An Analysis on the Effectiveness of Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: With the development of the times, educational means are constantly innovating, and new media technology is one of the innovative technologies. New media technology has the advantages of appeal and sputtering power, so new media technology has been applied to ideological and political education in colleges and universities. But the new media not only gives ideological and political education a good platform, but also increases the difficulty of ideological and political education, which not only improves the effectiveness of ideological and political education, but also leads to some students' cognition bias. Therefore, it is necessary for colleges and universities to make full use of multimedia technology to carry out education, and at the same time to strengthen the construction of ideological education team in colleges and universities.

1. Features of New Media Technologies

With the rapid development of modern science and technology. The use of new media such as Internet, mobile phone, TV set and so on has brought great changes to the information dissemination of the whole society. But it also brings some bad ideas, which brings new challenges to ideological and political education in colleges and universities. How to use new media technology correctly to spread correct and positive ideology and culture is a problem that we need to discuss. We should give full play to the advantages of traditional ideological and political education while using new media technology, turn challenges into opportunities, and thus turn new media platform into a new position of ideological and political education for college students.

New media is a noun, it will change what it represents with the change of times, such as the current 5G network, WeChat, computer, Facebook, TV, etc. The advantage of new media is that it has the characteristics of extremely wide dissemination, interactivity, effectiveness, immediacy and integration. For education, its advantages lie in convenience, rich information, interactive, network sharing and so on. The use of new media technology in people's lives and production[1]bring convenience and happiness to people, and also provide people with a social way to stay at home, which provides a great contribution to the contemporary educational cause.

1.1. Diversified Platforms for New Media

New media is the scientific and technological product and media form formed by the development of contemporary science and technology, advanced technology and rich communication channels, showing the cross-regional and cross-cultural characteristics of information dissemination. We can give full play to the characteristics of new media, use a variety of network tools to build a new ideological and political education model, such as website, WeChat, Weibo and other digital platforms, spread ideological and political education content to college students in the form of education with the network channels that everyone likes.
1.2. Timeliness and Accessibility of New Media

Because the new media has the characteristics of cross-regional and cross-time communication, ideological and political education can use it to spread knowledge through network tools online or resource sharing[2]. In the form of "streaming media ", the use of Internet and mobile phone communication to create a comprehensive coverage of ideological and political education, penetration. Enable college students in any place through mobile phones, QQ and other new media to obtain the latest political news, social records, international development and so on, to understand the customs and events in various places, etc. Such as the new coronavirus spread in China through the network at home anti-epidemic, total shutdown and so on, so that all over the country actively anti-epidemic, reflecting the efficacy and function of the new media. Therefore, the timeliness and convenience of new media technology provide various technical support for ideological and political education in colleges and universities, which not only increases the universality of ideological and political education, but also improves the communication efficiency of ideological and political education, and makes ideological and political education in colleges and universities more effective.

1.3. Virtuality and Interactivity of New Media

Compared with the traditional TV, radio and other media, QQ WeChat, Weibo and other new media information dissemination timeliness, interaction is stronger, these for contemporary college students have a very strong appeal. At the same time, everyone can publish information on the new media platform, which is not only the winner of information, but also the communicator of information, or the publisher of information. The new media platform also gives teachers and students a virtual platform for online communication. Education is the communication between teachers and students, students and students to acquire the main knowledge, the new media technology can promote the mutual communication between educators and students, resulting in the situation of mutual influence, from one-way passive education to multi-directional interactive education. Enable students to actively participate in education to interact and communicate with teachers.

In the virtual environment of the network, college students can exchange ideas, spread feelings, vent pressure, entertain and socialize, which makes the virtual environment of the network form an open environment[3]. The atmosphere of truth and joke. In ideological and political education in colleges and universities, teachers can communicate with students through new media, understand and analyze students' recent situation and state, grasp students' psychological trends deeply, and design situational simulation links according to reality.

2. The Influence of New Media on Ideological and Political Education in Colleges and Universities
2.1. Accessibility of New Media

Weibo, E-mail and other new media communication has no national border barrier, information dissemination is very extensive, national cultures collide with each other. But because the information brought by the new media has the function of shaping personality thought and conceptualizing life idea, different countries and cultural and political forces have vigorously propagated in the new media. After the new media began to use in the campus, although the heart of the campus information dissemination more convenient and free. But because a small number of countries export their ideology, values and some improper cultural ideas and ways of dealing with the world has caused some changes to the immature psychology of college students. If it is affected for a long time, it is very likely to lead to the situation of distorted values, weak legal consciousness and lost faith, which brings new difficulties to ideological and political education in colleges and universities.

Figure 2 New media technologies

2.2. Multicultural Content

The information transmitted by the new media is various and uncertain, and the diversified communication mode increases the difficulty of the government to control the information source. Nowadays, the diversified information in the new media has no different output for college students, resulting in the change of college students' values and outlook on life. In particular, the excessive pursuit of interests such as "no absolute friends only absolute interests ". There are also many new media platforms full of vulgar culture, touching the bottom line of society and public values 

3. How to Strengthen Ideological and Political Education in Colleges the New Media Environment

3.1. Increase in Educational Positions, Penetration and Guidance

In the new media environment, we should not only carry out ideological and political education in colleges and universities in the classroom, but should expand to the text time and build a new position of three-dimensional education based on campus life.

In the process of ideological and political education with new media, as far as possible, some news, culture, party and caucus information materials are adopted to integrate resources to create an integrated ideological and political education website with the characteristics of ideology, interest,
service, knowledge and education. The website is equivalent to a knowledge base, information base, ideology base and education base, so as to enhance the permeability of ideological and political education.

![Figure 3 New media technologies](image)

Teachers and students should actively use the new media platform for communication and communication, should be good at using QQ WeChat, E-mail and other new media tools to pay attention to recent hot issues, timely communication with college students on the exchange of views and views, and guide positive thinking.[5]To improve college students' ideology and behavior habits effectively.

Teachers can give full play to the advantages of new media technology and carefully design a healthy and positive campus atmosphere with academic lectures, debate speeches, example propaganda and so on.

### 3.2. Professional Education Teams

In view of the characteristics of the new media environment, colleges and universities should strengthen the improvement of teachers and students' literacy so that students can identify what is correct information. Ideological and political education is not only to teach and persuade, but also to improve students' ability of information identification and screening. Therefore, we should cultivate a group of professional ideological and political education teams with high theoretical literacy of ideological and political education, familiar with the way of ideological and political education, familiar with the growth path of college students, and good at using various new media tools.

### 4. Conclusion

To sum up, in order to keep up with the pace of the times, ideological and political education in colleges and universities must use new media technology to carry out auxiliary education, but because of the wide and barrier-free characteristics of new media information, we must strengthen students' ability to identify and screen information while using new media technology to ensure that college students' values and outlook on life are not distorted by garbage information in the network. And must strengthen the education team's professionalism, in this era, for the ideological and political education work must use the most professional teachers, understand the theoretical knowledge and the way of college students' growth and be able to master the use of various new media tools skillfully, only professional teachers reasonable use of new media technology can better serve the ideological and political education work.

### References


