Research on the Development of Online Ideological and Political Education Platform in Colleges and Universities in the New Media Era

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Abstract: With the rapid development of information technology, People's Daily life has already entered the era of new media. Under the new situation, the state is paying more and more attention to ideological and political education for college students. It has become a new mode for schools to use information technology to conduct ideological and political education for students online. This paper mainly analyzes the connotation and characteristics of the current new media, and explores the innovative path of ideological and political education in colleges and universities under the era of new media, and puts forward several suggestions and views, hoping to provide some help to the ideological and political education in colleges and universities.

1. Introduction

Since the reform and opening up, the level of science and technology in China has been improving day by day, and the relevant Internet industry and new media industry have achieved rapid development.Among them, the main characteristics of new media are rich in information, transmission and real-time, the most important representatives are mobile phones, computers, network TV, etc.These high-tech products have already been used in people's life, of course, can also be applied to education, this is right It is both an opportunity and a challenge for ideological and political education in colleges and universities.

2. The Connotation and Characteristic of New Media

As a product of the development of high-tech era, new media is mainly a new concept of traditional media such as TV and broadcasting. At present, this way of information transmission has long been replaced by technological products such as mobile phones and computers.The era of new media cannot be separated from key technologies such as digital, network and mobile communication. Its main function is to convey the ideas and information people need to people. New media is a tool to help people learn and a product of human science and technology development.Compared with traditional media and new media industry has the immediacy and real-time display is the feature of traditional media, not by using the Internet people can understand the society of what's going on, the information will be the focus of the news and the world people have, in the true sense did never leave home world.In the past process of information transmission, the speed of information transmission is slow, the authenticity of information is not guaranteed, and the speed of information transmission is also limited.Today, with the development of new media, it has gradually got rid of this point. At present, most people in China have their own mobile phones, and most families have installed computers and other technological products. People can grasp all the information they need just by moving two fingers, and the coverage of information is all over the world.New media also has the characteristics of openness, equality and interaction, people can realize information sharing on the Internet, people will not appear on the network status differences and differences between the rich and the poor, can realize the communication between friends of words, this is also the main reason for the online education education work in colleges and universities, students and teachers can realize the Internet phone, you can ensure that students receive the best education.Traditional media, with the spread of the method is through news and

papers, this propagation method has the oneness, the order is from top to bottom, although has certain authority but lack of the people demand for knowledge, open and interactive demand, the development of new media broke the passive reception of the situation, at the same time, along with clubs such as QQ, WeChat software intervention, way from which people obtain knowledge has gradually got rid of the limits of time and space, can achieve barrier-free communication between people.At the same time, the new media era also has the characteristics of diversified information, with efficient ideological education work, for example, in the process of education, students face is no longer a boring theory knowledge, with the help of the new media, information has the characteristics of diversity, all kinds of pictures, video, filled with the whole education process, in the true sense realize the teaching features of blending the illustrated, sings.With the advent of the era of new media, schools must firmly grasp this opportunity to launch ideological and political education work, to make contributions to the ideological and political education of students.

3. Innovation Path of Ideological and Political Education in Colleges and Universities under the New Media Era

3.1 Optimize the Campus New Media Platform

Because of the relationship between online education, colleges and universities need to constantly improve and optimize the campus new media education platform to provide a stable and reliable medium for students' learning process.In general, new media platforms mainly include campus official accounts, campus websites, campus microblogs, etc. Schools will regularly publish relevant ideological and political classes and theories on these media platforms to facilitate students' independent learning.This platform can also be called another classroom, among which the "Three Primary Colors" website of Northeast Normal University and "Don't laugh at me for thinking about studying" of Renmin University of China are of significant significance.The school needs to regularly maintain the construction of relevant websites, maintain and check the normal use of the website, to ensure that students can learn relevant ideological and political knowledge in the first time, and ensure that students' ideological and political education can be carried out effectively.At the same time, colleges and universities also need to carry out innovative research on the website content, and construct the website by taking advantage of the characteristics of contemporary students. For example, some animation elements are added to the website, so as to attract students to carry out ideological and political education, increase students' interest in learning, and make the content and driving of ideological and political education no longer too single.Each college need according to oneself school reasonable platform construction, the situation of the education education mainly use methods and new media technology, through the study of the characteristics of the features of own universities innovation, such as for some high school city with traditional color can be integrated into the local characteristics, let the students in the learning process to produce a kindness.In the process of ideological and political education, schools should make full use of new media to build an education platform to carry out ideological and political education for students in the way of teaching through entertainment, shorten the distance between students and ideological and political education from the nature of students' learning, and create a new situation of ideological and political education.

3.2 Carry out Media Quality Education

In the process of ideological and political education, principals of schools and ideological and political education websites need to screen, analyze and sort out all kinds of network information and educational information to ensure that the ideological and political information conveyed on the Internet is healthy and accurate.Schools should focus on cultivating and cultivating talents related to the construction of websites and online education, and have a good ability to analyze and judge information, so as to ensure that ideological and political education information can be effectively carried out.In the era of new media, information has two sides, on the one hand, because information is the development of science and technology to obtain the very good use and

communication, on the other hand also caused because the information is transmitted is filled with a lot of bad information on the current network, the current college students have not yet entered the society, for dangerous judgment also exist the certain education, so the college students is very vulnerable to bewitch of web information and then to the student's future development has a bad influence.When college students conduct online learning, they first need to receive media quality education from the school, which includes their views on the Internet and new media, their ability to resist bad information, and the laws they should follow on the Internet Laws and regulations and so on.Although college students have grown up, they often have their own opinions about things, but because of this, college students are more likely to be confused by interests and money.In view of this aspect, ideological and political teachers in colleges and universities are required to have extremely high ability to judge and read, and have the ability to teach students. Therefore, attention should be paid to the cultivation of ideological and political teachers' new media quality and ability.

Media quality education is not only for students, as the leader of online education, teachers' own education level and quality should be improved, schools can hold lectures or unified training to help ideological and political teachers grow up, so that teachers can give full play to their leading role.

3.3 Innovate Teaching Models and Methods

In the current ideological and political course education environment in colleges and universities, students often do not show a strong interest in ideological and political learning, students feel that ideological and political knowledge is boring and uninteresting, so often students do not listen to the class carefully, play mobile phones, sleep and other situations.If there is no constraint of teachers in class after online teaching, students' unconscious behavior will be more presumptuous, which will greatly affect the teaching effect.Investigate the root reason is because of the influence of traditional education mode, the students in the process of ideological knowledge had been in a state of passive to accept, when the teacher USES the method of teaching is also a "filling and lose type" teaching, students are not engaged in class, and education itself is more than theoretical knowledge, and students in the process of learning the slightest sense of joy.The advent of the era of new media has brought new opportunities to the teaching mode, teachers and schools can take advantage of the rich resources of network platform and teaching to the students' interest in full-scale training teaching, actively encourage students to speak out for the education of knowledge views and opinions, attaches great importance to the students in the main body status in the process of learning knowledge.In the process of online teaching, teachers should ask more questions to students through online dialogue, so as to attract students' attention and complete ideological and political education to students.Teacher can also be other than education teaching significance but a some teaching material content through online publishing way to let the students to understand and learn, as a supplementary teaching resources, at the same time, the teacher can also use live way to help students complete education, from the perspective of students' daily preferences to improve the students' interest in learning.

3.4 Build a Large Database of Ideological and Political Education

The era of new media can also be called the information age, which is mainly characterized by the integration and application of information. At present, many kinds of new media devices have been applied to colleges and universities, such as multimedia, computers, etc., providing rich teaching resources for ideological and political learning.In the process of long-term work, schools and ideological and political teachers need to pay attention to the integration and application of teaching resources. In the construction of ideological and political education big database, especially in the process of online teaching, they need to pay more attention to the use of teaching resources to ensure that students and teachers can directly start teaching after online.The online teaching mode needs to integrate the three parts of classroom teaching mode, new media teaching mode and new media extra-curricular teaching, supplement and improve the ideological and political teaching content, and present rich teaching content for students to learn.At the same time, ideological and political teachers can also integrate extra-curricular extended teaching resources through new media and network information for students to reference and learn.Online teaching

mode is generally conducted in the form of PPT, courseware and so on. Before the start of live broadcast or video conference, teachers make full preparations to make excellent teaching courseware to ensure the quality of teaching and cultivate students' ideological and political level from various aspects.

4. Conclusion

To sum up, with the arrival of the era of new media, the learning styles of college students have become diverse, and at the same time, the traditional educational methods have been changed to a large extent, and the ideological and political education in colleges and universities has had a profound impact.For college students, students themselves are closely related to the development of the new media era. The future development of college students and the development situation of the society cannot be separated from the intervention of new media, so it is timely To carry out ideological and political education for students, improve students' ideological and political consciousness, prevent students from the temptation of new media, new media as a stepping stone on the road to success, this is the purpose of education and the direction of students' growth.

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