

Research on the Innovation of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

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Abstract: With the rapid development of society, the new media, as a new form of communication media, has gained certain development and application status in the development of the times, and has been widely recognized by people. Developing ideological and political education in Higher Vocational Colleges under the background of new media will help to promote the innovation of this educational form and even system. Based on this, and from the perspective of new media, this paper focuses on the innovative work of Ideological and political education in Higher Vocational colleges, thus providing basic and constructive ideas for the reform of Higher Vocational education.

1. Introduction

As a new media, the new media plays a more and more important role in cultural and knowledge education. Higher vocational education, as an important form of higher education in China, aims at cultivating high-quality vocational talents with compound abilities, which has a good effect in the development of market economy [1]. For higher vocational personnel training, besides paying more attention to vocational skills training, strengthening ideological and political education is also an important aspect. Only those who possess good moral qualities and correct outlook on life, values and world outlook can make important contributions to social development. On the contrary, they may become public enemies endangering society. Thus, ideological and political education in higher vocational education is a top priority.

According to Fig.1, only 25% of teachers attach great importance to ideological and political education, while 75% of teachers do not attach enough importance to ideological and political education. The reason for this problem lies in the fact that in the atmosphere of Vocational Education in Higher Vocational colleges, higher vocational colleges do not carry out teaching as an important learning content, and they have long adopted the invariable teaching form of copying and publicizing subjects, which has resulted in a deep-rooted stereotyped influence on them by higher vocational students, thus making it difficult to satisfy them. The fundamental purpose of teaching. Entering a new era, the promotion of new media has made this important course develop vigorously. Through the introduction and combination of new media technology, the traditional teaching form has been significantly changed and turned to a diversified direction, thus promoting the innovation of Ideological and political education in Higher Vocational colleges. The innovation of this course is an important basis to promote the deepening reform of this course. In the future, under the background of new media, the innovation of Ideological and political education in higher vocational colleges will become wider and wider. Based on this, this paper discusses the relevant content in detail [2].

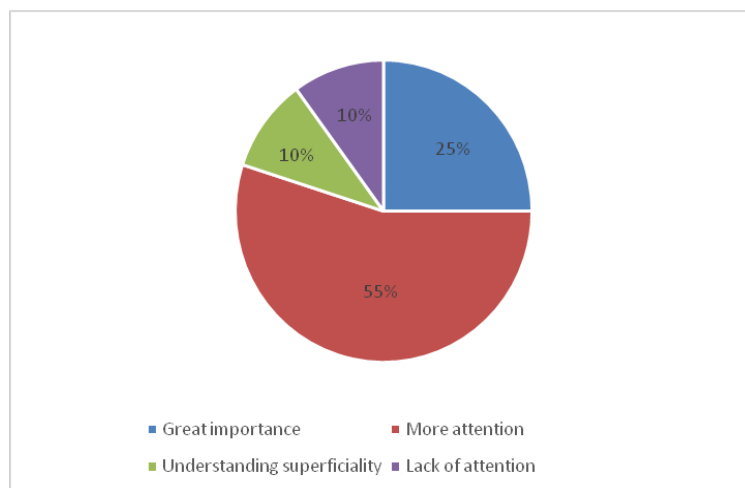


Fig.1. Analysis of the Attention of Higher Vocational Teachers to Higher Vocational Ideological Education

2. Opportunities and Challenges of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

2.1. Opportunities of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

The popularization and application of new media technology has promoted the further development and innovation of Ideological and political education in Higher Vocational colleges, and provided new ways and methods for its development, thus laying a solid foundation for the cultivation of high-tech professional talents with high moral quality in China [3]. Generally speaking, new media technology has brought new opportunities for the ideological and political education in Higher Vocational colleges, which can be summarized from the following aspects:

Provide basic support for the construction of innovative ways of Ideological and political courses in Higher Vocational colleges.

The new media has the advantages of advanced, open and information sharing, which can provide a new information propaganda platform for ideological and political education, thus enhancing the diversity, multi-dimensionality and dynamics of information dissemination channels, and enabling relevant students to obtain ideological and political education without restrictions of location and time. The basic resources of education can promote the improvement of their active learning ability, which helps to widen the scope and scope of Ideological and political education.

It is helpful to enrich the content of Ideological and political education in Higher Vocational colleges.

The application of new media can broaden the openness and sharing of Ideological and political education resources [4]. It can broaden the width of resource sharing by facing all people, thus providing rich and teaching materials for ideological and political education in Higher Vocational colleges. Relevant teachers can choose the beneficial content according to the teaching practice to carry out teaching, which can enrich the teaching content.

Promoting the all-round development of Higher Vocational students.

As a product of the development of the times, new media has gradually become one of the key factors in the optimization of Ideological and political education environment in Higher Vocational colleges [5]. It plays an important role in broadening the vision of higher vocational students and improving their self-cultivation. As an open sharing technology, the application of new media in Ideological and political education in higher vocational colleges can provide comprehensive resource consultation for Higher Vocational students, and play a key role in their communication and integration with society.

2.2. Challenges of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

Although the application of new media technology in Ideological and political education in higher vocational colleges has achieved remarkable results, there are inevitably some challenges, which are embodied in the following aspects:

The diversification of the ways of dissemination of educational resources leads to the inefficiency of education.

The application of new media in Ideological and political education has made ideological and political education get rid of the time and geographical limitations existing in traditional education, thus promoting profound changes in teaching forms [6]. Under the guidance of this technology, various new trends of thought and new values continue to emerge, which has a great impact on traditional ideas. Under this drastic influence, higher vocational students will be affected by this kind of trend of thought in their study. There is a general lack of trust in the teaching of new media, and there is a certain degree of resistance. The specific analysis of this trend is shown in Fig.2, which leads to the corresponding teaching effect is not good enough to achieve the proper teaching purpose.

Virtualization of communication process reduces the effectiveness of Ideological and political education guidance.

New media creates a virtual world which is very different from the real world. In this virtual world, it removes unsatisfactory elements from the real world and has idealized characteristics [7]. In this virtual world, people can break through the constraints of time, space, gender, age and region, so they have a strong attraction for Higher Vocational students, especially those with weak self-control. This characteristic of new media makes all kinds of ideological trends break out unrestricted, and many of them are contrary to traditional morality. Once students enter this virtual world, they will be tested by various ideological trends, while the guidance of traditional ideological and political education is dispersed, which leads to the opposite effect of teaching.

The openness and sharing of new media weakens the role of teaching staff.

At present, in the application of new media, some young teachers in the teaching process have a great probability to be influenced by these new trends of thought, especially the invasion of external forces' ideology and culture, which will lead to the deviation of the main idea of many teachers in teaching in our country, thus causing misleading to students in the teaching process. In the long run, these bad ideological and political concepts will be embedded in students' minds, which is extremely unfavorable to their future development.

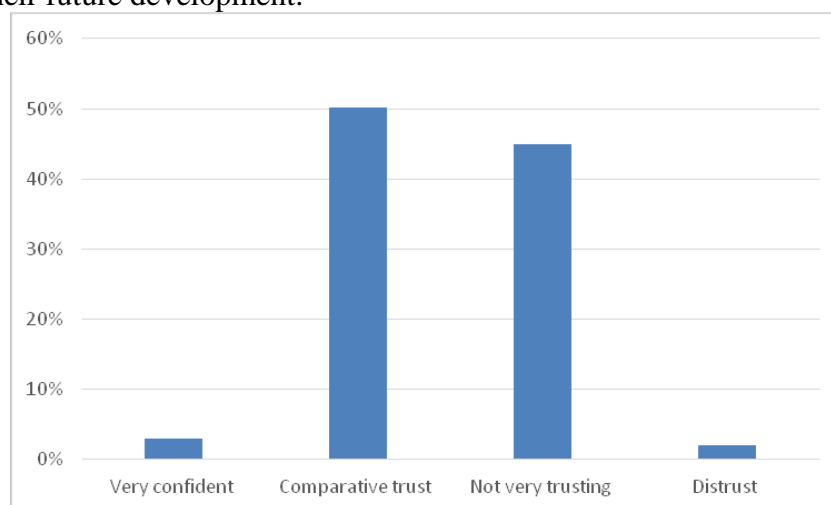


Fig.2. An analysis of the acceptance of Ideological and political education by higher vocational students under the new media environment

3. Analysis of Innovative Scientific Principles of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

3.1. Analysis of the Principle of Combining Scientific Application with Educational Supervision Items

Under the background of new media, in the process of Ideological and political education in Higher Vocational colleges, flexible education mode should be integrated into it, relying on the rigid education system to achieve a combination of rigid and flexible way to organize students'daily learning life. In this teaching process, we need the teaching principle of people-oriented in essence, to achieve mutual respect between students and teachers, to do a good job of supervision, to improve the punishment mechanism, thereby promoting the further improvement of the teaching system. In the whole teaching process, we should integrate school education, teacher education, parent education, self-education, network education and social practice to construct a complex and pluralistic ideological and political education mechanism, which can promote all-round supervision of students and promote ideological and political education in Higher Vocational Colleges to achieve better results. The results and the promotion of students'personal healthy development.

3.2. Analysis of the Principle of Combining Active Encouragement with Effective Guidance

At present, the essence of higher vocational education is to cultivate compound high-quality vocational talents [8]. Therefore, in Higher Vocational education, emphasis is laid on knowledge imparting and skills training, while the lack of scientific guidance for ideological and political education and moral quality training makes the overall teaching effect poor. Therefore, in the context of new media technology, relevant parties need to actively encourage students to rely on new media to carry out ideological and political learning, and rely on new media to achieve scientific guidance, which can guide students to carry out effective learning work under macro-control, thus promoting the overall moral quality of students. Of course, the most important point for this link is to construct a correct counter-direction of public opinion, guide students to allocate learning time reasonably, use the network scientifically and reasonably to carry out learning, thus improving the basic guarantee for students'ideological and political learning.

4. Analysis of Innovative Path of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media

4.1. Improve the Comprehensive Literacy and Strengthen the New Media Literacy of Teachers and Students

In the ideological and political education, if we want to make good use of the new media technology, we need to have certain new media literacy [9]. This is also the new requirement of the ideological and political education development under the current new media background. It provides basic support for improving the ideological and political education work in Higher Vocational Colleges in a targeted and timely manner. In view of this link, relevant teaching staff should recognize the importance of new media and be able to fully grasp the new media information and design tools, thus providing a basis for the construction of Ideological and political curriculum content that meets the requirements of new media. In addition, for Higher Vocational students, their overall new media literacy is low and vulnerable to its negative impact. Therefore, it is necessary to strengthen students'new media literacy, which requires relevant teachers to rely on new media tools to guide students to carry forward positive energy, and cultivate their correct three-view awareness, thereby enhancing students' new media literacy. Raise.

4.2. Integrating Teaching Resources and Constructing New Media Teaching Information Platform

At present, the teaching process is mainly through the teaching of textbooks, which can only be effectively acquired in the teaching process, but in non-teaching time, the relevant content can not be

known, resulting in insufficient learning vision of students, thus it is difficult to effectively improve the overall ideological and political level of students. Therefore, the integration of teaching resources and the construction of teaching platform based on new media technology is a key solution. In this regard, relevant aspects need to rely on new media technology to build information platforms, such as creating teaching forums to facilitate the upload and download of materials for various learning, and building video teaching links to enable students to carry out their learning work through accounts, through the construction of this platform, and relying on its open management. This can be used as a hub to absorb all kinds of related resources, a total of teachers and learners to choose, so as to optimize the learning situation. Improve the effect of Ideological and political education in Higher Vocational colleges.

5. Conclusion

Based on the perspective of new media, this paper first analyses the opportunities and challenges faced by ideological and political education in Higher Vocational Colleges under the new media background, and then analyses the scientific principles and ways of Ideological and political education innovation in Higher Vocational Colleges under this background, so as to promote the effective development of Ideological and political education innovation in Higher Vocational Colleges in China.

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