

# The Value and Countermeasure of Ideological and Political Education of Sports Major under the New Media Environment

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**Abstract:** The development and application of new media have a far-reaching impact on the lifestyle, cognitive style, thinking mode, political participation and values of contemporary college students majoring in physical education. At the same time, it also brings new challenges to the ideological and political education of college students majoring in physical education in the new era. Correspondingly, ideological and political educators must change their educational concepts and learn to make use of the information advantages of new media. Only in this way can they effectively deal with ideological and political education in the new media era. Exploring the countermeasures and ways to use the new media to carry out the ideological and political education of college students majoring in physical education has become a new topic in the ideological and political education of colleges and universities in the new era. This paper mainly analyzes the value of new media on the ideological and political education of college students majoring in physical education, and then proposes corresponding countermeasures.

## 1. Introduction

Nowadays, with the rapid development of science and technology in the world, the technological revolution represented by information network technology has been breaking through. New media is a form of media emerged under the rapid development of Internet technology. It is increasingly influencing our life, work and thinking mode with its unique mode of communication, rich content, diverse forms and fast speed [1]. Ideological and political education is a complex and systematic project. As a political advantage and an important magic weapon of the Party, it has always been an important work front of the Party and the country. It has a special and important strategic position and role and has been highly valued by the Party and the country [2]. In recent years, the new media not only greatly enriched the media form and changed the media pattern, but also had a profound and revolutionary impact on the global social development, especially in China. With the advent of the "Internet +" era, new media has become an important carrier of ideological and political education in colleges and universities. The emergence of new media has broadened the channels for PE majors to accept knowledge, obtain information, and understand the world. It is conducive to the acceptance of many aspects of information and concepts by PE majors, which can enhance their self-education and active learning enthusiasm for their society. Practice provides more opportunities and places [3]. For the ideological and political education of sports majors, the use of new media can make it break through the limitations of traditional classroom education and book education, allowing students to obtain the knowledge and information they need at any time and any place through mobile phones and computer networks.

In the new media environment, how to effectively carry out ideological and political education for college students majoring in physical education is an important issue facing every ideological and political worker in colleges and universities. In the theoretical sense, this paper based on the actual focus on the innovative research and systematic countermeasures for the ideological and political education of college students in the new media environment. It can effectively solve the difficulties and problems faced by college students majoring in ideological and political education,

and further grasp the law of ideological and political education of college students majoring in physical education [4]. The effectiveness of Ideological and political education process is an important aspect of reflecting the effectiveness of Ideological and political education, so through the study of the effectiveness of Ideological and political education process to reflect the effectiveness of Ideological and political education. Therefore, under the new media environment, it is very important to analyze the study, life characteristics and growth laws of sports majors, and explore new laws and new methods of Ideological and political education for sports majors, so as to further strengthen and improve the ideological and political education of Sports Majors under the new situation [5]. At the same time, studying the development of new media and discussing the challenges faced by the ideological and political education of college students majoring in Physical Education under the new media environment are the issues that must be considered in the ideological and political education of colleges and Universities under the new historical conditions.

## **2. The Influence of New Media on the Ideological and Political Education of College Students Majoring in Physical Education**

Under the new media environment, students majoring in physical education can break through the limitations of limited resources and open time in classrooms and libraries, and obtain the required knowledge and information through new media. Under the background of the rapid development of new media, the ideological and political education for sports majors should not only enhance their comprehensive quality, but also enhance their moral construction, so as to ensure that sports majors can have certain ability of information screening and distinguishing right from wrong [6]. New media will transfer the most advanced theoretical knowledge and the most popular social problems to students in time, breaking through the time and space limitations of traditional ideological and political education. The virtual space of new media has become the second living space for college students majoring in physical education. Online life has become an important part of their real life. Compared with traditional media, new media not only provides many new ideas and new models for the media industry, but also has a more profound impact on the audience. At the same time, college ideological and political workers can use the rich teaching resources and colorful information expression forms of new media to express the content of ideological and political education in the form of words, images and videos. The Internet and digital TV have become the main sources of information, resources and knowledge for college students in sports. Sports majors can receive ideological and political education without leaving home. In the new media environment, the speed of information dissemination has been greatly improved, and it is also conducive to improving the effectiveness of ideological and political education for college students majoring in physical education.

The use of new media has brought challenges to the ideological and political education of sports majors. On the one hand, the openness and diversity of new media broaden the horizons of college students majoring in sports and the efficiency of studying the theory of ideological and political education. On the other hand, it increases the possibility that college students of sports majors are confused by false information. Under the traditional media, sports majors are affected by many factors such as time and space, with less participation and less enthusiasm for participation. The new media environment has changed the traditional ideological and political education. Overcoming the time and space restrictions in traditional education methods, thereby enhancing the radiation power of ideological and political education and broadening the working platform of ideological and political education. Under the new media environment, the ideological and political education of college students majoring in physical education has gained a broad space of practice and theory, which can not be achieved under the traditional media environment. In addition, although the new media provides opportunities for sports majors to speak and communicate freely, some sports majors lose their ethics and morality when they use the Internet to communicate. They do not consider their own social responsibilities and speak freely and indulge their words and deeds. Practice has proved that under the huge network tide, the bad tendency of the media has seriously weakened the ideological and political education of sports majors in the competition of information

dissemination. Although the network information is rich, it is uneven.

In the new media era, with the popularity of Internet and mobile phone short messages in Colleges and universities, sports majors' learning and life has brought new changes, which also poses new challenges to ideological and political education. In the traditional ideological and political education work, it is difficult for educators to understand the specific ideological trends of sports majors. In the communication between teachers and students, it is not guaranteed that every sports majors are willing to share their own inner thoughts. Sometimes, they can only wait until something happens before they know it. In the new media era, sports majors are less subject to time and space restrictions, can choose the information they want to obtain, and can respond to information sources in different ways, so as to participate in the feedback and re-creation of information in a timely manner. In the new media, the decentralized performance is very obvious, and it is constantly flattening and the interaction is more obvious. Therefore, the management and control of network information becomes more complicated. This invisibly increases the difficulty of positive guidance of ideological and political education, and leads to the weakening of the functions and effects of traditional ideological and political education, which is unfavorable for cultivating the correct world outlook, outlook on life and values of sports majors.

### **3. Present Situation of Ideological and Political Education of College Students Majoring in Physical Education with New Media**

In the interviews with relevant student work leaders and counselors, it was found that in recent years, new media has been applied in various universities and the types are more diverse. Through the survey, it can be found that the new media has surpassed the traditional media to become the most popular and most frequently used media for sports majors. In the question of “what is the most frequently contacted media”, the selection of mobile media and online media is up to 93%. Television and radio only account for 5.5%. The existence of the new media environment has a great impact on the boundaries between true and false, false and real, and it blurs its boundaries, which has greatly changed the cognitive style of college students. The development speed of multimedia platforms is very fast, and the forms of ideological and political education for sports majors are also diverse. At present, most of the extracurricular time of sports majors is focused on using new media, especially using the Internet, mobile phones for communication, entertainment, learning, online shopping and other activities, and even some sports majors indulge in the online world all day long, all night long online games, play chase. It is extremely disadvantageous for the students majoring in physical education who are forming the values of outlook on life. It is easy to encourage the students to show off their rich ideas and compare with others, and then the students will lack the spirit of hardship and endurance. The theory of Ideological and political education environment has great guiding significance for the influence of new media environment on the effectiveness of Ideological and political education of college students majoring in physical education and how to optimize the new media environment in the process of Ideological and political education.

Under the new media environment, all kinds of people can become information producers, disseminators and commentators with equal and free subjects, which inevitably makes the network environment confused and information difficult to distinguish between true and false, and greatly weakens the audience's trust in it. Compared with the traditional ideological and political education environment for college students majoring in physical education, the information dissemination in the new media environment is more flexible, convenient and difficult to control, and its coverage and scope of dissemination are also wider. As the ideological and political education work, it is necessary to keep pace with the times to promote its own development. Only by keeping pace with the times can we educate and guide the object of Ideological and political education. In addition, the new media is highly open and global. Different nationalities, countries, political groups, religious institutions or individuals all over the world can become the main body of information dissemination, and strive to attract more recipients and occupy the propaganda plateau. Therefore, this phenomenon also increases the difficulty of Ideological and political education workers in

Colleges and universities to a certain extent, and puts forward higher requirements for the knowledge reserve and working ability of Ideological and political education workers.

#### **4. The Corresponding Countermeasure of Ideological and Political Education under the New Media Environment**

In the new media era, we ideological and political educators must take "all for students, all for students, all for students" as the starting point, change the educational concept, overcome the fear of difficulties, and face the ideological and political education in the new media era with a positive attitude. Faced with this difficult problem, we should improve the ability of Ideological and political educators in Colleges and universities to apply new media, and enhance the ability of Ideological and political educators in Colleges and universities to use new media for ideological and political education. Actively learn and master the use of new media technology and operation skills, understand the network language system of college students majoring in physical education, actively integrate into the network education environment and adapt to the network communication behavior of college students majoring in physical education. On the one hand, educators need to recognize the role of new media in ideological and political education, understand the characteristics of new media, and recognize the important role of new media in changing ideas and thinking patterns. On the other hand, educators must understand that the new media environment is also a great challenge to ideological and political education. Firmly establish the concept of combining the new media with the ideological and political education of college students majoring in physical education, It is necessary to conduct research and evaluation on the network lyric ecology and the effect of ideological and political education. It is also necessary to pay attention to the art of communication. It cannot be condescending, empty teaching, and arduous indoctrination. In this way, ideological and political educators can grasp the ideological dynamics of the students in a timely manner, and then carry out the work in a targeted manner.

The basic characteristics of the acceptance of ideological and political education for college students majoring in physical education in the new media environment are reflected in the subjectivity of the subject, the multiplicity of accepting objects and the constraints of the acceptance environment. If colleges and universities want to occupy the position of ideological and political education, they must build their own new media platform and use the new media platform to guide the PE majors to establish a correct outlook on life and values. It is required to expand the original ideological and political education special websites and platforms, and to use the new media as an important source and feedback channel for students' ideological and political education information, and actively construct new media education positions. In order to enable teachers and students to communicate on the same platform, we should fully rely on and give full play to the autonomy and initiative of sports majors, so as to meet the new challenges of Ideological and political education of sports majors in the new media environment. Recognize the current challenges, strengthen their own capacity-building, calmly face the challenges of new media to ideological and political education. Therefore, educators must establish advanced concepts, correct concepts, and effectively develop ideological and Political Education under the new media.

In the ideological and political education of colleges and universities, the use of new media can improve work efficiency, such as: using mobile media to send notification messages, can effectively improve the arrival rate, and provide great convenience for the management of students in Colleges and universities. On the one hand, we should strengthen the collection of network public opinion in order to form an effective flow of network public opinion information. On the other hand, we should strengthen the cooperation between universities and construct the ideological and Political Education Alliance of new media universities. At present, the ideological and Political Education under the new media environment is only a development stage of Ideological and political education. The use of new media in colleges and universities for ideological and political education of physical education majors requires innovation in classroom teaching, theme website construction, new media carrier tools, online public opinion and network ideological and political education work teams. Adhere to the subject orientation of the students, and change the matter without any detailed

questioning and intervention. The key is to focus on guiding and inspiring guidance. The subjectivity of students is not spontaneous, and there is often a mindset that learns to be educated. Constructing a harmonious campus culture and private environment from the micro level, and actively establishing a survey and analysis system for the cognitive characteristics and value needs of sports majors, and comprehensively improving the practical effectiveness of the ideological and political education of college students majoring in physical education.

## 5. Conclusion

In a word, the era of new media is an era of both challenges and opportunities for teachers of Ideological and political education in our colleges and universities. We should fully recognize the differences between the new media era and the traditional era. This paper avoids talking about new media in terms of new media. Through the comparative analysis of traditional media and new media, it makes a deep analysis on the influence of new media on the ideological and political education of sports majors and sports majors, and the problems existing in the ideological and political education of sports majors in universities. Through the research, the paper puts forward corresponding countermeasures, enriches the ideological and political education methods of college students majoring in physical education, expands the ideological and political education position in the new media environment, improves the management and guarantee system of the new media of ideological and political education for college students of physical education, and updates the evaluation method of ideological and political education. . In the use of new media technologies, the ideological and political education prestige with strong appeal and appeal of the times has been established to improve the positive effects of ideological and political education.

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