A Study on the Effectiveness of Ideological and Political Education of College Students under the New Media Environment

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Abstract: Ideological and political education is the main characteristics and fundamental advantages of our educational system, which has great help and significance for the healthy growth of College students. After entering the new media era, the traditional ideological and political education model of college students gradually exposed many problems, which restricted the improvement of the effectiveness of Ideological and political education, and it was difficult to give full play to the advantages and role of Ideological and political education. In response to this situation, it is necessary to accurately grasp the characteristics of the new media era, vigorously innovate and optimize the traditional ideological and political education model, and promote the effectiveness of the ideological and political education of college students.

1. Introduction

After entering the new era, the new media technology is becoming more and more mature. More and more college students begin to use the new media technology to acquire knowledge, ideas and so on. In this way, the unhealthy trend of thought will easily affect the immature ideological values of College students. And some ideological and political teachers still use the traditional teaching mode in the new media environment, which restricts the improvement of the classroom effect of college students' ideological and political education. In this context, it is necessary to fully combine the advantages of new media with the advantages of traditional ideological and political education models, and comprehensively enhance the effectiveness of ideological and political education for college students.

2. Advantages of Ideological and Political Education of College Students in the New Media Environment

2.1. The Form of Ideological and Political Education of College Students has been Enriched

The maturity and application of new media technology have enriched the development form of Ideological and political education to a large extent. Generally speaking, it can be understood from three aspects: first, the form of expression has been expanded. Traditional forms of Ideological and political education are relatively single, mainly relying on words to express and elaborate. Through the application of new media technology, the form of expression has been greatly expanded. On the basis of traditional words, video, image, sound and other choices have been added, which can fully mobilize the various senses of college students and improve the effectiveness of Ideological and political education. Secondly, the form of education has been optimized. Influenced by factors such as time and space, traditional ideological and political education methods are relatively simple. With the support of new media technologies, it can effectively break the limitations of time and space. Only need to have terminal equipment, and ideological and political education can be carried out at any time. Third, the media format has been expanded. Compared with traditional media such as radio and television, the new media uses digital signal transmission technology to enhance the speed of information dissemination, enhance the convenience of communication between teachers and students, and promote the efficient development of ideological and political education for

college students.

2.2. The Way of Ideological and Political Education of College Students has been Improved

For a long time in the past, the ideological and political education in Colleges and universities in China was mainly carried out through lectures, ideological and political classes, and activities of the Party and League. These ways of Ideological and political education have a single form and serious content, and the two-way interactive needs are difficult to meet, which restricts the effectiveness of Ideological and political education. In the new media environment, college students can watch teachers' ideological and political education curriculum anytime and anywhere by means of terminal equipment. And real-time interaction and communication, so that not only the student's learning effect can be enhanced, but also good communication between teachers and students. In addition, under the traditional ideological and political education mode, teachers and students have the relationship between subject and object, and teachers dominate the development of ideological and political education. Through the use of new media technologies, teachers and students can access and share the latest information anytime and anywhere, so that the status of the subject and object of teachers and students is changed, and both sides are in an equal position.

3. Reasons for the Low Effectiveness of Ideological and Political Education of College Students under the New Media Environment

3.1. The Concept of Education is Relatively Backward

The emergence of new media has accelerated the speed of information dissemination, resulting in a serious impact of sub-culture on the mainstream culture. College students do not have enough discriminative ability and are vulnerable to the erosion and influence of decadent culture, which leads to the lack of ideals and beliefs and political consciousness, thus forming wrong values and restricting their healthy growth. Most ideological and political educators in Colleges and universities have noticed this phenomenon, but it is difficult to effectively solve and respond to it. The fundamental reason lies in not keeping pace with the development of the times and innovating their own educational concepts in time. First of all, there is no accurate understanding of the task of ideological and political education. The development of ideological and political education needs to be sustained for a long time. It is difficult to exert good results alone. It is not helpful to enhance the effectiveness of ideological and political education for college students by simply relying on traditional platforms such as college students' ideological and political theory courses. Secondly, there is no way to confirm the education situation. The emergence of a new media environment has changed the overall environment of education to a large extent. College students are becoming more and more interested in mobile learning mode. They are getting tired of and resisting the traditional indoctrinated education mode. They hope to build an equal dialogue relationship with teachers. Finally, the essence of new media is not accurately grasped. Although some colleges and universities begin to apply new media technology in Ideological and political education, they fail to grasp the essential characteristics of new media accurately, divorce from the actual needs of students, and are rigid in content and form, which makes it difficult to give full play to the advantages of new media technology.

3.2. Lagging behind in the Construction of Education Team

The overall quality and level of the education team will directly affect the development of the ideological and political education of college students. However, as far as the current situation is concerned, the construction of ideological and political education teams in some colleges and universities is still lagging behind. First of all, ideological and political education staff are not able to master new media technologies and cannot effectively apply them to the practice of ideological and political education. Second, some ideological and political education personnel are not familiar with social media. College students are younger and more able to accept. They are the main users of new media. Life and learning mainly use new media to communicate and communicate. However,

some ideological and political educators are not fully familiar with and use social media, which restricts the convenient development of interaction and communication between teachers and students. Finally, some ideological and political educators have not paid enough attention to network public opinion. Some ideological and political educators in Colleges and universities are affected by heavy work tasks and do not pay positive attention to the changes of network public opinion, so they can not grasp the ideological dynamics of college students in a timely and comprehensive manner, and it is difficult to guide and educate them in a targeted way, which restricts the improvement of the effectiveness of Ideological and political education of College students.

3.3. The Construction of Communication Platform is not Perfect Enough

In the new media environment, more and more colleges and universities will build new media communication platform, in order to promote the ideological and political education of college students to better carry out. However, the new media platform constructed by many colleges and universities is not perfect, and it is difficult to give full play to the role of the new media platform, such as lack of novelty in form and content, lack of interaction, lack of attention to update and so on. These problems are mainly caused by these reasons: first, some universities do not have a scientific communication platform. Although the official WeChat, Weibo and other platforms have been built, the long-term planning and design of the system is relatively lacking, and the platform information is not paid attention to, and the content is less attractive. Second, some colleges and universities do not accurately grasp the value of the platform. The construction of the new media platform is mainly used to spread information and interaction between teachers and students. However, some colleges only use the new media platform as a display, and the interaction with students is lacking. This makes it difficult to grasp the real needs of college students in time and cannot fully play their roles. The role of the new media platform.

4. Measures to Enhance the Effectiveness of Ideological and Political Education of College Students in the New Media Environment

4.1. Fully Implementing the Law of Network Ideological and Political Education

In the new media environment, bad thoughts are emerging one after another, threatening the mainstream awareness of the network. Then we need to expand ideological and political education into cyberspace and effectively occupy the network position. As a new generation of strength, college students have strong ability to accept and are the largest users of network technology. Then, in the new media environment, the development of ideological and political education activities needs to actively focus on the use of the network platform, and implement the law of the network ideological and political education of college students. Specifically speaking, we need to start from these aspects: first, strengthen the implementation and embodiment of the concept of Li De Shu Ren. For the ideological and political education in Colleges and universities, the most fundamental task is to build morality and cultivate people. Ideological and political educators should carry out the educational policy of the Party and the state and vigorously improve the quality of personnel training. At the same time, in the process of daily education and teaching, we also need to integrate ideological and political education profoundly to improve the implementation effect of Ideological and political education. Second, give full play to the advantages of new media technology. Although the traditional ideological and political education model exposes certain problems, it has the value of existence. It needs to fully apply new media technologies and form synergy on the basis of maintaining the advantages of traditional models, and significantly enhance the effectiveness of ideological and political education in colleges and universities. College students generally have a distinct personality and are the main users of new media technologies. Then, in the practice of ideological and political education, it is necessary to maintain the advantages of traditional classroom teaching, and it is necessary to actively integrate advanced new media technologies to promote the effect of ideological and political education for college students.

4.2. Perfecting the Construction of Ideological and Political Education Team

The ideological and political education activities need to be carried out by the ideological and political team. So in order to ensure the effect of Ideological and political education, we need to take measures to vigorously improve the ideological and political education team building. Colleges and universities can proceed from these aspects according to their own actual situation: first, improve the team organization construction. In practice, we can set up the ideological and Political Education Working Committee at the school level and the ideological and political education working group at the college level from the perspective of the school and the secondary college respectively. At the same time, it is necessary to improve the management system, work system, and evaluation system so as to carry out various tasks smoothly and orderly. Second, improve selection, training, and management. It is necessary to do a good job in talent selection and combine internal training and external introduction. Focus on training young teachers and new teachers to promote the effective improvement of the ideological and political quality of the teaching staff. When recruiting external talents, it is necessary to comprehensively consider a series of factors such as the ability to use new media technologies and ideological and political literacy. College ideological and political education staff also need to establish a sense of lifelong learning, use the spare time to actively learn new media technology knowledge, promote their own network media literacy to be significantly improved, and better integrate the application of new media technology in the practice of ideological and political education.

4.3. Actively Construct New Media Platform for Ideological and Political Education

We should give full play to the supporting role of the new media platform and scientifically carry out the ideological and political education of College students, so as to ensure the efficiency and quality of Ideological and political education. Therefore, colleges and universities need to integrate the new and old media resources according to the actual situation, play the combined effect of different media, and promote the smooth development of Ideological and political education of College students. Specifically speaking, we can start from these aspects: first, actively build the micro-blog platform. Microblog has a series of advantages, such as mobile communication, content miniaturization and so on, and is loved by the majority of young people. Then colleges and universities also need to actively build micro-blog platform, relying on micro-blog to carry out ideological and political education activities. In the construction of micro-blogging platform, we should first make a reasonable orientation. We should not only publicize major activities in schools, but also discuss hot topics in society, so as to enhance the publicity, interaction and interest of micro-blogging. Secondly, it is necessary to scientifically manage and make timely updates, and provide content with ideas and temperature to give students effective education and guidance. Second, actively use the WeChat platform. The number of users of WeChat is constantly expanding, and we need to actively use the WeChat platform in the ideological and political education of college students. First of all, ideological and political education personnel should share the resources of ideological and political education in the circle of friends, and respond promptly to the students' comments and likes. Pay attention to the dynamics of college students' friends circle in real time, master the characteristics of their ideological changes, and improve the pertinence and effectiveness of ideological and political education. Second, rationally build a WeChat public platform. Reasonably choose to update content, enhance the appeal and appeal of the content, in order to attract more students' attention and promptly push valuable educational information to the students.

5. Conclusion

In summary, the new media environment provides a good opportunity for the development of ideological and political education for college students. However, as far as the current situation is concerned, some colleges and universities in China still have many problems in the practice of ideological and political education for college students. They do not have high practical effects, and

it is difficult to give full play to the role and role of ideological and political education, which is not conducive to the healthy growth of college students. In view of this situation, it is necessary to integrate the advantages of traditional ideological and political education mode and new media technology actively in order to enhance the effectiveness of Ideological and political education for college students.

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