An Analysis of the Strategies for Improving the Quality of College Students' Ideological and Political Education in Multimedia Environment

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Abstract: Ideological and political education is an important part of college education, in the multimedia environment to carry out ideological and political teaching work, teachers should not only help students master the relevant learning theory, but also rely on modern technology to carry out teaching innovation to help students establish organic mutual between teaching and practical life. Taking the ideological and political education work in colleges and universities as the object of discussion, this paper briefly discusses the concrete strategies to promote the ideological and political education work in the multimedia environment.

1. The Influence of Multimedia Teaching Technology on Ideological and Political Education in Colleges and Universities

The rapid development of Internet technology has brought new inspiration to the teaching activities at present. In the ideological and political teaching link of colleges and universities, teachers can use multimedia technology to open up the rut of traditional education, so as to help students master the corresponding teaching knowledge in an all-round way. Depending on the organic mixture of modern teaching technology and teaching ideas, students can fully grasp the teaching requirements of ideological and political education work and provide theoretical support for relevant teaching tasks.

1.1. Improving the Efficiency of Information Input

Under the new educational background, it is necessary to train new talents who meet the needs of the country's development. While paying attention to the students' individual ability construction, we should provide students with the available ideological education theory, show the educational value of ideological and political education work, and guide students to master relevant teaching knowledge [1]. In the past teaching activities, the means of teachers completing teaching tasks and issuing teaching indicators are relatively limited, and students can not fully absorb the available teaching knowledge under the condition of relying on manpower, teaching materials and other factors.

The introduction of modern information technology provides more reliable teaching technology for students, relying on the technical support improved by diversified teaching theory, students can use vision, hearing and other senses to absorb corresponding teaching knowledge. According to a study by the famous psychologist Chiritra, 83% of the information obtained by human beings comes from vision and 11% from hearing. Modern Internet technology relies on the organic cooperation of video and audio to complete a large amount of information import in a short time, and improves students' learning efficiency through visual port and hearing port to help students master corresponding learning knowledge faster. After constructing a complete teaching resource bank, students can mobilize the available learning knowledge in time to improve the application efficiency of information and English skills in an all-round way.

1.2. Increase Classroom Capacity

Classroom capacity is a new teaching concept put forward in the current teaching activities. Under the traditional teaching background, the knowledge contained in the classroom and the teaching experience conveyed by the teacher constitute the teaching system. Although this teaching theory allows students to master the corresponding teaching knowledge in a relatively short time, it ignores the students' subjective learning ability and is not conducive to the students' overall grasp of ideological and political education content. And in the multimedia environment, as shown in figure 1, students can use multimedia technology to complete the presentation of teaching knowledge, and help students to grasp the corresponding ideological and political education information, in the case of wide acceptance of teaching theory, comprehensive application of teaching knowledge,

Students can establish a more complete ideological and political theory base, and comprehensively enrich the teaching content.

Figure 1 Classroom capacity

1.3. Broaden Teaching Channels

The traditional work of ideological and political education depends on teachers' manpower [2]—— In the relevant teaching activities, the students' learning ability, final learning achievement and other decisive factors are directly limited by the teachers' teaching level, personal ability and other factors. In a one-to-many teaching environment, teachers can not introduce corresponding teaching knowledge to students, nor can they guide students to master corresponding theoretical knowledge. In the multimedia teaching environment, ideological and political education work can be separated from the relevant limitations of classroom teaching content and requirements —— on the one hand, teachers can use video teaching, audio teaching and other methods to introduce more novel teaching theory, ideological and political education into visible, audible teaching content; On the other hand, the method of students receiving information is no longer limited to teaching materials and teachers, which can select corresponding learning methods according to the needs of individual development, optimize the speed of information processing and improve the efficiency of information processing. In the multimedia environment, students can use multimedia technology to grasp the corresponding ideological and political information in time, so as to obtain more abundant teaching content.

2. The Concrete Countermeasure of Using Multimedia Technology to Carry out Ideological and Political Education

2.1. Multimedia Introduction to Reduce Teaching Difficulty

In the ideological and political education activities initiated by colleges and universities, the comprehensive efficiency of the related teaching interaction directly affects the final result of the teaching activities —— in the ideological and political education teaching link, if the teacher can introduce the teaching knowledge based on the current teaching environment, the availability is strong, while helping the students to master the relevant teaching theory, it can enrich the students' relevant cognition to a certain extent, and provide the practical support for the improvement of the students' ideological and political level. However, in the current teaching activities, the means of teachers to carry out teaching activities are relatively limited, and the method of introducing

relevant teaching knowledge is relatively single. Students can not organize the available teaching knowledge in a short time under the condition of paying too much attention to the teaching material content, teaching content and other external factors.

Knowledge is constantly updated, teachers should keep the teaching attitude of "keeping pace with the times ", and create an interactive and deepening teaching environment for students. Under the background of Internet, teachers can use multimedia technology to import corresponding teaching materials to help students master ideological and political teaching knowledge and improve students' ideological and political cognition level [3]. In the process of carrying out teaching activities, teachers can start from the students' learning ability, teaching schedule requirements, students' overall consciousness and so on, and carry out the teaching plan —— as shown in figure 2 in the teaching link, teachers can use Internet technology to introduce the available theoretical knowledge, such as Marxism, the important thought of three represents, to help students master the corresponding theoretical knowledge in depth, combine the theory teaching with the actual teaching activities, and promote the students' overall learning consciousness; After class, teachers can use multimedia technology to introduce corresponding teaching contents to help students master relevant theoretical knowledge in real life, such as the significance of ideological and political education work for students' future development, the embodiment of ideological and political education work in life, etc. Change students' definition of ideological and political education work and show the practical application value of relevant teaching content.

Figure 2 Multimedia teaching

2.2. Multimedia Teaching to Stimulate Interest in Learning

In the ideological and political education activities, some students still think that ideological and political education work is "ineffective ", which ignores the ideological and political education work for their own promotion significance, in the preconceived concept, when teachers carry out the corresponding teaching work, the students' attention to the teaching task lies in" the ineffectiveness of ideological and political education work "rather than the" practical application value "of ideological and political education work. In this case, the students' learning consciousness and the teacher's teaching idea are derailed, and the relevant teaching work can not fully show its educational value.

Under the new teaching background, teachers can use multimedia technology to carry out teaching interaction to help students master teaching theory knowledge in an all-round way, to train students' thinking with information technology in the new era, and to make them consciously participate in relevant teaching activities. Under the teaching background with multimedia technology as the core, teachers can set up a complete learning system —— from many angles, such as teaching in class and reviewing after class. In the post-class inspection link, teachers should help students to grasp the corresponding theoretical knowledge in time, overcome the teaching difficulties, as shown in figure 3, take the teaching theory conveyed by ideological and political education as bricks, construct the Great Wall of knowledge, show the linkage and commonality of relevant teaching theories, and improve the efficiency of knowledge integration.

Figure 3 Theoretical bricks stacked up knowledge wall

2.3. Multimedia Testing, Comprehensive Knowledge

In order to grasp the students' learning ability and teaching progress in an all-round way, it is necessary to introduce the available detection means in time, to carry on the comprehensive inspection to the teaching content, the teaching knowledge and the students' understanding level, to improve the timeliness of the teaching activities, and to help the students master the theoretical knowledge in an all-round way. In the present teaching activities, the means for teachers to carry out testing work are limited —— or rely on classroom teaching to initiate immediate testing, or to carry out mid-term testing after the completion of teaching tasks. In this case, students are not proficient in mastering and applying relevant teaching knowledge.

With the help of multimedia technology, teachers can use the Internet platform to carry out the teaching inspection work for students: after completing the corresponding teaching tasks, teachers can set up the corresponding detection cycle and use the network to ask. In order to help students master the relevant theoretical knowledge in the form of instant question and answer, the teacher can regard each class as the teaching cycle when the conditions permit, and carry out the test task for the current class —— the teacher can use the methods of video display and case analysis to guide the students to participate in the relevant inspection tasks, and evaluate them according to the students' personal feedback and comprehensive expression ability.

3. Conclusion

In order to cultivate the new century talents who meet the requirements of modern education, we must put the ideological and political education work on the agenda, formulate the available and optimized evaluation system while satisfying the students' personal development needs, help the students to accumulate learning experience and show the development value of teaching activities.

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