

Research on the Influence and Innovation of New Media on Ideological and Political Education in Colleges and Universities

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Abstract: Nowadays, the development of information technology is more common, the application level of Internet technology is increasing, and the proportion of new media in people's life and production is increasing gradually. The emergence of new media, but also further promote the development of various industries, education industry is no exception, ideological and political education as the main content of college education, the new media has an impact on ideological and political education in colleges and universities and innovation, can speed up the reform of ideological and political education in colleges and universities, improve the overall level of ideological and political education in colleges and universities. Therefore, this paper mainly studies the influence and innovation of new media on ideological and political education in colleges and universities, and carries out the following analysis in order to improve the quality effect of ideological and political education in colleges and universities.

1. Introduction

The new media is also a broad concept, now mainly used on the Internet to achieve online teaching, the gradual development and wide application of new media, not only make a great change in people's daily life, but also the current education work will play a positive role in accelerating the process of education reform and development. College students can use the new media platform to contact different ideological and cultural, theoretical knowledge and other content, can help students flourish diversity of ideas. The emergence and updating of a large amount of information also help to improve the interaction between students and students, students and teachers, teachers and teachers. Compared with the traditional media, the new media has a great difference, which makes people more convenient during the communication period, and the new media has remarkable characteristics of inclusiveness and diversity, and the new media form mainly relies on the network, and the college students have a high degree of dependence on the Internet, which can promote the innovation and change of ideological and political education in colleges and universities, help students to establish correct ideas, standardize students' behavior consciousness, and promote the physical and mental health development of contemporary college students.

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

2.1. Realizing the Construction of Ideological and Political Education Platform

The emergence of new media meets the psychological needs of contemporary college students, and the diversification of forms is the most prominent feature of new media, and the information dissemination is free from the inherent constraints, so that the contemporary college students will use the new media platform to carry out real-time communication and interaction during the life and study period, and the new media platform has also become the outlet for college students to vent their feelings.[1]. For college students, the new media is obviously open and virtual, which can play a positive role in reducing students' psychological pressure, provide a platform for students to

communicate and interact, and release students' inner pressure somewhat, which is of great benefit to students' growth and development. In short, the development of new media, to achieve the construction of ideological and political education platform in colleges and universities. For example, the emergence of Weibo, WeChat, can enable students to obtain and master more external information resources, as shown in figure 1.



Figure 1 External information resources

2.2. Helps Strengthen Students' Independent Thinking

Under the background of the new era, students' active consciousness and self-cognition of themselves are gradually strengthened. Therefore, colleges and universities should also respect the main position of students, and have a great influence on students' enthusiasm and participation in the inherent ideological and political education. However, the emergence of new media can provide students with new teaching methods and broaden their learning channels. At the same time, college students are eager to show themselves, express their views and ideas as much as possible, try to prove themselves, and the new media also create more opportunities for college students to show themselves. Contemporary students can use wechat, weibo and other new media channels to express their own speech and views, to carry out the probability of students' daily life, to fit the cognitive habits of college students, and to use new media platform to express their emotions, can relieve students' psychological pressure and reduce the occurrence of students' psychological problems. It is beneficial to strengthen students' ability to think independently.

2.3. Improving College Students' Ideological and Moral Literacy

Ideological and political education is an important part of college education. At present, it is easy to put psychological pressure on students in many aspects, so it is easy for students to appear many psychological problems in the stage of growth and development, which affects the development of students' physical and mental health [2]. Ideological and political education in colleges and universities is the basic course for students to solve the difficult problems they encounter during their study and life. In accepting ideological and political education in colleges and universities, the rational use of new media can ignite students' enthusiasm for learning and impart more ideological and political knowledge. Help students to establish correct ideological and moral awareness, improve ideological and moral literacy of college students, and promote students' comprehensive development.

3. A Innovative Research on the Application of New Media in Ideological and Political Education in Colleges and Universities

3.1. Renewal of Ideological and Political Education

The ideological and political education has always been very traditional and rigid in the educational system of colleges and universities, especially for the older teachers, it is easy to weaken the students' interest in ideological and political education by using the effective teaching method to inculcate the ideological and political curriculum knowledge for the students during the period of education.[3]. Therefore, during the period of ideological and political education in colleges and universities, we should pay attention to renewing teachers' ideological and political education concept, new media become the important medium of contemporary education, need teachers to attach importance to new media, improve teachers' cognition of new media, use it reasonably during teaching, and realize the transformation and renewal of inherent teaching methods, as shown in figure 2, realize the difference between traditional media and new media; At the same time, teachers should give full play to their own guidance and promotion, let students change their inherent cognitive impression of the new media, not only make the new media as the main communication work, but also make students realize the educational promotion role of the new media, so that students can use the new media to carry out information search and information sharing, improve the efficiency of students' ideological and political course learning, and deepen students' mastery and understanding of the content of ideological and political courses.



Figure 2 Transformation and updating of inherent teaching methods

3.2. Meticulously Designed Ideological and Political Courses

The fundamental purpose of ideological and political education in colleges and universities is to improve students' ideological and moral consciousness and promote their all-round development. Therefore, it is necessary to coordinate the internal relationship between ideological and political courses and other courses to help students effectively solve the difficult problems encountered in their study and life. As the basic condition of ideological and political education in colleges and universities, careful design is also the key to establish the ideological and political education system. At present, during the period of ideological and political education in colleges and universities, whether it is the design of theoretical courses or the arrangement of practical courses, there are some shortcomings and defects, and unreasonable curriculum design is the key to cause the low level of ideological and political education in colleges and universities. Under the background of educational reform, colleges and universities should carefully design ideological and political curriculum system, respect scientific, systematic and rational design principles, show the characteristics of Marxism connecting with the new era in curriculum content design and arrangement, in order to adapt to the development of the new era. In designing ideological and political education curriculum, we should follow the basic principle of seeking truth from facts and taking students as the basis, combine the academic pressure and life pressure of contemporary

college students, and optimize the time arrangement between ideological and political courses and other courses reasonably, so as to improve the overall teaching level of ideological and political education.

3.3. Innovative New Media Teaching Model

During the period of ideological and political education in colleges and universities, the promotion of new media is more remarkable. Colleges and universities need to deeply analyze the educational significance and educational role of new media in order to reasonably quote new media into ideological and political education in colleges and universities, improve the teaching quality effect of ideological and political courses, and promote the innovation and transformation of ideological and political education. Therefore, in the ideological and political education of colleges and universities, we should strengthen the integration of new media education resources, the new media has a lot of teaching materials that can be used for ideological and political education, such as inspirational stories, character experiences, current affairs and politics, so that the teaching content is more abundant, but also can ignite students' enthusiasm for learning and improve their ideological and political learning efficiency. For example, teachers can quote the story of the success of contemporary college students through their own efforts to start a business, use it as ideological and political education material, use Weibo, WeChat and other means to forward it, so that more students can understand the story after class, and accumulate experience from it, change their own inherent cognitive concept, and improve their own ideological understanding. In addition, teachers should attach importance to the practical teaching part of ideological and political education, combine the new media with practical teaching organically, make students participate in practical activities with the help of new media during the period of ideological and political education, and publish relevant practical activities information with the help of WeChat public number, students can complete online registration through WeChat, exercise themselves in the rich practical activities, strengthen themselves, improve their own ideological and moral literacy, and promote the overall development of students, as shown in figure 3.

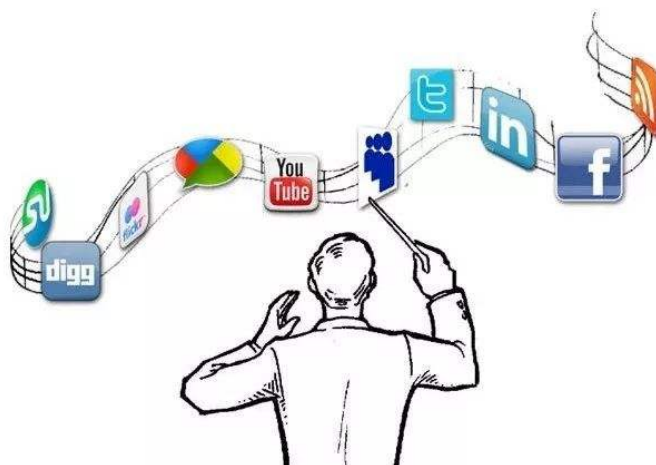


Figure 3 Improving one's ideological and moral qualities

4. Conclusion

To sum up, the new media is a new thing, which will inevitably bring influence and innovation to the ideological and political education of colleges and universities, which requires that the teachers of ideological and political education courses in colleges and universities should realize the necessity of using new media, and then improve the efficiency of new media application, renew the inherent teaching concept, optimize the traditional teaching mode, explore the way of education innovation constantly, realize the organic combination of modern smart phone, Internet and ideological and political education courses, actively construct the new media platform of ideological and political education, guide public opinion to set up correct world concept, life concept and value concept, Improve students' ideological and moral cultivation, make students

become outstanding talents, and promote the innovation and development of ideological and political education in contemporary colleges and universities.

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