

Brief Discussion on Challenges and Countermeasures Faced by College Students' Ideological and Political Education under the Background of New Media

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Abstract: Colleges and universities are important bases for social development, which are not only experiencers and disseminator of modern cultural information, but also guides of college students' correct views of the world, life and values. However, with the rapid growth of information technology, mankind has entered an unprecedented new media age due to those communications media led by the Internet and mobile phone. While the new media age brings people more convenience, it also brings unprecedented challenges to college ideological and political education. Therefore, by analyzing the challenges faced by college students' ideological and political education under the background of new media, and combining with college students' understanding on new media in the present age, it puts forward effective countermeasure analyses.

1. Introduction

The Central Committee of the Communist Young League is an organization that leads the new media operation of various colleges and universities to go ahead of the times. With the rapid development of the Internet, the new media operation of various colleges and universities led by the Central Committee of the Communist Young League has boosted the mainstream. However, with the characteristics of new media: faster, more and more fragmented, new media brings more and more challenges to the ideological and political education of college students.

2. What is New Media

New media refers to a media form emerging under the support of new technical system led by the new age, and the new media form is called "the fifth media" compared with traditional media such as newspapers, outdoor, radio, and television, etc. With the rapid development of the Internet, the innovative speed of new media is faster, the type of media is more, and the user behavior is more fragmented. Faster means that there is a heavy load of news every day, and hot events switch quickly and are overwhelming. More means that the type of media is becoming more and more diverse, with the number of content surging in seconds and the emerge of new forms of media such as live broadcasting, short video, and so on. More fragmented means that the diversification and fragmentation of user behavior make it increasingly difficult to integrate resources into effective communication. Therefore, new media has brought mankind into the age of unlimited production, communication and demand.

3. Characteristic Analysis of New Media Compared with Traditional Media

The communication mode of traditional media is one-to-one, while the communication mode of new media is everyone-to-everyone, so the emergence of new media has subverted and reconstructed

the traditional media forms in China.

3.1 From Singleness to Fusion

In terms of media form, from singleness to fusion is from texts and pictures to audios and videos, as well as from one-way communication to platform service. The emerging technological means continuously eliminates the barriers between media, which realizes that different businesses can be realized on the same medium and the same business can be realized on different media. The expressive forms of media grow rapidly and the patterns of media move from singleness to fusion.

3.2 From Media to Platform

In terms of information control, new media are processes from media center to platform service. Traditional media control the information with the converged communication mode from the centralized structure, while new media build the information platform, so that people can communicate with the radiation type from the centralized structure via mobile software such as WeChat, Microblog, Zhihu, Bilibili, and Toutiao, etc.

3.3 From Content to IP

From the perspective of content production modes, traditional media and new media are processes from content to IP. Traditional media have professional content producers produced fine but few contents, while for new media, everyone is the producer of contents, and contents are massive and redundant, for example, Zhihu is a place where everyone can comment and give opinions, and there are specialized staff in the background to review these comments, then everyone can see these excellent comments after review.

3.4 From Internet to Internet of Things

From the perspective of network connection methods, traditional media to new media is the process from Internet to Internet of Things. Traditional media break the monopoly of channels with the integration of media; while for new media, anything is connected via any equipment, with any content, at any time and any place, media are everywhere, everything is a medium, and media contents are infinitely expanded.

3.5 From Information to View of Values

In terms of user demand, traditional media and new media have achieved the process from the information transfer to value transfer. For traditional media, audience demands are concentrated, the degree of commonality is high, the information spreads from top to bottom, and audiences can only obtain information via media. For new media, user demands are discrete and fragmented, emphasizing on satisfying the personalized demands of users and communicating with users spiritually.

3.6 From Digitization to Intelligence

From the perspective of driving force, digitization to intelligence is a distinguishing feature of new media forms. The development of artificial intelligence (AI) has enabled new media step on to an increasingly optimized road to control the mind and emotion of mankind.

4. Prospect for the Development Trend of New Media

The 21st century is the age of new media, and new media influence modern people tremendously, which enable people to understand the world staying at home, as well as to participate in the discussion of many things. In the university life of current age, the new media environment has also brought many conveniences to college students. For example, at present, many colleges and universities will set up a new media center, a student organization, which is a network communication platform to disseminate new ideas of college students, and college students can spread new ideas and answer questions via media such as WeChat official account, and Microblog,

etc. Therefore, new media will be more and more advanced in the future development.

5. Challenges of College Students' Ideological and Political Education under the Background of New Media

5.1 Influence of Ideological and Political Education Brought by the Collision of Diversified Thoughts and Cultures

Under the background of new media environment, the information dissemination of university culture has no limitation of time, place or content. At present, the mode of information dissemination is diverse in colleges and universities. Under the background of new media, each student organization will have its own way of publicity, and this kind of publicity way is nothing more than WeChat, Microblog, and QQ space, etc. These kinds of communication modes bring convenience to students, and at the same time, they also affect the thinking of college students. For example, if the ideological culture without inspection has been circulated to the campus network, a large number of students will see this bad ideological culture with the rapid spread of information under the background of new media, thus affecting the ideological and political culture of college students. Because of diversified ideological culture, rapid information dissemination and college students' lack of correct resolving ability, so the current ideological and political education of college students faces great challenges.

5.2 Influence of Ideological and Political Education Brought by the Dissemination of Bad Information

Compared with the communication mode of traditional media, new media spread information without limitation, which can be pictures, texts, audios and videos, and these modes of communication strengthen people's desire to see information and also offer conveniences to disseminating a lot of bad information. Some vulgar information spreads through pictures, texts, and videos, which enables college students to be affected by the bad information easily. College students are at the edge of contacting with the society, so they are more curious about everything around them and are more easily to be affected by bad information, thus affecting their correct views of life and values.

5.3 Influence of Ideological and Political Education Brought by the Dependence of Students on network information

The 21st century is an age of development and a critical period for the development of information technology to a climax. The development of scientific information technology has brought convenience to people's lives, and at the same time, it also has dependence on high-tech electronic products. For example, the mobile phone has occupied a lot of time for college students. In high school, the supervision of the teacher is relatively strict, so there are very few classmates who play mobile phones all day long, but when they enter colleges, there is no supervision of teachers and they have plenty of time, which makes them more and more inseparable from mobile phones. No matter eating, walking or going to toilets, they have mobile phones in hand, and they don't know what to do once without mobile phone. It's like taking drugs, and if they don't touch mobile phones for a while, they will feel uncomfortable. In addition, the invention of computers has also promoted many teenagers with Internet addiction, and the virtualized world in the Internet has also greatly influenced the ideological and political education of contemporary students.

5.4 Add Difficulty to Carry Out Traditional Ideological and Political Education

Although now it is the age of new media and the way for people to receive information mainly comes from the Internet, as long as it involves education, it can't be separated from the traditional educational teaching model. At present, the ideological and political education of many colleges and universities mainly carries out through teachers' oral education, but due to the influence of new media environment, students feel boring about the traditional educational mode, so it adds a great deal of difficulties to carry out the traditional ideological and political education work.

6. Countermeasure Analyses of College Students' Ideological and Political Education under the Background of New Media

6.1 Strengthen the Construction of Campus Culture and Enrich Students' Spare-time Life

At present, the new media network age driven by high technology makes a lot of college students indulge in the Internet irresistibly, neglect their studies, and waste most of the time on online games. Therefore, colleges and universities must strengthen the construction of campus culture, enrich students' spare-time life, and attract the attention of students through organizing activities. For example, some colleges and universities pay much attention to students' extracurricular credits. If students' extracurricular credits are not qualified, they will not be granted a bachelor's degree; therefore, in order to earn enough extracurricular credits and get their bachelor's degree successfully at graduation, they will take an active part in community activities. In this way, it not only enables students to acquire knowledge, but also train students' ability of interpersonal communication, as well as strengthens the construction of campus culture, enriches students' spare-time life, and reduces the dependency of students towards the Internet.

6.2 Make Full Use of the Student-run Media Created under the Background of New Media

Under the guidance of new media environment, many colleges and universities have set up self-run organizations of new media, aiming at spreading fresh news on campus regularly to college students, as well as spreading new ideas of campus. Therefore, under the background of new media, college students' ideological and political education can be blended in student-run media, so as to carry out the publicity of ideological and political education regularly by making use of platforms such as WeChat official account, and Microblog, etc. It not only enables students to understand fresh news on campus, but also influences students' thinking unconsciously through the courses of ideological and political education.

6.3 Improve the Level of Team Review of Internet Ideological and Political Education in Colleges and Universities

Due to the resolving ability of college students is not enough, their resolving ability towards the information published on the platforms such as WeChat official account and Microblog is not good enough. Some information published through WeChat official account and Microblog has deviated from the banner of socialism with characteristics, or some information forwarded has deviated from the banner of ideal and faith. Therefore, it requires the advisers of self-run new media organizations in colleges and universities to strictly review the information published by students, hold the banner of ideal and faith highly, and stand on the high ground of ideal and faith. The self-run new media organization in colleges and universities is a good platform, so that college students' ideological and political education can be carried out by making full use of the guidance of Internet public opinions, voices of youth and wisdom league constructions.

6.4 Keep Up with the Trend of College Students' Thoughts under the Background of New Media

At present, the first batch of generation born after the year 2000 has entered university campus, and this batch of college students born after the year 2000 has an active mind, and struggles for the liberation of individuality. In order to carry out the ideological and political education work among these college students, it should walk into the heart of college students, keep up with the trend of college students' thoughts, and integrate into their lives. For example, for the emerging software such as Tik Tok and Kuaishou (mobile software full of short videos), the number of college students distributed in them is much more than that of college students distributed on WeChat official accounts, so we can guide students' new ideas by recording short videos, so as to carry out the ideological and political education work for college students.

7. Summary

In the new media environment, the reform of college ideological and political work can't be completed overnight, which requires the joint efforts of all sectors of society and all students in colleges and universities. While new media brings challenges for college students' ideological and political education, it also brings certain opportunities to the reform of college students' ideological and political work; therefore, if colleges and universities can make good use of the convenience brought by the new media environment, select the essence and discard the dross, and correctly use the beneficial effects brought by new media while avoiding adverse ones, the ideological and political education work of college students can be promoted.

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