

## Challenges and Reform Countermeasures of Ideological and Political Education in Private Colleges and Universities under the Media Environment

Wang Linjie

Yango University, Fuzhou, Fujian, 350300, China

**Keywords:** Media Environment; Private Colleges and Universities; Ideological and Political Education

**Abstract:** With the rapid development of computer and network technology, new media has become an indispensable tool in people's work and life, greatly changing people's way of learning and thinking, and also profoundly affecting college students' learning, work and life. At present, the ideological and political education of college students is facing various challenges. Educators in private colleges and universities should constantly update the concept of education, improve the ideological and political education system, and carry out and innovate the ideological and political education of college students in an all-round way. Based on the significance of new media technology for private college students, this paper analyzes a series of challenges faced by private schools in ideological and political education, and proposes corresponding solutions and improvement measures accordingly, in order to broaden the information dissemination channels of ideological and political education, optimize the information environment atmosphere, improve the information recognition ability of educational objects, and meet the network challenge to college students' ideology.

### 1. Introduction

Compared with the traditional media such as telephone, letters, radio, television, newspapers, movies and so on, the new media is mainly supported by digital technology, mobile communication and Internet technology. With the rapid development of information technology, network, as a new media for information dissemination, has increasingly become an important channel for private college students to obtain information. It has a wide and profound impact on the study, life and even ideological concept of private college students [1]. It further affects the formation of young people's world outlook, values and outlook on life. The Party building of college students is not only an important part of the Party building, but also an important part of strengthening and improving ideological and political education in private colleges and universities. Private colleges and universities and ordinary private colleges have different teaching orientations and teaching objectives. In the process of teaching political education in private colleges, they pay more attention to the practical ability of college students and cultivate their ability and skills [2]. In this stage, it not only caused the changes of the current ideological and behavioral behaviors of college students, but also had a profound impact on them, which led to the emergence of new problems, which made the ideological and political education of private colleges and universities face new challenges.

The new media has unique digital, real-time, multimedia and interactive information dissemination advantages, which is one of the most abundant and convenient media in the current information resources, which greatly affects people's daily social life and learning [3]. The popularization and development of the network has expanded the new channels and new means of ideological and political work in private colleges and universities, and helped to improve the coverage and influence of ideological and political work. In promoting the party building work of college students, the work of party building throughout the students has always been the training of the quality of student party members and the ideological education of the party activists [4]. College students are the most active group in contact with new media. They can skillfully use all kinds of media products derived from the new media environment, and have a new understanding of Ideological and political education in the new media environment. This plays an extremely

important role in the development of Ideological and political education in private colleges and universities. With the deepening of quality teaching, colleges and universities gradually combine with the new media to systematically analyze the problems arising in the teaching process, so as to provide help for college students to obtain more practical information. New media is of great significance to improve the teaching level of Ideological and political education in Colleges and universities.

## **2. The Impact of Media Environment on College Students in Private Universities**

New media has a dual impact on college students in Ideological and political education in private colleges and universities. The psychological construction of college students in the private stage is not yet perfect and has plasticity. College students' psychology is not yet mature and has a strong plasticity, and the rich content of new media and the rapid dissemination of characteristics determine that it is difficult for college students to distinguish the advantages and disadvantages of using new media, so that they can receive online content regardless of good or bad [5]. We can not ignore the negative impact of postmodernism advocating on the trend of thought of private college students, such as daring to doubt everything and deconstructing everything. New media has the advantages of fast, open and extensive information dissemination, which makes the way students access information from the traditional way of reading and reading newspapers to the Internet. The virtual world created by the Internet for people has increasingly become the domain of information transmission and emotional exchange among college students. With the continuous deepening of higher education reform, especially with the universal implementation of the credit system and the socialization of logistics management in private universities. Under this mode, various kinds of bad information will appear, and its information will not only weaken the effect of ideological and political education, but also improve the difficulty of education staff in private universities.

The new media has a certain degree of negative impact on the social communication of private college students. The network is an open platform system. The sinister information of bad information has a serious impact and impact on students who are in adolescence. The Internet is an open platform. Some bad information has serious impacts and impacts on students who are in the growth stage. For example, some information lacks authenticity and objectivity, and some vulgar information, and even some information deviates from the principle of harmonious development of society [6]. In the ideological and political education of private colleges and universities, teachers generally believe that their task is to ensure that they educate students on the instillation of state policies and mainstream political thoughts. The form of work has expanded from tangible to intangible; the scope of work has changed from limited to infinite; the field of Ideological and political work has been expanding and the position has been expanding; the difficulty of work has further increased and the situation is more complex. In this split and emotional information environment, it is difficult for college students to form an objective, rational, comprehensive and in-depth correct judgment of things in a very short period of time. Therefore, ideological and political educators in major private colleges and universities should constantly adapt to the new challenges brought by the development of new media technology, change and adjust their ideological and political education work concepts in a timely manner, and raise the requirements for innovation of Ideological and political education carriers accordingly.

The new media environment requires the ideological and political educators to improve their quality. In the new media environment, college students and teachers will pay attention to national affairs through media products such as internet, mobile phones and so on. As the subjective ability of college students is not yet fully mature, it leads to no resistance to consumption. While college students consume commercial advertisements, they also get a great difference in understanding. On the other hand, the rapid development of new media makes students absorb knowledge in a new way, and they can choose the content they receive according to their preferences. At the same time, the different quality of Internet information can easily lead to a vague understanding of students' thoughts, which weakens the guiding power of school teachers to students' ideological and political education [7]. Many college students have developed bad network habits, such as online shopping

addiction, game addiction, etc., which seriously affect the physical and mental health of college students, resulting in the inability to communicate and communicate with others in reality. We must use the network to build and strengthen our ideological positions. To this end, all private colleges and universities should build a relatively complete campus information network. Schools should plan well and increase investment so that all student residences can be connected to the Internet to form a networked campus. For the reality, interpersonal communication is relatively indifferent, which leads to problems such as nervousness and boredom, and finally the tendency to escape from reality, which leads to students' certain communication obstacles in real life.

### **3. Measures to Strengthen Ideological and Political Education in Private Colleges and Universities under the Conditions of New Media**

The teaching content of the ideological and political education classroom needs to be integrated into more teaching content that keeps pace with the times. For a long time, the textbooks used in the ideological and political education classroom in our country follow the previous teaching content, and the teaching examples are too rigid. If the teacher guides the students to think positively and communicate in two directions, the effect of moral education can be achieved. Combine Abstract theory of Ideological and political education with practice of social and economic development and social hot spots that students are concerned about. Online education should give full play to the advantages of network communication, instead of simply transplanting the traditional mode of Ideological and political education to the Internet. It is necessary to focus on the reality of private universities, carefully design websites, correctly locate the scale of website construction, and open targeted and attractive channels. In the process of party member education, we should give full play to the multimedia characteristics and advantages of micro-blog network, learn from and use the educational forms that student party members like to see and hear, and strive to make the form of ideological and political education present diversity. Eliminate the bad information that appears in the new media environment, learn to distinguish false information, and enhance their own media literacy. Therefore, all major private colleges and universities should pay attention to the cultivation of students' media literacy skills, and increase their investment in student media literacy training from the aspects of school system construction, material security and human resources.

In terms of educational methods, ideological and political education needs to get rid of the phenomenon of "one voice" of teachers in previous teaching, focusing only on explanation, not on communication, and "indoctrination education" tends to have the opposite effect of Ideological and political education. Only by allowing students to learn dialectical thinking under teachers' guidance and to extract essence and dross in reality is the only way to innovate moral education. Therefore, ideological and political workers in private colleges and universities should improve their media literacy and make full use of the guiding and enlightening functions of micro-blog, micro-message and forum, so that the education mode will be closer to and in line with the development of students, and actively enhance the effect of Ideological and political education. We should also increase the publicity and popularization of media literacy. In addition, it is possible to guide students to correctly interpret media information by conducting discussions on social hotspots and network information focus. Private colleges and universities should make full use of the existing regulations regulating online behavior, combined with the actual situation of the school, and introduce regulations for network management, so that network management can be based on laws and rules, to regulate online order. Timely and effective monitoring of the content of the campus microblog, effective early warning of the campus public opinion dynamics, and actively play the microblogging correct public opinion transmission. Ideological and political teachers need to use multimedia technology to make teachers or outdoor classrooms the main place for education, and to adopt activities to create a good learning environment, further expand the scope of ideological and political education for college students, and improve the effectiveness of ideological and political education for college students.

The rapid development of new media is unstoppable, and information emerges from all angles of life. If we put ideological and political education in the classroom alone, it is not enough.

Ideological and political education must reform the anachronistic educational philosophy and educational methods, remove the factors that cannot keep pace with the times, create a new education concept that is ethical and moral, equal and close to the people, and an educational talent full of personal charm. At the same time, we must actively develop online education resources, enter the network environment where students are located, explore the law of education, become the information provider in the network education environment, and then guide the development of college students' thoughts and behaviors. And establish the authority of mainstream campus culture. Secondly, as a frequent user group of mobile phone users, private colleges and universities should strengthen cooperation with communication companies and establish a positive campus short message service platform. For useful information, measures should be taken to expand the impact so that more students can benefit from it; for different voices, we should analyze and guide them correctly. As soon as possible through the school's official micro-blog information release platform, timely and accurate release of official authoritative information to student party members, rational and objective comments, answer questions. In this way, we can maintain the relationship between the ideological and political teachers and students in the after-class time, and help the ideological and political teachers to understand the students' state of mind in real time.

#### **4. Conclusions**

In summary, with the continuous development and innovation of new media technology, there are many opportunities for the ideological and political education work of private colleges and universities, but it also brings great challenges to the ideological and political education work of private colleges and universities. In this regard, private colleges and universities should pay enough attention to it, strengthen the network moral education, so that students understand that the network world is also a world of freedom and responsibility, is a world with moral norms. Party member educators in private colleges and universities should take this opportunity to actively explore new ways of combining micro-blog with ideological and political education of student Party members, so as to further develop the new functions of new media in Ideological and political education of Party members. In the ideological and political education of college students, it is necessary to further integrate ideological and political education with multimedia technology to ensure that the advantages of media products will be brought into play in the new media environment. The ideological and political study classroom is an important position for education. While maintaining the position, it is also necessary to strengthen the ideological and political education of vocational students through effective methods during the class time. Teachers should become a model of leading by example to promote the improvement of students' quality. We say that interest is the best teacher. Only when students feel the charm of moral power, can they measure themselves by moral standards.

#### **Acknowledgements**

Fujian Social Science Planning Youth Project 2018: Research on the Patchwork Model and Innovation Path of Rural Community Resources in Fujian Province, No (FJ2018C017).

#### **References**

- [1] Berry M, Eayrs J T. The effect of X-irradiation on the development of the cerebral cortex. *Journal of Anatomy*, 1966, 100(Pt 4):707-722.
- [2] Yuting L, Li G. Spiritual Communication: the Essence of Ideological and Political Education Interaction. *Teaching & Research*, 2014, 2(4):316-326.
- [3] Zhang C, Fagan C. Examining the role of ideological and political education on university students' civic perceptions and civic participation in Mainland China: Some hints from contemporary citizenship theory. *Citizenship, Social and Economics Education*, 2016,

15(2):117-142.

[4] LU, Jie. Ideological and Political Education in China's Higher Education. *East Asian Policy*, 2017, 09(2):78-91.

[5] Jin-Xiu W, Broadcastamp A. Research on the Effort-combination Mode of "Gatekeeper" in College Ideological and Political Education in the New Media Age. *Journal of Qinzhou University*, 2014, 3(1):55-66.

[6] Rokka J, Woermann N. Research On the College Students' Group Activities as the Carrier of the Ideological and Political Education. *Journal of Xinzhou Teachers University*, 2014, 217(13):954-5.

[7] Mei-Xia S, Marxism S O. Countermeasures: Undergraduate Ideological and Political Education in Micro-blog Era. *Journal of Xuchang University*, 2014, 19:321-349.