Challenges and Opportunities of Ideological and Political Education in Colleges and Universities in the New Media Age

Ge Shuyang

Changzhou University, Changzhou, Jiangsu, 213164, China

Keywords: Ideological and Political Education; New Media; Network Society; College Students

Abstract: The development of ideological and political education is directly related to the long-term stability of the Party and the country. Through the guidance of traditional ideological and political education methods, the ideological and moral quality of the whole nation can be improved. The right of discourse plays a vital role in the ideological and political education activities in colleges and universities, and determines the dissemination effect of its discourse content. In the current context of new media, a series of problems arising in the process of Ideological and political education of college students are analyzed and studied ingeniously. New media is a rare opportunity for ideological and political education in colleges and universities. It enhances the autonomy of college students and creates new free time, new attraction and new synergy. The innovative development of new media technologies has diversified teaching carriers and novelized educational models. In the practice of facing the network society, it is necessary to learn the theory and practice, and apply the traditional ideological and political education method to the reality of the network age.

1. Introduction

The rise of new media is another innovation in the history of human information technology. From the perspective of colleges and universities, new media has gradually entered the learning life of College students. China has entered the era of new media, and new media has become the main way for educators and educatees to obtain information and communicate [1]. Contemporary College students, as the main group of new media, are inseparable from it. This also has a certain impact on the discourse power of Ideological and political education in Colleges and universities [2]. The characteristics of new media are penetration. Through penetration, new media has transformed almost all technical departments and living places of human society. Ideological and political education should be placed in the first place in the school's work, and it should be carried out throughout the process of education and teaching [3]. Contemporary college students are in the wave of continuous development and continuous improvement of new media. As a result, their life, study, ideas, moral and legal systems have been hit by an unprecedented impact [4]. Under the new situation, we will realize the innovation of the dissemination of ideological and political education, and increase the value of communication through the integration of new media. This is a difficult point in the study of ideological and political education workers.

The arrival of the new media era has opened up the network of ideological and political education. More and more people ignore traditional ideological and political education methods and even abandon traditional ideological and political education methods [5]. As a special group, college students have a high level of scientific and cultural ability, and at the same time can quickly receive new things from the outside world. New media has infiltrated production activities [6]. For example, high-tech products are increasingly achieving remote control. This technology has a key role in some contemporary economic methods. As a party, political and social practice, ideological and political education must first reach the consensus of the whole people on the epistemology of socialist core values [7]. The innovative development of new media technology has diversified teaching carriers and innovated educational models. In this way, ideological and political education in Colleges and universities will enter another vast sea and sky [8]. Traditional methods of Ideological and political education have been transformed step by step through practice. In the face

of the practice of network society, we should learn to integrate theory with practice and apply traditional ideological and political education methods to the reality of the network era.

2. The Influence of New Media on College Ideological and Political Education

Reasoning is the most frequently used method of positive education. As its name implies, it is a way of putting facts and reasoning. Ideological and political education in Colleges and universities should conform to the times, keep pace with the times, seize opportunities in time and actively respond to challenges. New media has the diversity and interaction that traditional media does not have, and it has a strong attraction for college students. Especially, it has a great impact on college students'thinking, life and learning. Under the influence of new media, the dissemination of Ideological and political education has gradually merged with new media, which has intensified theoretical research and exploration. The development of new media has a new background and is a new concept put forward by the field of communication in the new era. Through the face-to-face communication between educators and educators, the distance between educators and educatees is brought closer. Educated people are particularly susceptible to the personal charisma of the educator, which in turn enhances the effectiveness of the explanation. With the development of science and technology, the world is changing with each passing day. Through digital technology and mobile communication technologies, coupled with new means of communication, new media provides massive amounts of information to users around the world via the Internet.

In terms of learning, students can achieve the purpose of assisting learning by using new media technologies. In the process of information dissemination, it is inferior to the traditional media era. The passive recipient's audience and the new media's interactivity emphasize the active participation and active participation of the audience. New media technology has obvious advantages in the accumulation of students' knowledge, and has a good influence on the way students learn. Traditional media relies mainly on terrestrial information dissemination systems. The new media can provide a new platform for students' ideological and political education with diverse channels and convenient interaction. With the continuous development of new media technology, it uses the Internet and communication satellites. By connecting to the global computer, it forms a huge and incomparable database. Applying it reasonably to the ideological and political education in Colleges and universities can greatly enhance the effectiveness and pertinence of Ideological and political education in Colleges and universities.

New media technology has obvious advantages in the accumulation of students'knowledge, and has a good impact on students' learning methods. Ideological and political education is a long-term project for national and social development [9]. Internet sharing is characterized by strong public participation and independent choice. Fully respecting the individual independent personality and self-choice of the educated effectively promotes the status of the educated. From the perspective of the penetration rate, the penetration rate of netizens among the population with higher education level has been leading, and has been close in the past two years. As shown in Figure 1.
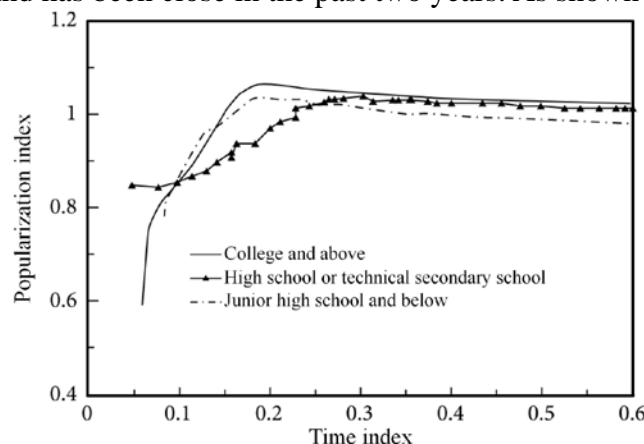

Fig. 1 The popularity of netizens under different educational levels

The new media provides a richer platform for ideological and political education in higher education institutions. High openness and fast communication are the main features of the Internet and new media. When the new media era is not yet mature, as a traditional form of ideological and political education, the exchange of letters is very common. The new media uses digital technology and network technology to break through the relatively single expression of traditional media in the form of media expression. When colleges and universities carry out ideological and political education for college students, they must give full play to the great advantages of new media. While drawing on the achievements of modern science and technology, we should make full use of the massive resources under the new media. As a research background, even if it is necessary to study the conditions of necessity and possibility, it must be an established fact. Ideological and political education has its purpose, goal and orientation. Ideological and political education needs multi-channel and diversified dissemination. College students are full of curiosity about all kinds of new things. Constantly explore and pursue new things, and have the corresponding ability to accept new things.

3. Analysis of Advantages and Disadvantages of Ideological and Political Education Methods in the New Media Era

Among the various forms of new media, Internet technology and mobile media technology have become the two new media that have the greatest impact on college students' lives. In the new media era, advanced communication technologies and means have brought new opportunities for ideological and political education, making the dissemination of ideological and political education and new media closely integrated. Many features of new media such as openness, freedom and interactivity. The life of the younger generation, especially the college students, who lived there, has undergone earth-shaking changes compared to the traditional media era. Educators and educators often use letters to express problems and problems in the process of ideological and political education. The new media draws on the excellent places in the traditional media to foster strengths and circumvent weaknesses [10]. And the use of new media means, will also excavate more narrative forms and communication methods. The development of new media is just such a phenomenon. On the one hand, it has entered us. However, its application has no fixed boundary, and its significance and value have not been fully revealed.

As an industry, new media is a combination of form, content, means and purpose. The development of new media is basically based on the business model, which rapidly covers all traditional cultures in terms of content. From specialist to doctor, there is a certain proportion of people who advocate that schools should filter out unhealthy websites and information. If we fix the thinking pattern of interest and hobby on healthy content, and no longer have ignorant interest in unhealthy content, we will resist subconsciously. Therefore, it is not necessary to impose demands on it. The results of the survey are shown in Table 1.

Table 1 Investigation of related content of unhealthy information

Education	Specialist	Bachelor	Master	Doctor
The number of participants	20	20	20	20
Have encountered unhealthy content	13	12	14	17
Think that you need to filter unhealthy information	11	10	7	8

The wide application of mobile phones in the new media era has led to the gradual replacement of letter means. In modern society, each of us has the right to choose and use a certain language, at the same time, we have the right to express certain ideas. Multilaterality and equality are another important feature of the new media, which can greatly enhance the trust between educators and educatees. The change of information technology on campus, although not dramatic, is also very profound. Ideological and political education communication is a special kind of communication. If we want to maximize the value of Ideological and political education communication, we must integrate the laws of communication. In today's society where new media shines, the virtual world based on the real world continues to grow and develop. For the real world, this is not only a threat,

but also a danger to college students themselves.

The effectiveness of ideological and political education in colleges and universities is continually improving, and the ability of students to identify various new media information can be enhanced to truly promote the future development of college students. People only need to use some short words or breakthroughs to pass some information to other students or teachers in the shortest time. In the teaching process, computer software technology was used. An example is presented. This helps to observe the simulation of quality education instructional design from different directions. The experimental results of the three experiments are shown in Figure 2.
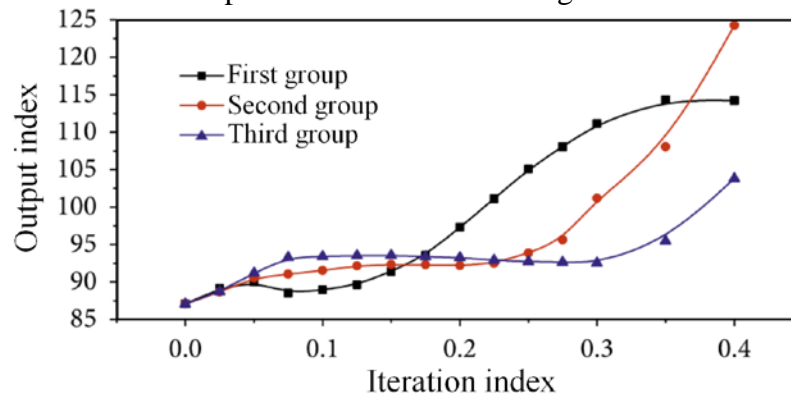

Fig. 2 Iteration value and output relationship

The development of ideological and political education is inextricably linked with the development of human civilization. The ideological and political education method is accompanied by it. The discourse rights between people are the same, equal, and coexist. Discourse power is a kind of power that guides and controls the thoughts and behaviors of others through discourse. In the work of the ideological and political education of college students in the school, the mutual trust between teachers and students is the main factor affecting the improvement of their quality and level. The theoretical course of ideological and political education in colleges and universities is the main channel, and the integration of content and new media is limited. For college students, the wide application of new media has greatly expanded their access to knowledge. Throughout the track of the development of human civilization, ideological and political education shines brightly in it. The method of Ideological and political education is also continually inheriting and developing. Without the right to speak, opinions and opinions cannot be expressed. Discourse cannot be disseminated, let alone the exercise of the right to speak. By applying the new media to the ideological and political education of College students, we can make full use of its virtual characteristics. To achieve bilateral communication and improve the quality and level of Ideological and political education.

4. Conclusion

Ideological and political education is a historical process of continuous development. Traditional methods of Ideological and political education are the main ways to carry out ideological and political education. The opportunities and challenges brought by new media to ideological and political education in Colleges and universities are of great practical significance and theoretical value for exploring the use of new media to improve and perfect ideological and political education in Colleges and universities. The advent of the new media era has also brought many problems. The concept of educators' participation in new media lags behind the times, together with the reasons of imperfect platform construction and lack of external mechanism. It has caused the decline of the control of the educators' discourse and the weakening of attraction and guidance. Some workers have no real feelings about the students, and the selection of teaching content has nothing to do with the students. Of course, they can't excite the students' feelings. Ideological and political education is an important part of the humanities and social sciences in China. In theory and practice, we should adapt to the needs of society and adapt to the development of modern society. In the new media era,

it is timely to study the dissemination of ideological and political education. It is hoped that more and more experts and scholars will invest in research and enrich the theory of ideological and political education dissemination and innovation.

References

[1] Delis M D, Hasan I, Iosifidi M. On the Effect of Business and Economic University Education on Political Ideology: An Empirical Note[J]. Journal of Business Ethics, 2017(2):1-14.

[2] Brenner C J, Inbar Y. Disgust sensitivity predicts political ideology and policy attitudes in the Netherlands[J]. European Journal of Social Psychology, 2014, 45(1):27-38.

[3] Rubaii N, Bandeira M L. Comparative Analysis of Higher Education Quality Assurance in Colombia and Ecuador: How is Political Ideology Reflected in Policy Design and Discourse?[J]. Journal of Comparative Policy Analysis: Research and Practice, 2016:1-18.

[4] Paltridge T, Mayson S, Schapper J. Welcome and exclusion: an analysis ofThe Australiannewspaper's coverage of international students[J]. Higher Education, 2014, 68(1):103-116.

[5] Ortoleva P, Snowberg E. Are conservatives overconfident?[J]. European Journal of Political Economy, 2015, 40:333-344.

[6] Kumlin S, Rothstein B. Forthcoming in Comparative Political Studies] Making and Breaking Social Capital: The Impact of Welfare State Institutions[J]. Comparative Political Studies, 2013, 38(4):339-365.

[7] Duckitt J, Sibley C G. Personality, Ideological Attitudes, and Group Identity as Predictors of Political Behavior in Majority and Minority Ethnic Groups[J]. Political Psychology, 2016, 37(1):109-124.

[8] François Facchini, Mickaël Melki. Political Ideology and Economic Growth: Evidence from the French Democracy[J]. Economic Inquiry, 2014, 52(4):1408-1426.

[9] Dunn E C, Bobick M S. The empire strikes back: War without war and occupation without occupation in the Russian sphere of influence[J]. American Ethnologist, 2014, 41(3):405-413.

[10] Caughey D, Warshaw C S. The Dynamics of State Policy Liberalism, 1936-2014[J]. American Journal of Political Science, 2015, 60(4):899-913.