

Innovation Path on Ideological and Political Education in Colleges and Universities in the New Media Era

Lihui Li

College of Marxism, Bohai University, Jinzhou, 121013, China

llh5567@163.com

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Abstract: Studying the ideological and political education of colleges and universities in the new media era has very important theoretical and practical significance for realizing the basic tasks of cultivating students' moral quality and establishing personality. It analyzes the characteristics of new media, points out the opportunities brought by new media for college ideological and political education, and proposes the innovative path of ideological and political education in colleges and universities in the new media era: we should improve the new media information supervision system and enhance the positive impact of the social environment. It is also necessary to strengthen the construction of network culture and strengthen the positive guidance of new media on college students' thinking. The curriculum should be combined with traditional media to innovate the ways and methods of ideological and political education in the new media era. The school cooperates with the new media literacy education and consolidates the basic content of values. We must also adhere to the principle of development and improve the ability of ideological and political educators to innovate.

1. Introduction

The era is a time and space concept related to people. It is the sum of all objective environments that can affect people's consciousness, causing profound changes in people's production methods, lifestyles and ways of thinking. New media is a concept of relative, dynamic and development. The connotation and types of new media have different orientations in different eras. The new media currently mentioned is a new media form developed in the future compared with traditional media, such as newspapers, radio, television and other traditional media. It uses digital technology, network technology and mobile technology, through the Internet, wireless communication network. Channels such as cable networks, as well as terminals such as computers, mobile phones, and digital televisions, provide users with information and entertainment forms of communication and media.

With the rapid development and widespread popularity of new media, it has become an important way for college students to obtain information, receive education and interact with each other. The massive content brought by the new media is mixed, and there are many insights that lead the tide of the times, which promotes the reform and innovation of the ideological and political education of college students, which makes the efficiency of ideological and political education significantly improved, and the content and methods of ideological and political education are more abundant. However, the new media is also full of bad speeches that impact the mainstream world outlook, outlook on life and values of college students. College students are extremely sensitive to new things. If they are not actively guided, they will have a negative impact on the healthy growth of college students. The new media provides a wealth of information and a variety of problem-solving programs to help students receive more social information with the help of new media, and through many paths to accept ideological and political education. By systematically studying the impact of new media on ideological and political education in higher education institutions, it is possible to further strengthen the degree of association between the two and

effectively promote the development of ideological and political education for college students.

As the main body of college students' ideological and political education, how to give full play to the value of new media in college students' ideological and political education, how to explore ways to innovate college students' ideological and political education, how to effectively improve the effect of college students' ideological and political education has become a prominent problem to be solved urgently. Through the research of this subject, the content of traditional ideological and political education is presented in the unique form of new media, which can stimulate the interest of college students to learn, and make it easier for them to truly accept the traditional Chinese moral thoughts and Marxist moral theory. It will form a long-term socialist ideological and moral influence; promote the continuous improvement of the basic moral qualities of college students and the habits of moral practice. These aspects have important theoretical and practical significance for both the development and progress of the ideological and political education discipline itself and the better realization of the purpose of ideological and political education.

2. Characteristics of New Media

Compared to traditional media, new media has the following main features:

(1) Equality and interactivity. In the process of using new media, users face rich Internet resources, and the viewing, downloading, using and evaluation of these resources all show equal value in the online world. Equality has further promoted interaction. People will not ban their own speech on the new media platform because of differences in status. Instead, they will naturally speak out the true thoughts of the inner world. The new media is the tool of such a powerful way to make people feel more comfortable.

(2) Massive and shared. Massiveness can be understood from the following aspects: network communication achieves global coverage; network communication realizes massive storage of information, and the qualitative diversity of information storage in network communication. The Internet connects computers and computers around the world, creating a huge database. The spread of traditional media is often limited to the local area, and network communication is not restricted by geography. In any corner of the world, information can be obtained as long as it has access to the Internet.

(3) Digital and convenient. Digitally builds a virtual world that stores vast amounts of information. The new media is supported by modern digital information technology, appearing in the form of network and mobile, and it is particularly convenient and quick to obtain information and browse information. Terminals such as computers and mobile phones can connect to the Internet anytime and anywhere through technologies such as mobile communication, enjoy information services, and extract necessary information from the virtual world. This also breaks through the time and space constraints of information transmission, providing people with a huge amount of information resources.

(4) Virtuality and privacy. On the one hand, various types of information bear the virtual space formed. New media is the carrier of all kinds of information, including text, images and audio and video, which makes the real space created by the virtual form no longer limited to the time and space constraints of traditional media. On the other hand, the subject and object of information dissemination exist in virtual space in a virtual identity, the boundaries between the real world and the virtual world are broken, and the interaction between people becomes mysterious.

3. Opportunities of New Media for Ideological and Political Education in Colleges and Universities

The new media is novel and individualized, satisfies the psychology and value pursuit of college students, brings about the innovation of educational media, and brings new opportunities for ideological and political education in colleges and universities. Colleges and universities must seize this opportunity to realize a new breakthrough in ideological and political education in colleges and universities.

(1) Enriched the content and means of ideological and political education. Under the new media environment, college ideological and political education can effectively use various information exchange platforms. In the course, teachers can flexibly adopt methods such as video teaching, scenario simulation, We Chat sharing and communication, web platform discussion and interaction. After class, the relevant information on the hotspots and focus issues of the ideological and political teaching will be shared with the students. The high-quality teaching resources will be passed on to the students. The combination of in-class and extra-curricular, online and offline will broaden the channels of ideological and political education.

(2) Enhanced the appeal and timeliness of ideological and political education. In the new media environment, ideological and political education is combined with modern technology to present rich and colorful educational content to students through visual and multimedia means. The network integrates text, sound, color, picture and animation into one, which has great appeal; super-capacity, timely and convenient network information, multi-dimensional and multi-level dissemination of ideological and political education content, and enhance the timeliness of ideological and political education work.

(3) Expanded the time and space for ideological and political education. The new media puts ideological and political education in a new and open environment. The occurrence of educational behavior is no longer limited to a fixed time and space. The scope of education subjects and educational objects is further expanded, and the "online + offline" all-round education. It has become the development trend of ideological and political education in the future. The traditional forms of classroom teaching, practical teaching, concentrated learning and party and group activities have been effectively extended through the new media platform.

(4) Improve the practical educational effect of ideological and political education. The ideological and political education in the new media era provides evidence for the basic principles with vivid and lively topics. It can use vivid video clips and beautiful music melodies to attract students and enhance the appeal and persuasiveness of educational content. Ideological and political education has both a theoretical macroscopic guidance and a microscopic interpretation of practical examples. It has both a solid guarantee for traditional ideological and political education courses and an easily accepted teaching model.

4. Challenges of New Media to Ideological and Political Education in Colleges and Universities

The new media makes college students' study and life convenient and fast, and brings new opportunities for college ideological and political education. At the same time, the new media's "double-edged sword" effect is increasingly prominent. The openness, freedom and time-out of new media have brought new challenges to ideological and political education.

(1) Bad network information affects college students' mental health. Network bad information refers to information on the Internet that can cause damage to people's bodies, pollute people's spirits, cause confusion in people's minds, and make people's psychology abnormal. College students are in an important period of world outlook, outlook on life and values. They are not fully mature in their thinking, and their social experiences and life experiences are very shallow. This bad information on the network is very harmful to the physical and mental development and healthy growth of college students.

(2) It has changed the role of ideological and political education workers in colleges and universities. Traditional ideological and political education workers are the masters of educational activities, the organizers and implementers of the educational process. With solid professional knowledge, rich social experience and theoretical information source, teachers dominate the whole process of education. The new media enables students to obtain even more abundant information resources that are equivalent to teachers, and requires ideological and political educators to take students as the main body and change their own subject status in educational activities.

(3) Traditional ideological and political education models and educational concepts have been affected. The new media is quickly accepted and used by the public with the characteristics of

massive information sharing, timely interaction and personalized content. In the era of smart phones, college students are very dependent on mobile phones. The traditional ideological and political teaching has a single form and boring content. For young college students who demonstrate individuality and pursue independence, ideological and political courses are not attractive, and the effect of ideological and political courses is worrying.

(4) The construction of the communication platform cannot meet the actual needs. Under the background of new media, setting up a three-dimensional communication platform between universities and college students is the premise for colleges to carry out ideological and political education. Although many colleges and universities have opened the websites of ideological and political education for college students, Weibo and WeChat public account, there are generally problems such as lack of content, open form, unskilled design, untimely update, unregulated management and weak interaction. The communication platform cannot meet the practical needs of college students' ideological and political education.

5. Innovation Path on Ideological and Political Education in Colleges and Universities in the New Media Era

In the new media era, it provides an innovative driving force for the ideological and political education of colleges and universities, but it must also clearly understand the new challenges brought about. In order to achieve the goal of ideological and political education in colleges and universities, enhance pertinence and improve effectiveness, we must start from the reality of ideological and political education in colleges and universities, give full play to the advantages of new media, find problems, analyze causes, and seek countermeasures. Referring to the relevant literature, combined with the author's ideological and political work experience, the innovative path of ideological and political education in colleges and universities in the new media era is as follows:

(1) Improve the new media information supervision system and enhance the positive impact of the social environment. By establishing and improving the supervision system, the government departments play a leading role in the regulation of new media, guide the new media platform to operate rationally and legally, strengthen public opinion monitoring and guidance, filter and purify information resources, curb the spread of inflammatory public opinion, and enable university students to under the guidance, participate in various new media activities in a healthy and orderly manner. Actively sing the main theme of the society and develop excellent traditional cultural education resources, so that college students can enhance their aesthetic taste and develop excellent quality in a good social and cultural atmosphere. It can also guide college students to enrich their minds with mainstream ideology, and admonish college students to be cautious and correctly analyze the gradually diversified social ideology.

(2) Strengthen the construction of network culture and strengthen the positive guidance of new media on college students' thinking. In the new media era, to strengthen the construction and management of online public opinion positions, and to grasp the correct direction of ideological and political education in colleges and universities, we must actively explore the rules and characteristics of ideological and political education in colleges and universities, and further strengthen the construction of campus network culture. We must lead the construction of campus network culture with advanced ideological theory, let students accept advanced knowledge and traditional culture education in a subtle way, and establish a correct outlook on life and values. And we must always adhere to the combination of online and offline educations, builds a new environment for network education, and create new learning positions, practice positions and public opinion positions. At the same time, we will use the advantages of new media to spread quickly and enhance the influence and penetration of campus network culture.

(3) Combine with traditional media to innovate the ways and methods of ideological and political education in the new media era. Colleges and universities are the main front for college students' ideological and political education. They must firmly adhere to their positions and create a good ideological and political education environment. In the new media era, the innovation and development of ideological and political education in colleges and universities does not mean

denying the ideological and political education under the traditional media, but on the basis of the traditional education model, innovating the path and content of ideological and political education. Because the ideological and political education in colleges and universities under the traditional media is more easily controlled by mainstream ideology, it is easier to be managed. Ideological and political education in colleges and universities needs to take advantage of traditional media and take advantage of the convenient advantages of new media to achieve effective integration of traditional media and new media.

(4) Carry out new media literacy education and consolidate the basic content of values. New media literacy refers to the construction of better social networks, better network resources, and more rational critical thinking in the context of the Internet revolution and the social network revolution, in order to adapt to changes in the new media environment and social relations and new abilities should be mastered. One of the contents of the new media literacy education is to integrate the education of socialist core values into teaching, cultivate the feelings of college students' homeland, strengthen publicity and guidance through new media, and establish a good atmosphere for the growth of college students. At the same time, strengthening the moral education of new media networks, constantly consolidating the basic content of values, truly transforms into the emotional identity and behavior habits of college students in the new media era.

(5) Adhere to the principle of development and improve the ability of ideological and political educators to innovate. Innovation is the first driving force for development, the strategic support for building a modern economic system, and the strategic deployment of accelerating the construction of innovative countries. To grasp innovation is to grasp development, and to seek innovation is to seek the future. Effectively responding to the negative influence of new media and improving the right to speak in ideological and political education, we must pay attention to the development trend of new media, understand the interests and ideas of educates, and use new media to communicate with educates in a timely manner, and innovative learning methods, and play the role of ideological and political education discourse in practice. Only by continuously improving their own discourse innovation skills can ideological and political educators continue to enrich and improve the ideological and political education discourse system.

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