Research on Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: New media is a new medium form and a new way to spread ideological and political education. Its diversified carriers make ideological and political education more time-sensitive and expand its coverage. However, at the same time, new media brings many challenges to students' thinking mode, teachers' working ability and communication difficulty. In the face of the new situation and new circumstances, the ideological and political work in both colleges and universities should start from building up the ranks of teachers, improving student's media literacy information and strengthening the information supervision to make ideological and political work more targeted and effective. .

1. Introduction

At present, with the development of network technology, new media has been further developed. The carrier forms represented by emerging media such as WeChat and friends circle have attracted the attention of college students, and human communication activities have entered a brand-new era of new media. In such an environment, the ideological and political education methods in colleges and universities must come up with new ideas, reform the education mode and improve the working mode, keep abreast of the times, change ideas, occupy the highland of new media, so as to effectively and reasonably serve the ideological and political work of college students, improve the timeliness of work, and explore new ways and methods of Ideological and political education in Colleges and universities in the new media era.

2. Definition of New Media

Up to now, there is no unified definition of new media in academic circles. Generally speaking, however, new media is mostly based on computer information process technology, which spreads digital text, sound and image information through various modern communication means such as broadband wireless, cable and satellite network [1]. New media mainly consists of digital newspapers, mobile phone short messages, internet, desktop windows, digital film and television and touch media, etc. In comparison with the four traditional media including newspapers, radio, television and magazines, the new media is naturally called "the fifth media" [2].

Compared with conventional media, new media has the features of convenient sharing, fast dissemination and wide coverage. It can be said that new media is a new form of medium, and it is also a means of communication with more convenient information transmission and richer content. For ideological and political education, the new media is a new method to meet the diversified and flexible education requirements of contemporary colleges and universities students. Its open and dynamic media form makes ideological and political work in colleges and universities more time-sensitive, which can expand the coverage of ideological and political education and enhance its positive impact on college students. Therefore, under the background that computers, mobile phones and other media have become necessities and daily items for college students, ideological and political education in colleges and universities should gradually change the previous classroom teaching, team activities, face-to-face communication and other forms, and replace them with new media such as WeChat, APP, Weibo, QQ, etc., in order to turn over the classroom as the educational position for college students, so that college students do not need to receive education

in the traditional way, so that the process of acquiring the requisite knowledge is simpler and the educational effect is more effective.

3. The Carrier of Ideological and Political Education in Colleges and Universities under the New Media Environment

(1) New media carrier with app as the main form

In the era of new media, college students' daily study and life cannot be separated from mobile phones, and mobile phones and tablets have become an indispensable part of contemporary college students' study and life. At present, mobile phones and tablets are not only diverse in form and function, but also rich in APP content. Students can quickly obtain a large amount of effective information through mobile phones and tablets. Therefore, using new media to spread ideological and political education has become an inevitable choice, and new media has also become a powerful tool to effectively carry out ideological and political education. As the carrier of ideological and political education in colleges and universities, APP is sufficient to undertake ideological and political education contents including world outlook, outlook on life, values and moral education. Meanwhile, in the process of information transmission, educators can export thoughts purposefully and carry out targeted ideological and political education, so as to improve the effect of education. Moreover, choosing this mode avoids the subject and object of ideological and political education in colleges and universities in the network environment, the free and independent subjectivity of students in the new media is well preserved, and the weakening phenomenon of teachers' "subject" is effectively solved. The interactive subject-object relationship between them is characterized by clarity, relativity and equal status in the continuous dynamic construction and promotion.

(2) Flipped classroom as the main form of activity carrier

Flip-over class is a teaching form in the era of "new media". The "flip classroom" teaching mode is a subversion of the traditional teaching mode. With the emergence of the Internet, it is also a characteristic teaching form of ideological and political education in colleges and universities in the new media era. In the traditional teaching mode, teachers transfer ideological and political knowledge in class and internalize it outside class. On the contrary, flipping the classroom means putting the new ideas before class, internalizing them in the classroom, and expanding the remedial ideas after class. Flipping classroom reconstructs the two stages of students' learning process. The first stage is "information transmission". The traditional teaching mode is realized through the interaction between teachers and students, students and students, while the "flip teaching mode" puts information transmission before class. Not only the videos, but also online tutoring can be offered by teachers. The second stage is "absorption and internalization", in which the teaching mode is changed from internalization after class to interaction in class. Teachers can understand students' ideological difficulties as well as inflection points in ideology beforehand and offer specific guidance in class in time [3]. Through further deepening the "student-centered" teaching concept, combining online and offline, promoting new teaching methods, innovating the teaching mode of ideological and political education, aiming at the characteristics of students' ideological independence and active thinking, satisfying their individualized value pursuit, enhancing students' classroom participation and improving students' classroom teaching gains.

(3)WeChat official account and friends circle as the main network carrier

The traditional way of ideological and political education in colleges and universities has always been carried out by classroom teaching, heart-to-heart talks or some group curriculum activities, and teachers are the essential part of education. In this way of ideological and political education, the educated side is often involuntary and has to obey the arrangement of teachers virtually, so enthusiasm and enthusiasm will inevitably be greatly affected, which seriously restricts the effect of ideological and political education for college students. Compared with the traditional way of ideological and political education, the biggest feature of emerging media represented by WeChat WeChat official account and friends circle is that it can send out the content vividly and in detail at the fastest speed. In addition, it can be forwarded through friends circle, and the way of praise can

make information exchange faster and promote the deep collision of each other's thoughts. In such a fierce collision, students' thoughts will be constantly promoted because of the spark of teachers' thoughts, which improves the depth, timeliness and content of ideological and political education. At the same time, WeChat official account and circle of friends have gradually become the main choices for college students to brush their trends. Combined with their characteristics of civilian individuality and innovative content, the traditional ideological and political education methods have been improved, and the views expressed by both sides have risen from pure dictation to sharing of thinking, thus building a bridge for college students' ideological and ideological and political educators, achieving the goal of win-win cooperation between teachers and students, and the excellent result of education is also obvious.

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

Although the various carriers of new media can offer ideological and political education with diversified educational methods and advance the effect of ideological and political education, we should not overlook the challenges it brings to ideological and political education, mainly reflected in these following three aspects:

(1) New media has a strong impact on students' way of thinking

To some extent, the new media era is a "virtual society" which doesn't share the common thing with real life. The "virtual society" is embodied as a kind of "non-entity", which is quite different from the real society. It emphasizes individual consciousness and fundamentally changes students' cognitive style. Continuous passive acceptance and take-in, it is easy for college students to gradually lose their personal rationality and desire for independent thinking, degenerate from thinking, blur the boundary between real society and virtual society, and lose their self-views and thinking [4]. New media combines the creation of reality with the virtual connection, develops very fast, and constantly integrates and summarizes resources. Students' thinking is easily impacted in the process of constantly receiving new information, which makes the ideological and political education in colleges and universities more difficult.

(2) The new media raises higher demand for the working ability of college teachers

New media is not only a platform for students to receive information, but also a space for ideological infiltration. Today's society is an era of rapid development, in which all kinds of mixed information meet. Students acquire a lot of knowledge and information through new media, and establish their own values and right and wrong. Therefore, the way for students to receive ideological and political education is no longer only through teachers' information dissemination, nor is it completely at the mercy of teachers. This puts forward further requirements for ideological and political workers in colleges and universities. They need not only the awareness of using new media, but also the ability to skillfully use new media. Innovative ideological and political education methods and concepts, through the use of new media to carry out ideological and political education, make ideological and political education work new media and innovative learning methods, and strive to attract people with new media, train people with excellent programs, and improve people with innovative ideas, so as to comprehensively enhance the ideological and political quality of contemporary college students and consolidate socialist ideology with Chinese characteristics.

(3) New media increases the difficulty of communication between educators and students

The use of new media has absolute freedom in time and space. We can see "low-headed people" and "touch people" everywhere. They enter the "space without barrier", "time without barrier" and "information without barrier" of information dissemination and the "networking", "personalization" and "barrier" of communication [5]. If students stay in this barrier state for a long time, they will be in the consciousness of "virtual image" and become "personable". In this way, when ideological and political educators communicate with them, there will be a phenomenon of "lack of mutual penetration between educators and students", which increases the difficulty of education. Therefore, in order to avoid some backward decadent ideas and cultures and make use of this "morbid" as a

breakthrough to spread widely, ideological and political educators in colleges and universities need to improve their literacy in using new media. On the one hand, ideological and political educators need to find problems in time and put forward solutions; On the other hand, it is necessary to guide students to contact with new media, improve their ability to distinguish right from wrong, strengthen their belief in Marxism and avoid being misled by bad thoughts.

5. Countermeasures of Strengthening Ideological and Political Education in Colleges and Universities under the New Media Environment

Facing the new situation and challenges brought by new media to ideological and political work in colleges and universities, ideological and political work in colleges and universities should start from the aspects of building teachers, improving students' media literacy and strengthening information supervision, so as to enhance the pertinence and effectiveness of ideological and political work.

(1) Ideological and political workers should pay attention to acquiring skills, raising awareness and changing concepts

In colleges and universities, it is pricipally teachers who carry out ideological and political education for college students. Due to differences in age and psychology, teachers and students have different ideas about the use of new media. Ideological and political workers in colleges and universities should take the initiative to know the student groups, acquire the skills of using new media, and constantly improve their ability to master new media. Through new media carriers such as WeChat and Weibo, we will build a platform which helps teachers and students to have equal communication. Through the characteristic new media mode, we can build a thinking bridge between the two sides, find out the crux of students' ideological problems, and solve their ideological confusion in a targeted way. Ideological and political workers in colleges and universities can also use the new media to select the opinion leaders of online college students, and drain a small number of students who dare not express implicitly to the network platform. They tend to express their emotions and thoughts more easily in "invisible" places, rely on new media to advise leaders, positively publicize the mainstream ideas of ideological and political education for college students, and avoid criminals using these tools to mislead college students.

(2) Improve college students' new media literacy and ensure a benign atmosphere in media organizations

From the reality, the current college students are in two levels of reality and virtual network world. At the network level, the ideological and political workers have some defects in the educational mode, such as single form and teacher as the main body, and lack of targeted educational ideas, so they can only rely on students to explore on their own. However, in the new media environment, media literacy is a big obstacle [6]. If you don't have enough media literacy, it will have a bad influence on the growth of college students. Therefore, it is necessary for the society, school administrators and students to work together to ensure the benign working atmosphere of media organizations, find out the main body of the media system in ideological and political work, improve the missing part of education in the work, and avoid the students being brainwashed by the dross thoughts, thus forming an unhealthy three-view consciousness. As ideological and political workers in colleges and universities, we should further improve and effectively sort out excellent resources and carry out courses to improve media quality, so that college students can make rational and standardized use of new media, internalize in their hearts and externalize in their actions, and establish correct socialist core values.

(3) Improve the information supervision mechanism of ideological and political education in colleges and universities to improve the effectiveness of information monitoring

New media information updates with each passing day and spreads rapidly, while college students receive information quickly and have strong ability to accept new things. Therefore, colleges and universities should establish a daily management system for the reception and dissemination of new media information. A special management organization composed of students and teachers shall be set up to strengthen the effective management of the use of new media such as

the students' network, WeChat, Weibo and other new media through examination and supervision. Optimize educational means, regularly carry out moral education, ideological and moral education and legal education in new media, and formulate codes of conduct for new media. Improve the early warning mechanism of college students' network information reception, and effectively intervene in network information crisis, so as to discover and intervene in time. Adhere to and improve the three-level network supervision mechanism of schools, teachers and students, and actively play its leading role in the network information supervision of college students. Improve college students' network security education, carry out targeted network security education according to network security problems in different periods, and carry out network literacy education, network security skills education and network security behavior education throughout the whole process of personnel training, so as to form a sustainable and effective network security education system.

6. Conclusions

In short, based on the new media, it is more difficult and challenging to carry out ideological and political education in colleges and universities, so it is necessary to cultivate college students' awareness of correctly using new media and guide them with correct value orientation. Colleges and universities need to innovate new carriers of education, combine students' demand orientation and development direction, combine online and offline, unify reality and virtuality, and make good use of various high-quality resources. While innovating the new carrier of education, combining with the ideological and political characteristics of contemporary college students, the education mode, educational content and educational mode are reformed in a targeted way, so that students can express their thoughts and ideas in a free state, and the channels for students to express their thoughts are opened, so as to improve the effect of education.

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