

Innovative Thinking on College Students' Ideological and Political Education under the Background of New Media

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Keywords: Innovative Thinking, College Students, Ideological and Political Education, New Media

Abstract: With the rapid development and widespread popularization of new media such as blogs, Weibo and WeChat, the new media environment has become the "reality environment" that current college students need to face in ideological and political education. Based on the perspective of new media environment, it examines the ideological and political education of college students. It not only has a new connotation, but also highlights the distinctive features of openness, equality, timeliness, artistry and diversity. This provides the innovation of ideological and political education for college students in China. It has expanded new opportunities for college students' ideological and political education, enriched the new means of ideological and political education for college students, and enhanced the new effectiveness of ideological and political education for college students.

1. Introduction

According to the Marxist ideological and political education environment theory, the "media environment" theory of communication and the "intersubjectivity" theory of Western philosophy, this paper holds that the innovation of ideological and political education of college students in China should be comprehensive. In terms of the main body of education, it is necessary to change the educational concept to expand the new position of ideological and political education, to enhance the initiative and dominance of educators, and to build intersubjective relations based on new media. In terms of educational content, it is necessary not only to strengthen the main melody education. Mastering the discourse power of mainstream ideology, and improving the integration of new media literacy education into the moral education of college students, it is also close to the students to actually promote the popularization of Marxist theory, and update the ideological and political education content of college students according to the changes in public opinion; The new media has become an important channel for the two-way interaction between educators and educational objects [1]. On this basis, the technological upgrading of educational carriers has been promoted. In the construction of educational environment, it is necessary to optimize the public opinion environment to create a good environment for new media use, strengthen the construction of new media environment in schools to optimize the campus environment, and strengthen the construction of virtual environment to optimize the information interaction environment of college students and promote college students.

2. The Content of New Media

Judging from the research results in recent years, both the domestic academic circles and the academic circles abroad have made great achievements in the study of the connotation of new media. However, so far, domestic and foreign academic circles have not clearly defined the connotation of new media. Different experts and scholars have different definitions from different levels. They have not reached a consensus on the definition of new media.

The content of the new media was examined on a time scale. The new media was first proposed by P. Goldmark in the United States in 1967, and the first use of the term "new media" also marked. The concept of "new media" was officially born. Since then, the "Rostow Report" in 1969 has repeatedly mentioned the concept of "new media". After this time, the term "new media" has sprung

up in American society. As time goes by, this popularity spread from the United States to every corner of the world, everywhere. [2]

The academic circles at home and abroad have great differences on the definition of new media. So far, there is still no conclusion on the definition of new media in the academic circles. We can find through the research results of predecessors that the connotation of new media is not fixed. It is only a relative connotation. The connotation of new media is a process of dynamic development. It is constantly updated and advanced with the development of society and the development of science and technology. Specifically, the new media is concentrated on the "temporality", "dynamic" and "technical" of new media. The new media has a very obvious timeliness. It is not over time. It is also a new form of media that is constantly evolving and more emerging. .

3. The New Opportunities Faced by College Students' Ideological and Political Education in the New Media Environment

The new media is built on digital technology, Internet technology, and mobile communication technology. With the strong support of these three technologies, the new media has built a grand network structure system. New media has a huge amount of information, rich and diverse information resources, and at the same time, information resources have unparalleled coverage. The use of new media provides us with a broader space for activities that is broader than the space in the real world.

College students' new media preferences vary, but the variety of new media that college students often use is often diverse. This not only provides convenience for college students to obtain diversified ideological and political education information resources, but also provides a realistic possibility for college students to obtain personalized ideological and political education information resources, and is more conducive to broadening the new platform for ideological and political education information resources. This also provides a broader platform for information acquisition, processing and transmission for our ideological and political education. College students' ideological and political educators can make full use of the obvious advantages of new media's immediacy and openness, and use new media to quickly obtain information from all over the world. Rich, diverse and up-to-date information resources, using the new media to effectively screen, process and organize the vast amount of information obtained, and timely and quickly send the ideological and political education information resources that have been optimized to have rich content to the university students. This also enhances the timeliness of ideological and political educators using new media to pass the content of ideological and political education to college students through pictures, audio and video [3].

The new media has built a broader ideological and political education platform for college ideological and political education. From ancient times to the present, face-to-face communication is the most traditional and common method for teacher-student exchange. With the rapid development of science and technology, the telephone has become a teacher and student. An important tool for communication, however, whether it is face-to-face communication or telephone communication, it has certain limitations. Along with the rapid development of new media technology, new media is widely used among ideological and political educators and college students. The new media has built a more effective platform for exchanges between ideological and political educators and college students.

With new media and new media platforms, ideological and political educators can transfer information to college students through the new media, which is conducive to the improvement of students' ideological and political quality through new media, and use the new media platform and college students to achieve independent equality. Communicate and interact with each other, grasp the actual situation of the development of college students' thoughts, and better cultivate the ideological and political quality of college students. Under the restriction of time and space, college students can use the new media such as WeChat, QQ, MSN and Weibo to communicate and interact freely with ideological and political educators, and pass their own difficulties in the process of education and their doubts through new media feeds back to ideological and political educators.

Ideological and political educators and college students use the broad platform built by new media to carry out the exchange and interaction of ideological and political education information between teachers and students, solve problems encountered, and enhance the effective interaction between teachers and students. New media has built a new platform for exchanges and interactions for ideological and political education.

The teaching, meeting and talking of ideological and political theory courses are the main means of traditional college students' ideological and political education. Whether from the perspective of time or space, these traditional means have their own defects, but they still The important means of transmitting ideological and political education information to college students. The rapid popularization of new media in ideological and political teachers and college students, teachers and students in the process of using new media, deeply perceive the important role of new media in the process of transmitting information, new media is gradually applied to ideological and political education. , has become a new means. On the basis of analyzing the objective laws of the formation and development of college students' ideological and moral character, ideological and political educators based on the facts of the development of college students' ideology and morality, the specific choice is based on QQ, WeChat, Weibo, or blog group, QQ group Various types of new media such as WeChat group are used as means [4].

4. The Innovative Path of College Students' Ideological and Political Education under the New Media Environment

Transforming the educational concept to expand the new position of ideological and political education "The key is to do a good job of concept innovation," which is the key to the main innovation of ideological and political education, the key to the innovation and transformation of educational concepts, and whether it can be the purpose of ideological and political education. With the rapid development of new media technologies relying on Internet technology, the new media platform has gradually become a new space for college students to learn independently. This new learning space is compared with traditional classrooms, libraries, study rooms and other learning spaces, regardless of scope. There are still new extensions and changes in the field. New media has gradually become a new front for college students to obtain information, transmit information, and exchange information. This requires that the main body of ideological and political education should constantly change the concept of ideological and political education and update it in real time. His own educational philosophy regards the new media as a new front for ideological and political education.

"Ideological and political education can mobilize people's enthusiasm, which is the key link for ideological and political education to achieve results." And ideological and political education to mobilize people's enthusiasm needs to enhance the initiative and dominance of ideological and political educators. Only educators can "actively and actively exert ideological and political education influence on educational objects according to social requirements," and the effectiveness of ideological and political education can be better reflected. College students are in the stage of rapid development of mind and body. They are not only eager to learn new things, they are eager to acquire new knowledge, but they are also easy to accept new knowledge. After college students are exposed to new media, they can quickly use new media, and according to their actual needs, the specific choice is to get the information they need in forums and post bars. Is it to use QQ or MSN to choose the information they need, or to use blogs? From this point of view, the information content acquired by college students is more open and diverse. Ideological and political educators should actively understand which kind of new media students use to obtain information, and what information the college students use to focus on new media. Ideological and political educators can only actively and actively attack, instead of passively waiting to wait, in order to understand and grasp the dynamics of college students' thoughts and behaviors, in order to predict the new ideology and morality of college students according to the reality of the influence of new media on college students [5].

Based on the new media, constructing the intersubjective relationship of ideological and political

education to realize the main innovation of ideological and political education is actually the process of exchange, communication and interaction between educators and educatees through new media. It is in specific ideological politics. In the educational practice activities, establish an organic connection between mutual influence and mutual restraint. When constructing inter-subjective relations based on new media, both ideological and political educators and educatees have become subjects, and they all have subjectivity, which is also the common feature of their existence. However, the subjectivity of the two is not completely equal. The two are two distinct subjects, and their subjectivity is different. This difference makes both sides of the subject form a "active guidance" and "passive follow" "Formed a new type of subject-object relationship between subjects."

The new media in the process of disseminating information fully demonstrates the advantages of immediacy, high global and open, in the absence of effective filtering and strong supervision of Internet information, For the western countries to use the advantages of advanced new media technology to carry out ideological output such as "individualism", "hedonism", "liberalism" and "universal value", the ideological and political education of college students in the new media environment must take countermeasures. Strengthen the promotion of the main theme of patriotism, collectivism, and socialism, strengthen the main melody education in college students' ideological and political education, guide and help college students to establish a materialistic Marxist world outlook, and serve the people wholeheartedly, the value orientation of collectivism To enrich the latest theoretical research results of Marxism and Chinese Marxism into the political education of college students, "to vigorously strengthen the discourse power of Marxist ideology in the new media era", and actively grasp the right to speak of mainstream ideology in China, thus "Strongly grasp the leadership and discourse power of ideological work."

5. Conclusion

As a new technical means, the new media in the ideological and political education, while using the new media technology to conduct free and equal "interaction" of ideological and information, enjoys the media culture of the new media while invisible. This kind of media culture has always exerted a subtle influence on the formation and development of ideological and political qualities among the subjects. Because "media is culture", people are deeply influenced by media culture while using media. Of course, as an important part of social environmental factors, new media also has a hidden influence on the formation and development of people's ideological and political morality. "Media is the environment", when people use new media media, new media environment It has always played a decisive influence and role in the formation and development of human ideology and morality. However, people can recognize and transform the new media environment, let the new media environment better obey and serve the formation of good ideology and morality.

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