platform for college students' ideological and political education. Under the new media, college students can accept ideological and political education more conveniently and quickly, breaking the restrictions brought by time and place. Students can master more abundant information content, and through new media, they can share and transmit information more effectively. The efficiency of ideological and political learning has been greatly improved.

Promote communication and exchange New media has a strong ability to collect and disseminate information. It can get all kinds of information from all over the world in the first time. It can also communicate and communicate with people from all over the world in the first time. It is widely used, and making full use of new media in college students' ideological and political education can speed up students' access to current political information, strengthen interaction and communication between information, make college students' thinking more active, and enhance the effect of ideological and political education.

Reform the model of ideological and political education. General Secretary Xi Jinping pointed out that to do a good job in the ideological and political work of colleges and universities, it is necessary to change things from time to time and from time to time. The traditional way of ideological and political education is to educate teachers in a one-to-many mode, and has certain limitations. Through the new media, free exchanges with other students and teachers on the Internet platform not only enable teachers to communicate more effectively with students, but also enhance the relationship between teachers and students, and students can cultivate self-accepted ideological and political education in this way. Consciousness, able to engage with ideological and political work autonomously and consciously. In addition, the learning style is fundamentally changed. From passive acceptance to active attack, it can help students integrate into the group and help students solve personal problems that are difficult to raise in front of the public. This kind of education can effectively improve the relationship between teachers and students, promote mutual communication, and enable students to develop physically and mentally, and stimulate the enthusiasm and creativity of college students to participate in ideological and political education. Innovate the current ideological and political teaching methods. Generally speaking, schools carry out ideological and political education in a cramming manner, which makes it easy for students to become tired of learning and unwilling to accept ideological and political education. If the new media's new education model is adopted, the teaching value of the Internet platform will be recognized through flexible and vivid teaching content and innovative teaching ideas. For example, the class teacher can establish group chat and disseminate the public article on ideological and political education. Students can also share what they see and think about in the group, so that college students can have a new sense of ideological and political education. Each student can play a personality in it, take the initiative to accept ideological and political education, and actively improve the discriminating ability. To cultivate their own outlook on life and values, teachers will guide and guide in the process of teaching, so as to improve the level of ideological and political education in colleges and universities.

3. Strategies for colleges and universities to use new media to carry out ideological and political education

Strengthen the construction of the teaching staff, teachers actively use the new media to carry out ideological and political education. The development of new media has placed greater demands on teachers. Teachers are the main body of the ideological and political teaching work of college students, and they are the road signs that guide college students in the right direction. Therefore, improve teachers' new media application ability and integrate ideological and political education into the new media teaching mode. For example, teachers can use the Internet platform to communicate with students, and record new interesting videos with students to reduce the teacher

and student. Between the sense of distance, the establishment of a harmonious and friendly teacher-student relationship, teachers can grasp the psychological state of students in a timely manner, infiltrate the university's ideological and political education into daily life, in order to enhance the effect of ideological and political teaching.

Colleges and universities should actively use new forms of media to carry out ideological and political education. The development of new media has placed greater demands on colleges and universities. Colleges and universities need to establish their own new media platforms in the new era, such as the establishment of WeChat public account, official micro, and the creation of the official video account of vibrato. The students of the school obtain the information content through the official new media, and then they are interested in the content of the promotion. The independent dissemination and dissemination facilitate the formation of a good atmosphere in the school, and at the same time creates a sense of belonging and pride to the university; the students of the school can use the platform to Learn about the school and so on. Through the new media platform, the ideological and political education mode and educational concept suitable for contemporary college students are created, and a new platform for ideological and political education is established to encourage students to gradually accept and improve their ideological and political level in daily life and complete the “one fundamental task” of education. .

Establish and improve the ideological and political education system and reform the ideological and political education content. The “three basic work” puts forward requirements for colleges and universities: insist on the correct political direction of running schools, build a high-quality teaching team, and form a high-level talent training system. The ideological and political education system of traditional colleges and universities has gradually failed to meet the needs of ideological and political education in the new media environment. In the context of the rapid development of new media, colleges and universities need to take the initiative to establish a sound ideological and political education system, reform the traditional teaching mode, explore new teaching content, advance with the times, combine the characteristics of new media and the content of the new era development, thinking The political education system is fully supplemented. For example, for complex network environments and online speech, universities need to use new media to teach and add new media content to the teaching content. Take online speech as an example to guide students on how to identify bad information and effective information in the network. Apply new media to the ideological and political education system.

Control the campus network atmosphere. College ideological and political workers should strengthen the management of new media platforms, make full use of new media technologies and platforms, and at the same time, pay attention to the construction of self-media culture in colleges and universities, and control the public opinion orientation of college students through the supervision of campus network atmosphere, avoiding social networks. The bad habits, while maintaining freedom of speech, strengthen the guiding and constructive nature of ideological and political education, and build and strengthen students' ability to distinguish, so that college students can accurately identify and judge what is correct in a mixed network environment.

In order for the new media to play an effective role in the ideological and political education of college students, it is necessary to first raise awareness of the new media, especially the ideological and political teachers' understanding of the new media, because teachers are the direct instructors of the ideological and political education of college students. Usually, due to the age difference, the information acquisition of ideological and political teachers is obtained through traditional media. There is not much use of new media teaching tools. Therefore, teachers should improve their understanding of new media and draw closer to students. Ideological and political teachers are proficient in using new media. In the ideological and political education of college students, the use of new media is not common. Most teachers do not understand the use of new media tools. Therefore, university ideological and political teachers should go deep into the students and understand the students. What are the new media used and how to use the new media tools. Teachers can actively communicate and communicate with students through the new media commonly used by students, and master the use of new media in order to play a role in ideological

and political education. Mastering the Law of Network Thinking and Network Language University ideological and political teachers can study the network thinking mode of new media, master the fresh network language derived from new media, and ideologically manage students through students' accepted and accepted and very interested ways. Education teaches teachers' ideological and political knowledge to students under the influence of new media, enabling students to obtain correct ideological values in a virtual online world.

4. Conclusion

The development of new media has had a profound impact on human life, and people have strengthened their communication with the world through new media. New media is also of great significance to college students' ideological and political education. On the basis of fully understanding the characteristics of new media, combined with the characteristics of college students' ideological and political education, effectively use new media, strengthen communication between teachers and students, and improve college students' thinking. The quality of political teaching.

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