

On the Innovation Path of College Students' Ideological and Political Education in the New Media Age

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Abstract: What has a great influence on college students' thinking and behavior is the continuous development of new media nowadays, and because the effect of ideological and political education of college students is too low, the mainstream consciousness, value orientation and communication behavior of contemporary college students are weakened, vague and out of order. Therefore, the ideological and political education workers in colleges and universities must make positive use of the new media to innovate the ideological and political education methods of college students, so as to strengthen the effect of ideological and political education for college students.

1. To Strengthen the Concept of Education with the Times, to Achieve a Strong Humanistic Care for the Education Atmosphere

In the era of new media development, college students' study and life can not be separated from the application of new media everywhere. Based on this, the ideological and political educators in colleges and universities should improve and innovate the way of ideological and political education of college students through the application of the advantages of new media, so as to realize the effective solution to the ideological and behavioral problems of college students [1]. Therefore, in the new media era, this paper will explore the way of the ideological and political education of innovative college students, so as to achieve the improvement of college students' ideological dynamics and behavioral quality.

The traditional ideological and political education of college students emphasizes the leading role of educators, and neglects the exertion of students' subjectivity, so that most college students can only meet their own needs of autonomy, personality and interpersonal communication in the virtual space in the new media, and naturally appear the phenomenon of thinking and behavior deviation when the negative influence of new media can not be circumvented. Based on this, if we want to innovate the method of ideological and political education, we must change the concept of education first.



Figure 1 Change the educational concept

The growth needs of college students should be the focus of ideological and political education work in the new media era. In such a focus, college ideological and political education workers should strengthen the concept of college students as the main body of education, and respect and advocate the independent initiative and independent creativity of college students. In the process of

advocating, the educator should consider the acceptance degree of ideological and political education of college students, and master and know their physiology and psychology, the characteristics and process of academic growth, and then help and guide the students through the rich and colorful new media instant communication software such as cell phone Fetion, Weibo, QQ and so on, so as to open up the green channel and expand the ideological space for the all-round development of the students, so as to realize the social function and individual value of ideological and political education. In addition, the educators should pay attention to the characteristics of college students' thinking and behavior through the development vision based on the mutual communication of college students and the multi-direction thinking, diversified communication and humanistic feelings, and use the sudden and group crisis intervention to implement the strategy to reduce the bad influence of deviant thinking and behavior when predicting the dynamic development of college students' thinking.

2. The Introduction of New Media in the Classroom of Ideological and Political Education of College Students to Realize the Focus of "Effective Indoctrination"

In order to improve the status quo of college students with weak mainstream consciousness and vague value orientation in the new media era, educators must give full play to the main role of the ideological and political education classroom of college students, and effectively inculcate the mainstream ideological form education and "three views education" to the students. Based on this, the ideological and political educators in colleges and universities should make use of the rich ideological and political education form of new media to realize the improvement and strengthening of ideological and political theory education.

Language words are the main ways of education information presented in traditional education, including classroom instruction, lectures, books and various learning materials.[2]. However, although the words and pictures are not the same, they can complement each other and have a good understanding when learners can integrate the visual representation and the language representation. And the new media is not only rich in information resources, its forms are also very diverse and vivid, compared with the traditional way, college students should prefer this way. Based on this, the educators should make full use of the rich resources and theoretical education content in the new media, and make up for the defects of the simple language expression through the visualization of the new media, so as to realize the effective promotion of the cognitive effect of the ideological and political education of the college students under the condition of shortening the college students' rich perceptual knowledge and the theoretical and psychological distance of the ideological and political education. At the same time, educators should also change the traditional teaching method of "hard instillation ", and use new media to carry out heuristic carrier teaching. Just like the educator's reference to the advanced multimedia technology, the link of the online resources, the online discussion and so on, all can change the way of the single teaching method in the traditional teaching. These methods can even enable educators and students to interact, so that students can think in the transmission of information, and then achieve the purpose of enhancing students' communication and thinking ability.



Figure 2 Education for indoctrination

3. To Carry on the Innovation to the University Student Ideological and Political Education Work, Achieves "the Omnidirectional Permeates" the Focal Point Advancement

(1) To innovate the contents and forms of practical activities so that students can gain experience and experience in education

When carrying out ideological and political education and teaching, colleges and universities should carry out the students out of the school gate, conduct in-depth guidance to the grass-roots level, and take the characteristics of students' interest and professional direction as the basis, so that students can think about the difficult problems in the contemporary socialist construction. Then in the case of voluntary service, public welfare activities and social surveys and other social practice activities, the students are encouraged to take the initiative, so as to enhance the students' thinking ability and personal experience, so as to achieve the purpose of helping the students to communicate the experience of interaction. For example, colleges and universities can set up a special section of practical activities in the campus blog, mobile Weibo, forum and other new media, and all kinds of practical activities information, student participation in the activities and participation in the experience. This will not only help students to accumulate social experience, but also help them to develop their interpersonal and practical skills. More importantly, it will enhance their understanding of the social situation and promote their dedication and social responsibility [3]. In addition, college students in such a relatively healthy and safe communication platform and practical activities, the mainstream ideology of the conscious "value concept" and "value norms" and other development and practice, so as to achieve the mainstream ideology to their own actual action, effectively achieve the new media environment in the active resistance to bad information.



Figure 3 Active boycott of bad information

(2) Building a student-centered campus culture to promote ideological and political education

In order to strengthen the ability of cultural identification of college students and realize the important improvement of ideological and political education of college students, college educators must create a positive campus culture close to students through new media. Based on this, the educator should, on the one hand, improve the activities and facilities in the campus culture continuously based on the characteristics of college students, and actively combine the traditional media such as campus broadcast, school newspaper column and network mobile phone, etc., and strengthen and perfect the construction and management of the public opinion position, and then enrich the spiritual life of college students under the condition of correctly exerting the function of public opinion guidance and propaganda and education, so as to achieve the healthy cultivation of students' aesthetic taste. On the other hand, college educators should make positive innovations in the form of campus cultural life, and encourage students' independent planning, organization, participation and reflection, and then, in such activities, such as the ideological debate of college students, the academic salon of college students' ideological dynamic topics and the hot topics of current politics, to understand and master the ideological and cultural situation of college students. At the same time, educators also need to open up new media interaction channels, so that college students can really become the main body of activities. In this way, we can realize the harmonious and healthy development of college students' thoughts when communicating with each other.

(3) To create a platform for students' self-education through new media, and to improve their

participation while encouraging students' creativity

Colleges and universities should strengthen the campus network, the supervision and management of the new mobile phone new media, and then realize the improvement of the effect of college students' network literacy education. Colleges and universities should also encourage and guide the independent management of students' network platform, and let students build new media platforms with knowledge, service, ideology and interest on the basis of their own ideological status and career, such as "mental health common sense mobile newspaper "," cultural blog" and "red website ", etc.[4]. It should also be based on the students' grade and professional characteristics, set up different web pages, forums and blogs, and open up channels for information exchange and distribution. This will not only attract more college students, but also enable students to study and discuss on the Internet, so as to create a good virtual communication environment under the condition of joint network, but also strengthen the internalization of college students' knowledge of mental health, moral concept and network legal consciousness in order to realize the effective formation of students' rational virtual communication behavior.

4. Conclusion

The coming of the new media age puts forward a great challenge to the ideological and political education of college students. Therefore, in the actual university ideological and political education work, the educator should give full play to his vanguard role, and through the new media opportunities, the university ideological and political education methods to actively innovate, so as to improve the efficiency of ideological and political education in universities, while realizing the establishment of a new historical starting point of ideological and political education for college students.

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