

Research on Innovation of Ideological Education of Secondary Vocational School Students Based on New Media

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Abstract: In this context of new media, the construction of network ideology college education is a complex and extended systematic project. Therefore, in order to strengthen the ideological education of secondary vocational students, be necessary carefully analyze and summarize the advantages and disadvantages of new media in the ideological education of secondary vocational students. Based on the functionality of new media, its application will bring a new look to the ideological education of vocational school students. This paper concentrate on the innovation of ideological education of vocational school students under the new media environment.

1. Introduction

New media is playing a increasingly important role in social interaction, information dissemination and knowledge acquisition [1]. Compared with traditional media, new media is a dynamic concept, which relies on numeric, network and mobile communication technologies to provide users with information and entertainment communication forms and media forms through wired or wireless transmission networks. There are still some drawbacks in ideological education in the new media environment. Teachers should fully direct students' thoughts and behaviors and fully use the positive role and influence of new media [2]. So to speak that under the new media conditions, the ideological education of secondary vocational school students is being affected by many factors, and it is increasingly showing the characteristics of complexity and diversity.

2. The role of new media in ideological education of secondary vocational school students

New media plays an inestimable role in the ideological education of secondary vocational school students, and has certain strategic significance for the effective development of ideological education and political work. New media has broken through time and space, which has greatly turn the way of communication among current college students. New media can provide students with an open display platform and diverse perspectives. Ideological educators should adopt a positive attitude to accept new media, learn new media, use new media, and firmly grasp the position of new media. Only in this way can ideological education keep up with the form, keep up with the ideological trend of students, and carry out targeted educational activities according to students' ideological and behavioral characteristics [3]. The use of new media can quickly and timely spread the ideas and related facts to be conveyed in ideological education in secondary vocational schools, keep the close connection between students' study and social life, and help students better integrate into society in the future.

3. Characteristics of new media

3.1. Interaction and openness of subjects

Compared with traditional media, the information exchange between the sender and receiver of new media information is two-way, but the information exchange of traditional TV, film, newspaper and broadcast is one-way. Mass and sharing, multimedia and hypertext, personalization and community make more students accept and indulge in this way, so the guiding role of new media is huge. In the new media era, teacher-led, student-led place can be better reflected. Students

can get information through the platform and strengthen communication and interaction with teachers. The use of new media can realize the available concordance of social services and ideological education, and greatly enhance students' attention to ideological education.

3.2. Instantaneity and convenience of content

The dissemination of new media information transcends the restrictions of region, time and computer terminal equipment, and can receive and publish information anytime and anywhere, which embodies the dissemination characteristics of "the first time" and "the first scene" [4]. Positive impact: broadening the scope of information acquisition and expanding students' thinking; Relying on its digital technology, Internet technology and mobile communication technology, new media has formed a huge information network communication system, with its advantages of "large information capacity, rich resources, fast transmission and strong interactivity, wide coverage and diversified forms". Students are not only recipients of teaching information, but also publishers of information in the learning step, which realizes students' deep participation, interactive communication and interactive expression in ideological education at any time and anywhere.

3.3. Intuition and individuality of service

The dissemination of new media adopts a "peer-to-peer" mode of communication service, which is aimed at a more subdivided audience and can be aimed at individuals. It provides a stage for students to show themselves actively and expands their influence. The diversified information sources of new media expand the information channels and enrich teachers' teaching information and resources. Through new media, secondary vocational students can get the knowledge and information they need anytime and anywhere through new media tools such as QQ, WeChat, Weibo, and mobile newspaper, instead of receiving ideological education in a fixed place at a specified time. This improves efficiency to a certain extent of positive energy spread and enhances the timeliness of ideological education for secondary vocational students.

4. Main problems in ideological education under the background of new media

4.1. Form, method and content are monotonous and boring

Because the new media is entertaining, interactive and virtual, it brings new challenges to the ideological education of college students. With the development of Internet and new media, everyone in the course of information spread is not only the receiver of information, but also the publisher of information. The "barrier-free" nature of new media information dissemination makes everyone become a carrier of communication or a source of news [5]. According to the survey, students mainly do online shopping, reading news, micro-blogging, making friends and chatting, searching information and other related operations through the Internet, which have both advantages and disadvantages for students [6]. Teenagers' humanistic spirit is seriously lacking, which not only seriously affects the cultivation of students' good personality, but also leads to the reduction of immunity to bad social atmosphere.

4.2. Lack of collaborative innovation mechanism

Traditional ideological education for secondary vocational school students is mainly based on teachers' teaching and students' self-study, and sometimes some videos are added to increase students' interest in learning. In the whole teaching step, teachers only act as a "duck-filling" job, and students can only passively accept teachers' education [7]. Influenced by the characteristics of running schools and the orientation of personnel training objectives, secondary vocational schools often focus on how to increase teaching equipment, improve teaching quality, expand campus scale, expand students' resources and enhance students' professional quality and technical ability, but pay insufficient attention to the ideological education of college students and fail to effectively form a collaborative education mechanism. Decadent and backward values also permeate from all aspects, and then affect people's value cognition and orientation. The universal effect of new media on college students. Only by understanding these two aspects can we suit one's measures to local

conditions and carry out ideological education according to local conditions.

4.3. Team building lags behind

Schools pay insufficient attention to the construction of students' ideological education work team, with serious shortage of personnel and unclear job responsibilities, which leads to the existing work team being more busy dealing with trivial work affairs and making it difficult to carry out students' ideological education in depth. The characteristics of students in secondary vocational colleges are as follows: First, students' quality is uneven, their thoughts fluctuate greatly, they are random, and there are many potential safety hazards. Second, students have poor cultural foundation and many shortcomings in personal character. Third, it is difficult to manage students, and the dominant position of teacher education is weakened. It can be seen that the acquisition of information is an important foundation for the ideological education of secondary vocational school students, this for the smooth development of ideological education of secondary vocational school students. For the sake of realize the effective and all round development of ideological education for students in secondary vocational schools, we should correctly guide students to use the related functions of new media and fully use the positive role of new media.

5. Innovative ideas of ideological education for secondary vocational school students under the background of new media

5.1. Practically strengthen and improve the party's leadership over ideological education in secondary vocational schools

The Party Committee should guarantee the exact orientation of running a school, know well the leading power of ideological work in universities, and ensure that universities always turn into a robust position to train constructor and successors of the socialist reason. The leaders of secondary vocational schools should attach great importance to new media, establish a special new media management system, and incorporate it into the overall planning and assessment of ideological education in schools. Only when the leaders of colleges pay attention to it, the relevant implementers will implement it in practical work [8]. Guide college students to learn to identify and judge various complicated situations in social life, help college students establish correct values, and cultivate political acumen and sense of responsibility. Form a mechanism to carry out ideological education penetration the total step of education and teaching, and ceaselessly increasestudents' ideological level, political consciousness, knowledge and cultural accomplishment, so as to students can turn into personnel with both ability and political integrity and all-round development.

5.2. Give full play to the advantages of new media and deliver positive energy. Enhance students' acceptance and recognition of socialist core values

Universities should probe innovative and diversified teaching carriers, so as to integrate new media technology with all aspects of ideological education. To increase students' quality, we should establish a perfect network moral standard system, actively advocate moral self-discipline, strengthen the awareness of network moral responsibility, and integrate network legal education with network moral education. Through the new media, ideological educators can understand the true thoughts of college students in a timely and convenient way, carry out ideological education in a targeted manner, guide the trend of problems and play a positive role energy of ideological education. Combination is the effective integration of ideological education resources by using systematic way of thinking, which can integrate the new media with the functionality of ideological education itself and achieve the effect of " $1+1>2$ ". Through the new media platform, actively choose and accept the influence of educators, and carry out the process of self-education.

5.3. Realize the trinity of secondary vocational students' education under the new media environment

A good campus culture can produce strong cohesion, radiation and centripetal force, attract

students with excellent and advanced culture, stimulate interest and generate motivation, and then enable students to learn and use advanced culture. A leading role educators, respect the subject status of educated people, and advance the successive innovation and development of ideological education working methods under the new media environment. Using new media technology to make a breakthrough in the time and space of traditional ideological theory classroom, explore rich and diversified educational carriers for teacher-student interaction, and achieve the goal of obtaining students' cultural knowledge, shaping values, deepening teachers' knowledge theory and improving media literacy. In the application, we should combine the characteristics of universities, carry out rational guidance, and establish an innovative ideological education model, so that the work can be carried out in an orderly way in Alvin. Promote patriotism education and socialist core values education into online media, expand the influence of theme education activities, and effectively improve the effectiveness of network ideology work.

5.4. Carry out campus network theme education activities

Campus cultural activities with the second classroom as the carrier play a very important role in cultivating students' comprehensive quality, cultivating their sentiment, improving their personality and promoting their growth and development. Therefore, the ideological education of secondary vocational school students has become a moral and political norm of students' thoughts and behaviors, so as to meet the preset goal of ideological education of secondary vocational school students. Establishing a new media supervision team, urging teachers and college students to communicate in time by means of network, etc., so that teachers can fully understand students' real thoughts and guide bad thoughts in time, which is conducive to the ideological education work, thus fundamentally supervising teachers and students' thoughts and behaviors. Actively promote the theme education, moral practice, innovation and entrepreneurship education into the campus network. Ideological teachers can push hot events through blogs, microblogs, WeChat WeChat official account and other platforms, transmit positive energy, and carry out "online and offline mixed teaching" in career growth, value leadership, employment and entrepreneurship.

6. Conclusions

As a product of the information society and a brand-new modern way of communication, new media has rapidly accumulated audiences with its unique advantages, and at the same time, it has had a far-reaching influence in universities. We should adapt to the needs of the times, adhere to the Party's leadership over ideological education in secondary vocational schools, implement the Party's educational policy, grasp the correct political direction, and be close to students' reality and life. The ideological education process of secondary vocational students is not only a process in which educators actively organize and implement education according to social requirements, but also a process in which secondary vocational students meet their own needs. As the main body of education, we should master the law of ideological education from the perspective of new media as soon as possible, enrich ourselves constantly, and analyze the characteristics of current students. Only by understanding the recipients of education and the means of education can we achieve a targeted goal and carry out ideological education better.

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