

On the Innovation Path of College Students' Ideological and Political Education in the New Media Age

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Abstract: College students in today's era are deeply influenced by the new media reform, and the public opinion and influence brought by the new media era influence the ideology and behavior of contemporary college students in different degrees. Therefore, in this era, college teachers need to attach great importance to the ideological and political work of cultivating college students, understand the background characteristics of the new media era, seize the opportunity to explore the reform of ideological and political education work, teachers need to improve their own sense of responsibility, actively lead students to the front end of the times, build a new media platform, understand the needs of contemporary college students, help college students establish the correct ideological and moral quality, and promote the healthy growth of college students..

1. The Influence of New Media Age on College Students' Ideological and Political Education

Under the impact of the new media era, college students' ideology and behavior have changed, so ideological and political education is the most important part in the process of college education. In the new educational environment, the diversity of culture, the diversification of interests, the social environment, the atmosphere of colleges and universities will affect the ideological quality and psychological environment of college students. Therefore, the ideological and political education work in colleges and universities needs to make changes to adapt to the present situation and take effective measures to publicize ideological education work. Therefore, this paper discusses how to innovate ideological and political education from the aspects of the current situation, influence and strategy of ideological and political education in the new media era.

1.1. Characteristics of Information Dissemination in the New Media Age

The new media era information dissemination is fast, concise. Information dissemination is more timely, so that people can more convenient access to information. The times are gradually developing, the tools of people's communication have gradually become WeChat, voice in QQ, video and other forms, people can quickly and conveniently express their own views, communicate feelings, as shown in figure 1, showing the characteristics of the development of college media. But the amount of information in the new media era is huge, but its information is hard to distinguish between true and false. The threshold of new media employment is low, people can push the relevant knowledge points at will, resulting in a large and miscellaneous amount of information, resulting in the authenticity of information difficult to distinguish. Finally, the new media communication mode is pluralistic, the value idea is diversified, is full of all kinds of ideas, some wrong public opinion may let the university student in the negative state, affects the social stability.



Figure 1 University media development history

1.2. The Current Situation of Ideological and Political Work in Colleges and Universities in the New Media Age

Under the background of the new media, the rapid dissemination of information has brought all kinds of innovative opportunities to the broad masses of people, and brought great opportunities and challenges to the ideological and political education of college students. Therefore, colleges and universities should explore how to improve the efficiency of ideological and political education and innovate ideological and political work. In recent years, the foreign ideology and culture are full of college students' thoughts, which makes college students even produce utilitarian and hedonic thoughts. In the new media era, many college students began to show their own personality, free and independent speech, so that college students become the main force in the new media forum, but there will still be deep differences, but colleges and universities can not accurately grasp the needs of children, lack of humanized education. In addition, ideological and political educators in colleges and universities can not grasp the characteristics of new media technology, do not make reasonable communication with college students, waste new media propaganda and communication resources, resulting in a waste of resources, the most important reason is the lack of innovative ideological and political education teachers.

2. The Ideological and Political Education of College Students is Deeply Influenced by the New Media

The traditional ideological and political education work is relatively closed, the media of communication is limited. College students can only passively accept the ideological theory from ideological and political teachers in their ideological and political work. With the advent of the new media era, ideological and political ideas spread more widely, mainly characterized by openness and diversity, so that college students can more quickly and conveniently accept information from many sources. Some college students even seek richer and newer information directly on the network platform, so that college students can feel that they can get their own learning resources, the ability of teachers is limited, and the professional level of teachers is questioned, which makes college students lack the recognition of educators and reduce the authority of ideological and political education work. Secondly, the educational mode of ideological and political work is deeply influenced. In the new media era, information dissemination is fast and convenient, college students can get information resources through various communication platforms at any time and anywhere, and the resources on the network are more time-saving and labor-saving. In this case, the traditional mode of ideological and political education has been hindered. However, in the new media era, everyone is the recipient and communicator of information, so that many college students can not choose, do not know how to distinguish the correct ideas, resulting in ideological and political education work is blocked. Finally, the efficiency of ideological and political work is

easily influenced by the dissemination of new media information. College students can take advantage of the advantages of new media to broaden their own horizons and help college students communicate with each other, but the information spread on the Internet is difficult to distinguish, college students are not deeply involved in the world, resulting in many college students are deeply influenced, correct values are difficult to form, or even produce one-sided ideas, resulting in excessive emotion and bad expression, resulting in more difficult ideological and political education work.

3. Thinking and Innovation of Ideological and Political Education for College Students in the New Media Age

3.1. Making Full Use of the New Media to Train Students' Thinking Ability

Students can use the new media to acquire the knowledge they want to learn at any time, express their opinions and develop their own personality in a more open and pluralistic society. Colleges and universities need to change their own traditional educational ideas, use the advantages of new media, let the correct ideological theory spread to the college students, so that the university can form its own values, so educators need to build a platform for ideological and political education in new media on the road of ideological and political reform and innovation. Secondly, ideological and political educators need to integrate educational resources, create a relaxed and pleasant teaching atmosphere, make full use of traditional forms of ideological and political education, such as holding lectures, speeches, etc., while increasing the use of new media, increasing the use of online forum models, publishing topic discussions online, let students participate in questionnaires, increase WeChat voting links, Let traditional media and new media organically combine to form online and offline ideological and political education work mode, as shown in figure 2.



Figure 2 Organic combination of traditional and new media

3.2. Enhancing the Responsibility of Educators and New Media Awareness

Master the Internet, use the Internet, so that we can know the actual needs of college students and integrate into the group of college students. The use of new media is the best platform to consolidate the relationship between teachers and students. In the innovation of ideological and political education, teachers need to constantly strengthen their own sense of responsibility, in the face of a variety of new media, teachers need to make full use of Weibo, WeChat and other platforms to guide college students to establish a correct life value concept, to help students understand the changes of the times, to recognize their own sense of historical mission, and to guide students to work down-to-earth. Therefore, teachers need to pay attention to teachers all the time to avoid the wrong words affecting the thinking of college students. Secondly, teachers need to set up new media consciousness ability, teachers need to keep up with the pace of the times, and the diverse speech of social students make college students' thoughts change rapidly, so educators need to firmly correspond to the call of the country, study the latest ideas, master solid political and ideological theory, use different ideological and political work methods to combine new media, understand students' actual needs, train teachers' own Internet thinking, use skills of new media

online or offline, and participate in professional training. Using the new media to set up a questionnaire, statistical analysis of students' ideological state, timely detection of students' ideological and behavioral problems, appropriate intervention, to establish a good learning atmosphere. Finally, teachers need to strengthen their sense of responsibility and take the initiative to carry out the work of quality education in new media. Teachers need to take the initiative to understand the laws of new media, clearly understand the advantages and disadvantages of new media, guide students to abide by the network moral norms, and develop self-identification and protection ability.

3.3. To Formulate Different Programmes According to the Different Needs of the Students

The ideological and political educators in colleges and universities need to make different educational programs for different students, and there are differences in ideas among students. Because each college student's life experience and family environment are different, the needs of each student are different. Therefore, it is required that the university ideological and political workers make different plans to cultivate students' ideological problems according to different students. Teachers need to pay attention to the interests of students, find problems, solve problems. For students with financial difficulties, use grants and other forms to help students complete their studies. Some students have poor interpersonal skills, and ideological and political educators talk to them to help them get out of their inner obstacles and actively communicate with others.

3.4. Building a Network Platform for Ideological and Political Work

Ideological and political workers in colleges and universities need to use the new media platform to spread positive energy and create a network platform for ideological and political education. e.g. network platform mode in the form of "learning power" platform, as shown in Figure 3. Therefore, it is necessary to strengthen the propaganda platform of correct thought, combine the traditional propaganda mode such as newspaper, propaganda board and so on, with the help of the new media platform to expand the propaganda, publish the novel video or picture form on the platform, and enhance the influence of ideological and political work. Secondly, it is necessary to build a teacher-student contact platform on the network platform, learning can encourage teachers to make video open classes, through the combination of online and offline mode to help students answer questions, communication on the platform to communicate questions and homework hand in, and so on. Finally, to build a new media construction team, in the ideological and political education work propaganda team, need to integrate the strength of college students, so that college students can strengthen standing in the perspective of students to discuss problems, cultivate the leadership of college students, help college students think rationally to solve problems.



Figure 3 Online platform for learning power

4. Conclusion

With the arrival of the new media era, all kinds of ideological trends are constantly surging, which have a profound influence on the ideological and spiritual world of college students. Therefore, ideological and political educators in colleges and universities need to keep up with the pace of the times, innovate ideological and political education work, strengthen the sense of

responsibility, train students to establish correct ideological ideas, strengthen students' ability of discrimination, build a network platform of ideological and political work, pay attention to the interaction between teachers and students, pay attention to the difference between students, formulate different methods of ideological and political education, train a team of ideological and political work that keeps pace with the times, and improve the ideological and political work of the whole college students in an all-round way.

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