Reflections on the Innovation of College Students' Ideological and Political Education under the Background of New Media

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Abstract: The rapid development of new media technology has had a profound impact on people's social life, cultural forms and ways of communication, and has profoundly affected the study, life and thoughts of college students. This brings new opportunities and challenges to the ideological and political education of college students. Based on the characteristics of new media and the influence on college students, this paper explores the methods and ways of innovative ideological and political education.

1. Introduction

The new media uses digital technology and network technology to provide entertainment services to users through Internet, broadband local area networks, wireless communication networks, satellite channels, and terminals such as computers, mobile phones, and digital televisions. The emergence of new media, relying on its advantages of digitization, multimedia, real-time and interactivity, relying on digital technology, relying on blogs, QQ, WeChat, online forums, mobile phone text messages and other channels, affect all aspects of people's lives, especially for the pursuit of contemporary college students. The new generation is more prominent and profoundly affects the students' thoughts, lifestyles and personality traits [1]. Therefore, in the practice of college students' ideological and political education innovation, we must give full play to the role of new media.

2. Characteristics of new media communication

2.1 The mobility of the propagation medium.

With the development of wireless mobile technology, the triple play is gradually realized. It is a very common phenomenon to watch TV on public transport or private cars by using mobile phones, iPad and laptops.

2.2 Communicate the mass of the subject.

Digital and networked means have transformed the past one-way passive acceptance of information into active communicators who process and transmit information [1]. New media communication has gradually become "decentralized". The new communication model allows new media users to participate in decision-making, mass communication to anyone at any time and place via SMS, blog, web chat and more.

2.3 The interactivity of the communication process.

In a highly open, free, two-way network society, each terminal connected to the Internet is both a communication tool and a receiving tool. The audience is both a recipient and a communicator of information [2]. The two-way communication of new media breaks social, cultural and psychological barriers, makes interpersonal communication more extensive, and brings free, timeless and geographically independent interactions.

2.4 The blending of the media.

The blending of media is embodied in the multimedia of communication content. The new media uses multiple forms of pictures, texts and videos to enable the static information of traditional media

to be transmitted in a dynamic way. The information content is more abundant and more accessible. On the other hand, in the terminal aspect, the new media communication terminal has multiple functions, which can not only talk, send text messages, but also can be used for listening to radio, watching TV, and surfing the Internet [2].

2.5 The speed of communication is fast.

The technical characteristics of the new media make the speed of text, sound; images, etc. speed up, and are not limited by time and space, so that the audience can be reached instantly. Simple and convenient technology enables information to be transmitted globally in real time, turning the world into a unified information network [1]. At present, some large portal websites can realize the real-time propagation of sound, audio and video, and the distance between time and space is minimized.

3. The opportunities for the development of college students' ideological and political education under the background of new media

3.1 The use of new media technologies will help expand the new space for ideological and political education among college students.

With the advent of the new media era, the spread of information has broken through the boundaries of time and space [3]. In particular, the widespread dissemination of new media on the Internet has brought massive amounts of information and achieved "information without barriers". With the help of online courses, boutique courses and digital campus platforms, students can learn more resources, have more content and share more. Ideological and political educators can use the rich and colorful information expressions of new media technologies to sound, words and images. Which vividly express the content of ideological and political education, and quickly convey ideological and political education information to educates in the shortest time, enhance the radiation of ideological and political education, and further expand the space for ideological and political education.

3.2 The use of new media technologies will help open up new channels for teachers and students to exchange.

Ideological and political educators can use the new media to exchange ideas and talk about life with college students [3]. Through online forums, QQ chat, mobile phone text messages, educators and educators can realize the exchange of true mentality. Educators can truly penetrate the spiritual world of college students, explore the psychological needs of college students, find common language, and communicate through thoughts and emotions.

3.3 The use of new media technologies will help build a new platform for university students to learn independently.

The emergence of new media technology extends the classroom from the classroom to a place where all students learn and live in libraries, bedrooms, restaurants, sports fields, and so on. Learners can independently choose learning time, learning location, learning content and learning style according to their learning interests, learning style, learning level and learning progress, and the autonomy of learning is enhanced [4]. The passive recipients of students' external stimuli have turned into active constructors of knowledge meaning. Passive learning is active learning, and dependent learning is independent learning. New media has built a new platform for college students to learn independently.

4. The challenges faced by college students' ideological and political education in the context of new media

4.1 The uneven information resources put forward higher requirements for students' media literacy.

The excessive development of information carried by new media technologies will cause some

problems. Although the infinite expansion of information can help ideological and political education to expand and enrich the capacity of information, the excessive and chaotic information will make people lose the scale of thinking and the correct direction of life development. This highly free communication has made the new media world appear chaotic and disorderly. It can not only spread pornography, violence, gambling and feudal superstitions, but even publish information about subversive regimes, ethnic divisions, religious extremism, racism, terrorism, and hateful sentiment [4]. Therefore, this uneven information world created by new media technology puts higher demands on the media literacy of college students.

4.2 The virtual indirect dialogue has adversely affected the development of students' personality.

The reason why the Internet has a negative impact on the development of students' personality is mainly due to its virtual indirect dialogue. In the new media space such as the Internet, college students communicate in an anonymous or pseudonym manner. The interpersonal trust crisis of new media may affect the actual interpersonal communication of college students, leading to the suspicion of sincerity and the lack of sincerity of others in real communication. Which in turn affects the establishment and development of good interpersonal relationships between themselves and others; dialogue can also enable college students to remove the psychological burden of taking responsibility, and thus communicate with others in a particularly sincere manner [5]. Once this behavior is fixed into a regular habit and is quite different from reality, the so-called dual personality will appear.

4.3 The multi-cultural education platform has brought more tests to teachers' ability to control.

New media such as Faction, blogs, Weibo, and BBS forums are not only diverse but also fashionable for teachers, especially some old teachers, and they are "new things" that they have never encountered in their past lives. Moreover, new media technologies are changing with each passing day, even when you have just learned to use blogs, Weibo has become popular on a large scale. The backwardness of technical knowledge and skills has led to the inability of ideological and political educators to use new media effectively, which has reduced the attractiveness of ideological and political education [5]. At the same time, it has also brought down the dominant position and educational effects of educators, and brought about the ability of teachers to control.

5. New thoughts on innovating college students' ideological and political education under the background of new media

5.1 Innovative ideas, leveraging new media to expand ideological and political education positions.

The background of ideological and political education for college students in the new media era is brand new and the challenge is brand new. Faced with the challenge of new media, the main college students and college teachers in college ideological and political education and the original educational system environment they rely on have been relatively lagging behind, and there is a lack of frontier awareness of the ideological and political education in colleges and universities under the new media environment. "Ideological and political education must have a sense of position [6]. If there are students, there must be an educator's voice." Therefore, updating the concept is the premise to promote the education of ideological and political theory courses.

5.2 Using the new media to create a self-education platform for students.

Colleges and universities should make full use of new media tools such as the Internet to carry out their work. For example, teachers can guide students to write blogs and open Weibo. In blogs, it is often recorded as an inspiration, an understanding of things, a result of many days of thinking and practice, a solution to a problem, and so on. At the same time, it can reflect the process of thinking, not just the result. For a problem or field, never understand to understand, from understanding to familiarity, from familiarity to proficiency. This records the growth process of thinking and solving a problem [6]. By writing a blog, you can also practice pens, make friends, strengthen communication,

and share knowledge. Teachers can also guide students to use the mobile media to achieve self-education. The mobile phone cannot only be used as a mobile phone, but also has the function of transmitting a large amount of multimedia information such as text, graphics, and movies.

5.3 Taking advantage of the platform and occupying new media positions.

The new media is not restricted by time and space, and can fully cover the ideological and political education of college students. University ideological and political education workers can take advantage of the characteristics of new media, open up new ways of education, and pass on the traditional ideological education content through new ways. Colleges and universities should actively build new media platforms to provide new dialogue space for teachers and students [2]. The first is to learn the Internet thinking and improve the attractiveness of official Weibo and WeChat. In accordance with the characteristics of college students' majors, ages, interests, etc., colleges and universities should carefully select topics, arrange art, and launch Weibo and WeChat in a timely manner to provide high-quality information for college students. The second is to actively use new media to improve the efficiency of classroom teaching. Teachers use the rich network resources to introduce short videos, film and television materials, and social hotspots into the classroom according to the content of the lectures, and conduct classroom discussions to inspire students to think and further broaden their horizons. Under the class, students can be arranged to use the new media to search for relevant materials, extend the content of the class, and deepen their understanding of the problem. Third, counselors and ideological and political teachers actively opened Weibo and WeChat to improve the effectiveness of ideological and political education [5]. Counselors and ideological and political teachers are the main force for ideological and political education of college students. We can further strengthen the contact with students through Weibo and WeChat, harmonize the relationship between teachers and students, and provide timely and effective education and guidance to college students to help them establish correctness.

5.4 Paying attention to the use of new media and giving full play to the respective roles of new and old media.

In the process of carrying out ideological and political education, under the current actual circumstances, the media still exists and will not withdraw from the historical stage in a short time, so we should it ignore its role in ideological and political education. It should actively explore the advantages and advantages of the new and old media, and realize that the old media also play an important role [6]. As for new media, as a new thing, there is still a great potential to be developed. The new media model should be innovated, and the new media should be closely integrated with ideological and political education to achieve the greatest advantage.

5.5 Strengthen the construction of campus network culture and master the initiative of ideological and political education.

In view of the complexity and importance of campus network culture, we must attach importance to the construction of campus network culture under the conditions of new media. To strengthen the construction of campus network culture, we should first pay attention to its advanced nature. We must take the advanced campus culture as the keynote, resolutely resist the decaying and backward campus culture, and lead the campus network culture construction with advanced ideas. Secondly, it is necessary to publicize the ideology of socialism, oppose the form of capitalist consciousness, and occupy the campus network cultural position with scientific, mass, national and socialist advanced culture. To this end, the choice of ideological and political education theme websites should be brainstorming, carefully screened and screened to reflect the content of advanced culture, and secondly, should produce vivid new media materials, so as to make it as close as possible to the actual life, study and thinking of college students, thus Make college students happy to accept. College workers should give full play to the unique advantages of new media technology for the dissemination of advanced culture, and use its advantages of rapid communication, graphic and sound imagery to enhance the appeal and appeal of campus network positions, thereby attracting more college students to invest [6]. The construction of campus network culture, to grasp the initiative of

ideological and political education.

5.6 Innovative means and carriers to enhance the penetration of ideological and political education.

In the new media era, mobile phone text messages, QQ, WeChat, and e-mail have penetrated into all aspects of college students' study and life. Ideological and political educators must master this situation and thus change the way they work. These carriers should be used for their own work, so that they can better play the role of new media such as online media and mobile media. College ideological and political education workers should follow the development requirements of this era, update their own ideas and concepts, and make full use of the new media exchange methods widely used by college students to deepen the ideological and political education work into the study and daily life of college students, thus enhancing the thinking of colleges and universities [7].

5.7 Strengthen the construction of the teaching staff and enhance the effectiveness of ideological and political education.

College ideological and political education workers are the backbone of effective ideological and political education in colleges and universities. In the new media environment, college ideological and political education workers must constantly improve their understanding and use of new media, so that they can use it flexibly in their own work and give full play to their greatest advantages. Attention should be paid to building a network platform for ideological and political education. Only in this way can more educators be involved and efforts can be made to improve their enthusiasm. In addition, students should pay attention to the comments and information on the Internet, to fully understand the ideological and political aspects of college students, to make targeted plans for their work. In addition, the implementation of the theme of online education practices, so that more college students to participate in debate and think [7]. In addition, college ideological and political education workers should also keep up with the trend of the times, understand the language and communication methods that college students love on the Internet, and adjust their working methods in time to make their ideological and political education work closer to the life of college students.

6. Summary

College students are the main force in the new media era, and the impact is the most direct and deepest crowd. Seizing the new situation in the new media era, innovating educational methods and methods, and establishing a good new media campus publicity image is an important issue facing ideological and political education workers in colleges and universities. New media has more advantages than traditional media, providing a more flexible approach to education and a broader education platform for ideological and political education. Only innovative education methods learn to use the positive functions of new media, improve students' media literacy, change traditional ideological and political education concepts, and guide students to accept new media by increasing the supervision of new media and strengthening the construction of new media environment on campus. The dissemination of various information promotes the continuous improvement of college students' moral concepts and ideological qualities.

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