

An Analysis of the Innovative Strategy of Thinking and Thinking of College Students' thinking and Political Work in the Field of View of Hand-machine Media

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Abstract: With the rapid development of new media technology, mobile phone media has a double influence on the value concept and learning method of college students. Taking mobile phone media as a field of view, by maintaining the harmonious network environment on campus, constructing information security system guarantee, and innovating the method of implementing the channels of ideological and political education in our country, we can optimize the ideological and political education work of our country's colleges and universities, shape the correct values and positive beliefs of college students, and achieve the fundamental task of "The Lide tree people". Mobile phone media not only brings development opportunities to ideological and political education in colleges and universities, but also brings many challenges. Opportunities and challenges coexist, strengthening supervision, good use, improve their own literacy is the development of ideological and political education in colleges and universities is an essential strategy.

1. Introduction

In the context of the big reality of the Internet age, with the leaping development of communication technology and the continuous extension of network media in the field of personal life, mobile media—relying on their own flexibility, adaptability, quick-amability, wide audience and so on has become the ideal medium in the process of information dissemination, to achieve the transformation from traditional communication terminal equipment to a high degree of integration and light multimedia tools. From the perspective of the content classification carried by mobile phone as a media tool, mobile phone media is defined as a "realization of text, images, audio and video content reception and transmission, mainly relying on wireless communication, the Internet and other technical means, and finally reach a two-way or multiple interactive information to convey new media. " From a technical point of view, mobile phone media is defined as "a new type of popular media formed under the compatibility of wireless communication technology, computer technology and information network technology" [1]. Especially in the "5G era" is coming now, the development of science and technology enables people to obtain and share information from the mobile Internet with better quality and speed, which has become the consensus of most mobile phone audiences.

2. The Meaning of College Students' thinking and Political Work under the Field of View of the Computer Media

As a "revolution" of the actual mode of communication, mobile media is more interactive than newspapers and televisions, more abundant than the type of information transmitted by radio, lighter and more portable than computers, and a combination of the four traditional media advantages, profoundly affecting and changing people's thinking habits and lifestyle. College students have strong adaptability to new things and technology, accept the unique advantages of understanding, such as fast, college sage, Smartphones with powerful functions in all corners of

college campus life, to the value of young people in colleges and universities, learning methods caused a double impact.

In recent years, with the rapid development of mobile network technology and the improvement of mobile phone intelligence level, mobile phone media with the Internet as the core are increasingly integrated into all aspects of people's lives. Contemporary college students have become an important part of mobile phone users. Facing the situation of the rapid development of mobile phone media, how to make it achieve good educational effect in the educational work is a difficult problem that is urgently solved in the ideological and political education work of colleges and universities, and also puts forward higher requirements for the quality of ideological and political educators in colleges and universities. Ideological and political education is the primary content of the construction of spiritual civilization in our country [2]. Doing a good job in the ideological and political education of college students plays an important theoretical and practical role in establishing the correct moral concept and ideal belief of contemporary college students and cultivating socialist builders and successors. The emergence and development of mobile phone media has a double impact on the ideological and political education of college students: on the one hand, mobile phones, as the media of Internet information, their access to information and "low access" increase the risk of people accepting "poor quality" and misinformation. The period of higher education is an important stage to shape the values and outlook on life, for the teachers, the reduction of the "threshold" of the student's personal information environment reduces the credibility and acceptance of mainstream information, and makes the ideological and political education work more difficult [3]. On the other hand, the development and application of mobile phone media provide good material conditions and technical support for the carrier innovation and form transformation of ideological and political education in colleges and universities, which can not only enhance the recognition and acceptance of mainstream information by contemporary college students in novel and convenient form, but also conform to the "time of the times" and "innovation" of ideological and political education work, which conforms to the mainstream spiritual core and the theme of the times [4].

3. Opportunities for the Development of College Students' thinking and Political Work under the Field of View of the Computer Media

3.1. Innovative Ways of Ideological and Political Education in Colleges and Universities

With the development of information technology, the dissemination and use of mobile media are supported by social environment and science and technology. Mobile phone media can spread a huge amount of information, have rich information resources, combine mobile phone media with ideological and political education activities in colleges and universities, can greatly improve the information effectiveness of traditional ideological and political education, innovative educational means, and cultivate higher ideological quality [5]. At the same time, college ideological and political educators can also use mobile phone media to understand the educational status, life status, psychological changes, etc. , quickly occupy the ideological territory of college students, so mobile phone media is gradually becoming an important carrier of ideological and political education in colleges and universities, effectively expand the way of ideological and political education in colleges and universities [6]. For example, college ideological and political educators can use QQ, friends circle or spatial dynamics to understand students' life, learning status and personal emotional problems, for different student problems to take unused educational plans, timely find problems, solve problems, improve educational effectiveness.

3.2. Enriching the Content of Ideological and Political Education in Colleges and Universities

The increasing popularity of mobile phone media shows strong convenience and immediacy, which provides rich educational resources for the further development of ideological and political education content in universities. First of all, the combination of mobile phone media and

ideological and political education can not only create a good learning atmosphere for ideological and political education, but also provide fast and convenient learning conditions and enhance teaching results. In the classroom learning link, educators and educators can use mobile phone media to understand the relevant knowledge content in a timely manner, access to more learning resources [7]. Secondly, college students can obtain more learning methods when they use mobile phone media to study the theory of ideological and political education, and can realize the communication and interaction between teachers and students in the mobile media communication platform. At present, mobile phone media has become an important means to enrich the content of ideological and political education in colleges and universities, and by expanding the content of ideological and political education, enhancing the interestingness of education, the level of ideological and political education in colleges and universities can be effectively improved [8].

3.3. Strengthening the Effect of Ideological and Political Education in Colleges and Universities

Mobile phone media in the transmission of information with pictures, text and sound as the carrier, not only in line with the academic needs of contemporary college students, individual development needs, but also conducive to enhance the learning interest of college students, participation. The combination of the advantages of mobile phone media transmission of information and the activities of ideological and political education in colleges and universities can create a strong learning atmosphere, promote students to actively study, help students better understand the theory, cultivate students' learning pleasure, and further improve the effective targeting of ideological and political education in universities [9]. In the past, the ideological and political education activities were mainly teachers, students were in a passive position, classroom participation, enthusiasm was low, and the effect of ideological and political education was not significant. Under the background of The Internet, combining mobile phone media with ideological and political education can speed up the development of ideological and political education in universities, create a positive learning atmosphere and respect the main body status of educators, so as to improve the effect of ideological and political education in colleges and universities [10].

4. Hands-on Media Under-the-View of College Students' thinking and Political Work Challenges

4.1. The Proliferation of Mobile Phone Information, Increasing the Difficulty of Education

The bad information spread by mobile phone media makes it more difficult to shape the values of college students, and presents new challenges to establish ingress with correct values. When college students use mobile media for learning and entertainment, they will inevitably browse to the cell phone bad information, which will adversely affect it. Some of the information transmitted through mobile phone media is not realistic, and even distorted facts, all kinds of false information, illegal advertising seriously affect the physical and mental health of college students. In recent years, China's 4G/5G network technology has been continuously developed, opening up to the outside world has been further deepened, economic interaction has been deepening, so that China has increasingly entered the center of the world stage, open China warmly welcomes the world to interact with China. However, some unkind countries use network technology to maliciously inculcate decadent values into our citizens, and these reactionary ideologies seriously affect china's social stability and economic and cultural construction. Young college students are in the critical period of judgment and value formation, and the ability to distinguish things from outside world is still weak, which may cause the distortion of some students' values, interfere with the development of college students' ideas, destroy their moral cognition, disturb the ideological and educational environment of our young students, increase the complexity of ideological and political education, and weaken the effect of ideological and political education.

4.2. Misuse of Mobile Phone Media to Pollute the Teaching Environment

With the development of 4G/5G technology and the popularity of campus network, the application of mobile phone media in colleges and universities has risen rapidly, and the continuous development of various mobile phone applications has increased the "usefulness" and "functionality" of mobile media. Mobile phone media not only into the life of college students, but also quietly broke into the university classroom, an unstoppable mobile phone storm is getting worse. In the past, well-ordered standard classroom has become a "leisure and entertainment paradise" for students to bow their heads to play with mobile phones. Educators in the three-foot platform hard to write a book, painstakingly imparting knowledge, and students in the following indulging in mobile phones difficult to extricate themselves, and even some students lie on the desk in groups of shaking sound, Taobao, play hand tour, etc. , not only will hinder the normal learning of students around, but also easy to interrupt the teaching of educators, disrupt the normal teaching progress, resulting in extremely bad negative impact.

The traditional classroom teaching and management order is regulated by various strict rules and regulations, which provide effective protection. The frenzied development of mobile phone media has collided with the traditional management system of universities. For example, college roll call is an important method to effectively promote college students to attend classes, but the wrong application of mobile phone media not only challenges the authority of naming, but also weakens the positive role of naming. Many college students have a lucky mentality and choose to skip class, through QQ, WeChat communication software and classroom students "real-time communication. " When teachers name names, students pass information to each other, establish a unique student-specific "information exchange station", the information of "reclass" often sneaked into the classroom from the back door. If not named, a message "safe". On the other hand, the illegal use of mobile media in the traditional examination weakens the authority of the examination system. Small size, portable mobile phone media has a great concealment, for the examination cheating provides a great convenience, in recent years, major universities have appeared the use of mobile media to pass the answer of cheating behavior, seriously damaged the original strict and orderly examination discipline, in the community formed an unnecessary adverse impact.

5. Hands Machine Media Under the View of the Countermeasures to Strengthen the Thinking and Political Work of College Students

5.1. Standardize the Dissemination of Mobile Phone Information and Strengthen the School Supervision System

The good environment of mobile phone media application can provide a strong guarantee for ideological and political education in colleges and universities, and a good mobile phone application environment needs the joint efforts of society, schools and other aspects. Relevant departments should, through legislation, formulate and improve relevant laws and regulations to protect the legitimate rights and interests of users. We should strictly control the "input" of information, eliminate all bad information in a timely manner, severely punish related illegal acts, and strengthen the punishment of mobile phone media crimes. Colleges and universities should actively establish the safeguard mechanism related to ideological and political education, improve the relevant supervision system, establish a relatively safe "campus network", strictly filter negative information, and strive to provide good system protection, and provide a strong service for ideological and political education in colleges and universities. In real life, the information environment with mobile phone as the carrier does have the actual situation that the information quality is not uniform, the truth is difficult to distinguish between true and false. And most college students have shallow social experience, the mind is still in the process of development, does not have a complete "media cognition. " With Barron's understanding, media cognition refers to the ability to "invest energy in the process of interpreting content, give attention and remove disharmony factors" The reaction to content can be identified from the perspective of sensibility and reason", "the media information is not blindly trusted by the reliability of its source, but always looks at it with a critical perspective", so it is easy to be induced by wrong ideas to form excessive

speech and behavior, or to be influenced by wrong ideas, into consumerism, materialism, In the decadent concept trap of nihilism, it is contrary to the goal requirement of ideological and political education. Facing the open but unsafe information environment in the smartphone media, only by taking corresponding measures, such as: public speech and release push needs to be reviewed, increase the supervision of the network media, resolutely implement the real name system of telephone cards and other methods, with the help of social and government forces to play the role of supervision and protection, so that any dissemination of bad information "back to the source", in order to effectively maintain the external environmental order of ideological and political education in schools, the ideological and political education of college students to the goal of the requirements of practical.

5.2. Optimize the Teaching Environment of Mobile Phones, Enhance Educational Effectiveness, and Enhance the Classroom Control of Educators

College ideological educators should fully understand the impact of the wide application of mobile phone media among the educated to ideological and political education, and learn to use mobile media in a timely manner with the educated to carry out effective exchanges, to help students better recognize and accept the theory of ideological and political education, which requires educators to have a strong technical ability to manipulate mobile phone media, consciously learn and update intelligent technology. At the same time, it is necessary for ideological and political teachers to make full use of the information resources of mobile phone media when making courseware, to update educational content, expand educational channels, innovate teaching methods, and carry out classroom teaching flexibly and interestingly. This also requires college ideological and political educators to have a strong ability to control the classroom, and learn to use mobile phone media as a teaching means to guide students to pay attention to online teaching. To the cultural propaganda department as the leading, the establishment of colleges and universities at all levels of mobile media client publicity, education platform. The cultural propaganda department of the university is responsible for implementing the main responsibility, guiding and perfecting the hierarchical management system of the mobile media platform within the school, and making full use of the effectiveness and widespreadness of the mobile media dissemination information. All departments jointly develop and develop mobile media education and learning resources through mutual collaboration and centralized resources to improve the responsiveness of the platform and enhance the interest, education and inspiration of the platform's content. The carrier of education is the platform and channel of the implementation of education, which is the basic factor that teachers can achieve in the educational work. A reasonable and well-adapted teaching platform has a significant effect on the successful completion of the goal of ideological and political education in schools and the expansion of the achievements of ideological and political work. As a transmission carrier of moderately high in the college students' group, mobile phone has the characteristics of large information carrying capacity, fast update speed, wide range of communication and strong interaction between groups. Mobile media as a platform, not only to students to pass positive, harmonious health, colorful educational content, but also to help build integrity, friendliness, understanding and tolerance, in line with the main theme of social concepts and value systems.

5.3. Closely Contact the Actual Situation of Students and Optimize the Content of Mobile Media Platform

Help college students solve and deal with all kinds of study and life problems. Mobile media education and management platform at all levels should timely learn and master what information is of interest to college students from all kinds of social information and topics, which information can attract their attention, so as to understand the student dynamics as quickly as possible, take appropriate measures to solve the ideological confusion. Explore the combination of mobile phone media and traditional media, and innovate the main channel of ideological education in colleges and universities. In view of the over-reliance of college students on smartphones, college ideological units can be guided by snobbishness, the characteristics of mobile media into various campus cultural activities, with the help of mobile media platform design, planning a series of colorful

ideological education activities, the combination of online and offline, in the subtle completion of ideological education for college students. Taking advantage of the high convenience of mobile media and the technical advantages of sending and receiving information quickly, we regularly send positive energy information to students to guide students to the correct thinking orientation in complex information environment. General Secretary Xi Jinping said in his report to the 19th National Congress that "the theory should be strengthened to promote the new era of socialism with Chinese characteristics. " We will deepen the study and construction of Marxist theory, speed up the construction of philosophy and social science with Chinese characteristics, and strengthen the construction of new think tanks with Chinese characteristics. We attach great importance to the construction and innovation of means of communication, and improve the dissemination, guidance, influence and credibility of public opinion in the news. " The compilation and pushing of "positive energy" information is the realistic embodiment of the construction and innovation requirements of theoretical communication means. Because the "positive energy" message refers to the content level: has a firm political position, positive public opinion and positive guidance role of the message. Therefore, the preparation and push of such information must be carried out by a group of professional education and technical personnel to ensure the educational and push of its content. At the same time, we should pay active attention to students' feedback on message push, and make targeted improvements and updates. For example: qualitative review of current affairs hot issues, propaganda and promotion of the advanced deeds of model figures, review and commemoration of major events in the history of the world communist movement and Marxism in China.

6. Conclusion

The increasingly complex application environment of mobile phone media has a stronger influence on the ideological and political education of colleges and universities, which puts forward a higher level of quality requirements for the relevant ideological and political educators. How to adapt the ideological and political education in colleges and universities to the trend of mobile phone media under the background of informationization, how to create a mobile phone media environment suitable for students' development, and how to develop and apply mobile phone media correctly have become the inevitable problems facing colleges and universities. Under the situation of wide application of mobile phone media, actively exploring the educational function and positive role of mobile phone media in the educational activities of colleges and universities has a positive effect on improving the ideological and political education environment and cultivating modern talents. Therefore, we should make great efforts to improve the quality of teachers, improve the media quality of college students, cultivate their ability to judge and filter information, and better play the role of mobile phone media in promoting ideological and political education in colleges and universities.

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