

Opportunities and Challenges of College Students' Ideological and Political Education in the New Media Age

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Abstract: The rapid development of new media technology affects people's work, life and study. It also has a great impact on the life, study and thoughts of college students. This is both an opportunity and a challenge for college students' ideological and political education. New media are mainly characterized by immediacy, interactivity, openness, personalization and aggregation. Enriching the content of ideological and political education and the carrier of ideological and political education can solve the problems of ideological and political education of college students in the new media era to a certain extent.

1. Introduction

With the advent of the new media era, the shape of society is constantly changing, new cultures are constantly emerging, and the world outlook, outlook on life, and values of the "post-90s" young generation have been greatly affected and affected. The influx of various cultures in the world has made the "post-90s" college students' ideas diversified. Their thinking is more independent and changeable, their personality is more distinct, and they have strong independence. Therefore, college students in the new media era have more distinct characteristics of the times. Under this background, the life and study of college students are not only very different from those of previous times, but their thoughts are also very different from those of previous students. Establishing a correct outlook on life, values, and worldview under the new time is a huge challenge facing China's ideological and political education.

2. The Concept and Characteristics of New Media

New media is an emerging medium that provides information services to audiences based on traditional technologies such as newspapers, radio, television, etc., relying on new technologies such as network technology, digital technology, and mobile communication technologies, including digital magazines, digital newspapers, digital broadcasting, and mobile phones. SMS, internet, digital TV, digital cinema, touch media, etc. Today's blogs, Weibo, QQ, M SN, search engines, WeChat, Fetion, mobile newspapers, etc. all belong to the new media category of contemporary significance. As information technology continues to advance, the connotation of new media will continue to be enriched and updated. Compared with traditional media, contemporary new media has the following characteristics: 1 fast information dissemination; 2 rich resources; 3 more active audience; 4 strong interaction; 5 virtual.

3. The Opportunities Brought by the New Media to the Ideological and Political Education of College Students

New media has enriched the resources of ideological and political education in colleges and universities and promoted the sharing of resources. Nowadays, the Internet has become a distribution center for ideological and cultural information. College students can break through the limitations of traditional educational resources, use new media such as the Internet, learn advanced scientific theories, absorb all outstanding cultural achievements of human civilization, and

constantly optimize their knowledge structure and enhance their thinking. Theoretical level. In the new media era, both ideological and political education workers in colleges and universities and college students as audiences can obtain rich educational resources in an open network system. At the same time, with the help of new media on the Internet, educational resources can be shared between teachers and students and between students and students. It is also possible to conduct ideological exchanges and debates in a timely manner, and finally achieve the purpose of further understanding and understanding the relevant theories of ideological and political education.

New media technology has further enriched the means of college students' ideological and political education. In the new media era, mobile phone text messages, QQ, e-mail, online forums, Weibo, WeChat, etc. have gradually become a new means of college students' ideological and political education with their convenient, vivid and flexible features. Using new media, educators can communicate educational content to educated people in the shortest possible time through more intuitive and vivid communication methods such as text, pictures, sounds, and videos. Under the new media, college students can acquire the required knowledge anytime and anywhere. They do not have to go to the prescribed places to receive education at the prescribed time in the traditional way. It not only provides convenience for teachers and students, but also enriches the means of ideological and political education.

New media has enhanced the autonomy of college students in the process of ideological and political education. Education is the interaction, dialogue and understanding between the subject and the object. In the traditional media era, most of the educated people are in a passive audience position in one-way infusion. The channel is one-way, single form, and weakly selective. However, in the era of new media, new media technologies have strong intuition, image and entertainment in the form and content of communication, which makes the content of serious ideological and political education become image and enhances the attractiveness of education. In a relaxed environment, freely choose to browse information, and in the process of active exploration and seeking new visual and auditory content, the effect of ideological and political education is subtly and constantly improved [1]. At the same time, the new media has strong interactivity, which greatly promotes the mutual communication and mutual influence between educators and educatees. From one-way passive to multi-directional interactive, it can attract more educatees and participate actively. The degree can be improved, which is conducive to enhancing the autonomy of college students in the process of ideological and political education.

The new media has greatly improved the timeliness of ideological and political education. The Internet age has enabled college ideological and political workers to achieve a leap in time and space [2]. The new network media can more easily and quickly publish more personalized information. In the shortest time, through the text, pictures, sounds, etc., the educational content can be quickly transmitted to the educated, and mutual feedback can be realized. Make ideological education more direct and deeper. Due to the characteristics of network virtualization, everyone can hide their true identity, reduce people's concerns, shorten people's psychological distance, and express their true ideas without any scruples. College students like to release their emotions and sorrows on the Internet, revealing their own voice through QQ, blog, Weibo, WeChat and other tools. Both sides of the education can also communicate heart and mind through SMS and internet. Therefore, with the help of new media on the Internet, college ideological and political educators can not only use the new media to timely understand and collect the hot topics of concern to college students and the most realistic ideas in their hearts, but also comprehensively and deeply grasp the psychological trends and ideological dynamics of students. Timely discovery of problems and targeted education have greatly improved the efficiency of ideological and political work.

4. The Challenges Faced by College Students' Ideological and Political Education in the New Media Era

The influence of new media on college students' ideological and political education is a "double-edged sword". While it brings opportunities for college students' ideological and political education, it also faces unprecedented challenges in the ideological and political education of

colleges and universities today.

The diversification of new media information dissemination affects the formation and shaping of the correct values of college students. The multiculturalism generated in the new media environment makes information in the process of publishing, acquiring and cognition no longer controlled by the main body of information release, enabling everyone to receive it by wired or wireless means; multiculturalism to college students More opportunities to access a variety of cultural knowledge and value choices, but also set a different value standard for college students' social life. The "post-90s" college students advocate independence, autonomy and individuality, coupled with their own curiosity and psychological immaturity, lack of rational independent judgment ability, facing the diversification, anonymity and virtuality of new media information, Accurately conduct cognition and judgment, so it is easy to analyze many contents without blindly accepting false information and certain Western values. In the face of diversified information, it will not believe in "official information" unilaterally. On the contrary, it is more susceptible to the induction of negative information, resulting in the loss of information authority, loss of confidence in authority, and lack of uncertainty in information cognition. The formation and shaping of the correct values of college students [3].

New media poses a challenge to traditional education methods. Under the current application of new media, college students have more extensive access to information and knowledge. They no longer rely on books and teachers' words and deeds. They are more like to accept intuitiveness due to the influence of new media's multimedia and full interactivity. The content of information and the way of equal communication, so the authority of ideological and political education workers in colleges and universities is shaken. At the same time, the traditional ideological and political education model has also been challenged, such as classroom education, class meetings, "face-to-face" communication and other educational methods. Because its form and content are relatively simple and boring, it is difficult to mobilize the enthusiasm and initiative of the contemporary "post-90s" college students, and can not better meet their thinking styles and psychological needs, and their educational effects are greatly reduced, which is the ideological and political education in today's colleges and universities. The timeliness of work increases the difficulty.

The new media poses challenges to the self-cultivation of college students' ideological and political education. The rapid rise and wide application of new media poses new challenges to the study and improvement of ideological and political education workers, especially frontline counselors, in their own media literacy. Most of the ideological and political counselors of college students are now "post-70s" and "post-80s". In the face of the new situation, some counselors still have weak awareness of new media technology, poor network technology, lack of sensitivity to accept new things, and concepts. Insufficient updating and other inadequacies, the understanding of the rules and characteristics of ideological and political education in the new media era is not thorough, and there is no in-depth systematic thinking on the outstanding problems and contradictions encountered in the ideological and political education of the post-90s college students in the new media era. Research, it is difficult to adapt to the needs of ideological and political education in colleges and universities under the new situation, and can not improve the efficiency and sustainability of ideological and political education for post-90s college students [4].

5. The Countermeasures of Ideological and Political Education for College Students in the New Media Era

In the face of the problems arising from the ideological and political education of college students in the new media era, we should fully recognize the predicament faced by the current work and seek solutions to the problem. The countermeasures proposed by the author are as follows.

Give play to the effectiveness of the content. Seeking truth from facts, adhering to and carrying forward the academic style of linking theory with practice is the basic principle of Marxism. Under the new media era, college students are eager for individual freedom, their level of thought is not uniform, and the level of cognition and contact are also inconsistent. In view of this, the ideological

and political education workers of college students should proceed from the actual situation of college students, and actively develop educational activities that conform to the current personality of college students by formulating different educational goals and contents. In essence, the effectiveness of content should be based on the basic characteristics of college students' physical and mental development, from the basic national conditions and the needs of modernization in China, and combine the world outlook, outlook on life and values of college students with the characteristics of the times. Ideological and political education and the transfer of knowledge have been combined to fully tap the intersection of current political news and textbooks, and integrate topics such as current affairs politics, social livelihood and online hotspots into ideological and political education, so that the textbooks and current affairs, life and people's livelihood will be integrated.

Create a hierarchy of content. The ideological and political education of college students in the new media era can not only stay on the surface of imparting knowledge and cognitive value, but must dig deep into ideas and values. The content of ideological and political education should be well-defined and rich in content. Some scholars believe that the ideological and political education of college students is divided into three levels: the first level is the ideological core of ideological and political education as the educational content, mainly including the introduction of the basic principles of Marxism, Mao Zedong Thought and the theory of socialism with Chinese characteristics, ideological and moral Self-cultivation and legal basis; the second level mainly includes typical cases, reference materials and related links websites; the third level is based on excellent research results, new ideas and lectures by famous teachers, enriching and extending the content of ideological and political education. Broaden the horizons of students.

Enriching the Ideological and Political Education Carriers The ideological and political education of college students carries and conveys the education of material, spiritual, cultural and institutional aspects. The role of new media should be fully utilized to enrich the carrier of education. First of all, the ideological and political education of college students in the new media era should strengthen the digital construction of carriers. The development of digital technology is changing with each passing day, which effectively promotes the ideological and political education and the new carrier, and becomes an important carrier of ideological and political education. Secondly, the ideological and political education of college students in the new media era should focus on accelerating the interaction between old and new carriers. Although the new media has quickly become the mainstream media, the traditional media and the new media will coexist for a long time. The ideological and political education of college students should strengthen the interactive construction of different carriers, according to the different cultural backgrounds, personal preferences, and economics of students. The conditions provide individualized ideological and political education, form a new situation of complementary advantages and benign interactions, and maximize the efficiency of ideological and political education for college students [5].

6. Conclusion

In the new media era, the ideological and political education of college students has been affected in many ways. In carrying out ideological and political education for college students, teachers should fully recognize the challenges and opportunities brought by new media, continue to innovate and reform, and strive to promote the smooth progress of ideological and political education for college students in the new media era, so as to comprehensively improve the overall quality of college students and promote The physical and mental health of college students.

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