Challenges and Strategies Faced by Ideological and Political Work in Colleges in Self-Media Era

Jiao Longfei

Xianyang Vocational Technical College, Xianyang 712000, China

Abstract: In recent years, with the popularization of mobile phones and other electronic products and the proliferation of self-media platforms, people's access to information and dissemination (information) are no longer limited to newspapers and other channels. With one mobile phone, they can know the world and current events. The arrival of the self-media era has brought convenience to people's life, study and communication. At the same time, the multifarious network environment and content also affect people's three views. Especially for college students who are in their study stage, their psychological ideas have not yet taken shape, and they are in a critical shaping period. The complex network environment easily affects the formation of students' correct ideas, and also brings great impact and challenges to the ideological and political education work in colleges and universities.

1. Challenges Faced by Ideological and Political Work in Colleges in the Era of Self-media

1.1 Massive information challenges the authority of traditional ideological and political educators

Under the traditional mode of ideological and political education, educators have won the trust of college students with their profound knowledge, rich experience and simple explanations, and gradually become their authority in mind. Educators pass on correct ideological and political knowledge to college students through various activities inside and outside the classroom. In the era of self-media, due to the rich access to information, the path of learning knowledge for college students is gradually enriched. At the same time of completing the classroom study, they will also acquire other knowledge they need through the media, and their learning process has changed from passive acceptance of teachers' education to active acquisition of a large amount of knowledge. In this case, not only has the learning style of students changed, but also the authority of educators has been challenged. College students no longer rely too much on teachers, and the inherent classroom space of traditional education has also been broken by the vast Internet.

1.2 Some ideological and political educators in colleges and universities have low quality

Ideological and political education is the basic work to improve the political and ideological quality of college students. Its effect is closely related to the quality of ideological and political educators. In the ideological and political education of college students, some colleges and universities have not really paid attention to it, resulting in extremely unstable working teams, low quality of some ideological and political educators, and even lack of the ability to distinguish right from wrong and to carry out relevant research. At the same time, they are unwilling to use information technology to innovate educational contents and methods. These educators generally lack the ability to deal with massive information from the media quickly and follow the old ways. They still adopt traditional educational methods to deal with problems. However, the traditional education methods are often inadequate and weak in dealing with the political and ideological education of college students. Since self-media has created a platform for college students to communicate on an equal footing, quite a number of college students are unwilling to accept the political and ideological indoctrination of educators. This requires educators to continuously improve their political quality, strengthen the research on the cognitive characteristics of college

students in the age of self-media, constantly innovate educational contents and methods, and improve their overall quality to meet the needs of college students' political and ideological education.

1.3 Colleges and universities lack effective coping mechanisms

In the era of self-media, various kinds of good and bad information are filled in the self-media platform. The self-media platform creates conditions for the "fermentation" of some distorted or negative information. These information can be quickly transmitted to college students through the self-media platform. As the main viewers of the self-media platform, college students are unable to correctly select the information that conforms to the main theme of society due to lack of screening ability. They may even be deceived and hoodwinked by the information, thus impacting their immature world outlook, values and outlook on life. The study found that among all kinds of information from the media platform, various distorted reports are about 31.4%, and the more distorted the reports, the higher the speed of transmission and the number of clicks. The survey data show that more than 90% of college students read and browse the true reports of negligence, of which 73.6% are misled by various distorted reports. Faced with the situation that false information seriously affects college students' ideology and politics, it is difficult for college ideological and political educators to construct the first barrier for college students to filter information. Instead, they simply take the way of teaching theoretical knowledge in class and remedying afterwards. This coping mechanism is passive, and it is difficult to fundamentally solve the problem that college students are impacted by bad information. In addition, the relevant educational management system and job security in colleges and universities make it difficult to understand the ideological changes of college students in time and take relevant measures to carry out ideological and political education.

2. Strategies of Ideological and Political Work in Colleges in Self-media Era

First of all, teachers should establish the concept of lifelong learning. As a teacher, one should integrate into this era, feel this era, and even lead the students in this era to take the lead. Only in this way can the students educated keep up with the times. Therefore, educators should actively understand multimedia and participate in the application and promotion of self-media. At the very least, we should learn to use multimedia teaching. At the same time, we should use microblog, WeChat, QQ space and other self-media to actively participate in various forums, actively express opinions and comments, care about the world and social events.

Secondly, classroom management should focus on persuasion. For students, there is a lot of knowledge that can be found on the Internet. In contrast, the attraction of the classroom to them is very limited, and they are more willing to rely on multimedia. For those "mobile phone control" and "low-head" students, we should not be too strict, such as banning the use of mobile phones, confiscating mobile phones, cutting off the Internet and other means. In fact, these methods have little effect and may even cause students to have rebellious mentality. Instead of stopping them, we should channel them, find out the positive side, give correct guidance, teach students how to use mobile phones correctly, incorporate the use of mobile phones into teaching, into the classroom, and let students participate in classroom learning through the correct use of self-media.

Third, guide students to educate themselves. How to realize the self-education of college students is not only an important educational problem, but also a subject with strong practical significance. Judging from the characteristics of individuals and cultivation, self-education is an important way to enhance the effectiveness of ideological and political education. To enable the educated to realize self-education, they should educate themselves according to the requirements of social education, do their own work, realize ideological transformation and raise their ideological awareness. Educators should give full play to their leading role, cultivate college students' noble ideological and political qualities, mobilize individual initiative and enthusiasm, make them strive to understand the objective reality and their inner world, continuously strengthen self-cultivation and carry out self-education.

Lastly, the teaching content should be kept up to date. The particularity of ideological and political education lies in its timeliness and reality. When explaining Marxist philosophy theory to students, we must combine the characteristics of today's times and use the events that college students are concerned about to guide and help them to correctly understand things .College students like to learn about the world and observe the world through self-media, so as teachers, they should learn to use self-media, look at problems from the perspective of college students, understand students' psychology and needs, find out the doubts and confusions of college students, and use self-media to preach, teach and solve problems.

3. Conclusion

College students do not like a single teaching method. They prefer multimedia teaching to simple preaching. They prefer innovative methods such as video, music and pictures. Of course, the improvement in teaching is not only the use of these multimedia, but also, more importantly, how to use multimedia to better grasp students' attention and interest points and guide them. For example, carefully selected videos should be linked with social hot issues, because the media often focus on social hot issues and become a topic of common concern. In the classroom, they can also arouse students' common interest and stimulate enthusiasm for learning and discussion. Teachers can also let students have a comprehensive understanding of events, in-depth analysis of events, and cultivate analysis ability and inquiry spirit.

To sum up, in the era of self-media, information spreads quickly and widely, which is a big challenge for ideological and political teaching in colleges and universities, but also provides a broader platform for teaching work. Only when teachers grasp and make good use of self-media can they seek benefits and avoid disadvantages in teaching and promote the further development of ideological and political education in colleges and universities. The development of self-media is an inevitable trend in the progress of the times. Only when we face it calmly and make use of it can we achieve effective organization of teaching work.

References

[1] Shen Jinxia. Analysis of Information Dissemination Characteristics of Self-media [J]. Today's Media, 2012 (9): 94-96.

[2] Yang Shengjiao. Psychological Motivation of Media Communication and Remodeling of Individual Roles [J]. Modern Audio-visual, 2012 (1): 33-35.

[3] Du Huiying. The Influence of Self-media on Ideological and Political Education of College Students [J]. Journal of Liaoning University of Technology (Social Science Edition), 2012 (12): 69-71.

[4] Zhu Mindan. On the practice of self-education in ideological and political education [J]. Social aspect, 2008 (6): 242-243.

[5] Li Min. Analysis on the Innovation of Ideological and Political Education in Colleges and Universities under the Media Environment [J]. Journal of Jilin Institute of Education, 2012 (3): 23-25.