

Research on Opportunities and Challenges of College Students' Ideological and Political Education in the New Media Age

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Abstract: The rapid development of new media technology affects people's work, life and study. It also has a great impact on the life, study and thoughts of college students. This is both an opportunity and a challenge for college students' ideological and political education. New media are mainly characterized by immediacy, interactivity, openness, personalization and aggregation. Enriching the content of ideological and political education and the carrier of ideological and political education can solve the problems of ideological and political education of college students in the new media era to a certain extent.

1. Introduction

With the rapid development of the network, society has entered the new media era supported by network and digital technology from the traditional media era. The new media has become the main channel for college students to obtain information and exchange information after the "90s". At the same time, the new media has had a major impact on the study and lifestyle of college students, and it has also brought opportunities and challenges for the ideological and political education of college students. Understand the influence of the development of new media such as the Internet on the current ideological and political education of college students, and in-depth study and research on the new situations and new problems encountered by ideological and political education of college students in the new media era, explore new media era and strengthen and improve the ideological and political education of college students The idea has become an important topic for the ideological and political education of college students in the new era [1].

2. Related Research on New Media

The concept of new media is a novel media that provides information services based on new technologies such as Internet technology, mobile communication technology, and digital technology, compared to conventional media formats such as television, movies, books, and radio. New media comes in many forms, including mobile phone text messages, Weibo, Internet video games, analog communities, Internet publications, and portable phones. Some of them can be classified as novel media, while others are new message service models and new media hardware and software.

With its rich information resources and convenient communication, the new media has become the core way for college students to exchange and capture information. It has attracted the attention and preference of college students, and it has given new opportunities and excellent opportunities for contemporary college students' ideological and political education. However, these newly emerging new media are easy to dazzle and cannot be taken care of. In addition, the pace of social life is getting faster and the impetuous mood is growing. If these social conditions cannot be correctly considered, it is impossible to accurately discriminate and grasp its connotation. Understand the growth of these new media on the Internet, the infection of ideological and political education of contemporary college students, the new situation of ideological and political education of college students in the new media period, should be deeply considered, and rigorously explore how to change the educational model, refresh the educational connotation, and expand The educational path strengthens and improves the ideological and political education of college

students and becomes the core task of the ideological and political education of college students in the new era [2].

3. The Characteristics of College Students' Thoughts in a New Media Age

Affected by European and American cultures, the independence of personal meanings of college students' will, emotions and thinking is relatively strong, and they pay more attention to self-consciousness. Under the new media era, college students have a strong sense of independent learning. In terms of learning, they are not satisfied with the knowledge of the classroom. They like to ask why, they are more inclined to think about problems, and actively solve problems. In life, they will be based on themselves. The ideas are arranged so that your life is done the way you like. They also actively participate in various activities, hoping to prove themselves, dare to innovate, and have ideas to actively put into action.

In the new media era, people's reception of information is no longer passive. More often, the recipient of information is also the creator of information. Everyone can express their opinions and opinions through various platforms. Blindly follow, do not falsify, for information, everyone pays more attention to its true reliability, more cautious about judging and choosing, and making more objective comments. The new media information exchange platform is extensive, and forums, Weibo, QQ, etc. are all important channels for people to communicate and communicate. However, the new media era also has its shortcomings. With the rise of the Internet, the amount of information is getting larger and larger, resulting in a lot of useless, junk, and misleading information. If college students can't distinguish information in this process, it is easy to cause trouble and misleading.

Under the new media era, college students basically started to contact the Internet from an early age. Computer games and online games accompanied the growth process of this generation. In the process, their values were affected to some extent. The values of college students also tend to diversify in this process. The differences between individuals and individuals are obvious. The constant conflicts and fission of various values in university campuses make them have a great interest in learning and career pursuit. The choices of students depend on their needs and values.

The information dissemination in the new media era is fast and large, and the information has strong commercial characteristics. The influx of a large amount of information makes the thinking of college students flat and visual. They no longer think deeply about information, and most of the time they use an entertaining mentality to obtain information. To a certain extent, entertainment and fragmented information break the traditional mainstream, ungrounded authoritative information, so that everyone can participate in it and communicate on an equal footing, but the entertainment information has a great negative impact.

4. The Opportunities Brought by the New Media to the Ideological and Political Education of College Students

New media has enriched the resources of ideological and political education in colleges and universities and promoted the sharing of resources. Nowadays, the Internet has become a distribution center for ideological and cultural information. College students can break through the limitations of traditional educational resources, use new media such as the Internet, learn advanced scientific theories, absorb all outstanding cultural achievements of human civilization, and constantly optimize their knowledge structure and enhance their thinking. In the new media era, both ideological and political education workers in colleges and universities and college students as audiences can obtain rich educational resources in an open network system. At the same time, with the help of new media on the Internet, educational resources can be shared between teachers and students and between students and students. It is also possible to conduct ideological exchanges and debates in a timely manner, and finally achieve the purpose of further understanding and understanding the relevant theories of ideological and political education [3].

New media technology has further enriched the means of college students' ideological and political education. In the new media era, mobile phone text messages, QQ, e-mail, online forums,

Weibo, WeChat, etc. have gradually become a new means of college students' ideological and political education with their convenient, vivid and flexible features. Using new media, educators can communicate educational content to educatees in the shortest possible time through more intuitive and vivid communication methods such as text, pictures, sounds, and videos. Under the new media, college students can acquire the required knowledge anytime and anywhere. They do not have to go to the prescribed places to receive education at the prescribed time in the traditional way. It not only provides convenience for teachers and students, but also enriches the means of ideological and political education.

New media has enhanced the autonomy of college students in the process of ideological and political education. Education is the interaction, dialogue and understanding between the subject and the object. In the traditional media era, most of the educated people are in a passive audience position in one-way infusion. The channels are one-way, single form, and weakly selective. However, in the era of new media, new media technologies have strong intuition, image and entertainment in the form and content of communication, which makes the content of serious ideological and political education become image and enhances the attractiveness of education. In a relaxed environment, freely choose to browse information, in the process of active exploration and seeking new visual and auditory content, the effect of ideological and political education is subtly and constantly improved [4].

5. The Challenges Faced by College Students' Ideological and Political Education in the New Media Era

The diversification of new media information dissemination affects the formation and shaping of the correct values of college students. The multiculturalism generated in the new media environment makes information in the process of publishing, acquiring and cognition no longer controlled by the main body of information release, enabling everyone to receive it by wired or wireless means; multiculturalism to college students More opportunities to access a variety of cultural knowledge and value choices, but also set a different value standard for college students' social life. The "post-90s" college students advocate independence, autonomy and individuality, coupled with their own curiosity and psychological immaturity, lack of rational independent judgment ability, facing the diversification, anonymity of new media information.

New media poses a challenge to traditional education methods. Under the current application of new media, college students have more extensive access to information and knowledge. They no longer rely on books and teachers' words and deeds. They are more like to accept intuitiveness due to the influence of new media's multimedia and full interactivity. At the same time, the traditional ideological and political education model has also been challenged, such as classroom education, class meetings, "face-to-face" communication and other educational methods. Because its form and content are relatively simple and boring, it is difficult to mobilize the enthusiasm and initiative of the contemporary "post-90s" college students, and can not better meet their thinking styles and psychological needs, and their educational effects are greatly reduced, which is the current ideological and political education in colleges and universities. The timeliness of work increases the difficulty.

The new media poses challenges to the self-cultivation of college students' ideological and political education. The rapid rise and wide application of new media poses new challenges to the study and improvement of ideological and political education workers, especially frontline counselors, in their own media literacy. Most of the ideological and political counselors of college students are now "post-70s" and "post-80s". In the face of the new situation, some counselors still have weak awareness of new media technology, poor network technology, lack of sensitivity to accept new things, and concepts. Insufficient updating and other inadequacies, the understanding of the rules and characteristics of ideological and political education in the new media era is not thorough, and there is no in-depth systematic thinking on the outstanding problems and contradictions encountered in the ideological and political education of the post-90s college students in the new media era. Research, it is difficult to adapt to the needs of ideological and

political education in colleges and universities under the new situation and can not improve the efficiency and sustainability of ideological and political education for post-90s college students.

6. The Countermeasures of Ideological and Political Education for College Students in the New Media Era

Give play to the effectiveness of the content. Seeking truth from facts, adhering to and carrying forward the academic style of linking theory with practice is the basic principle of Marxism. Under the new media era, college students are eager for individual freedom, their level of thought is not uniform, and the level of cognition and contact are also inconsistent. In view of this, the ideological and political education workers of college students should proceed from the actual situation of college students, and actively develop educational activities that conform to the current personality of college students by formulating different educational goals and contents. In essence, the effectiveness of content should be based on the basic characteristics of college students' physical and mental development, from the basic national conditions and the needs of modernization in China, and combine the world outlook, outlook on life and values of college students with the characteristics of the times. Ideological and political education and the transfer of knowledge have been combined to fully tap the intersection of current political news and textbooks, and integrate topics such as current affairs politics, social livelihood and online hotspots into ideological and political education, so that the textbooks can be integrated with current affairs, life and people's livelihood.

Create a hierarchy of content. The ideological and political education of college students in the new media era can not only stay on the surface of imparting knowledge and cognitive value, but must dig deep into ideas and values. The content of ideological and political education should be well-defined and rich in content. Some scholars believe that the ideological and political education of college students is divided into three levels: the first level is the ideological core of ideological and political education as the educational content, mainly including the introduction of the basic principles of Marxism, Mao Zedong Thought and the theory of socialism with Chinese characteristics, ideological and moral Self-cultivation and legal basis; the second level mainly includes typical cases, reference materials and related links websites; the third level is based on excellent research results, new ideas and lectures by famous teachers, enriching and extending the content of ideological and political education. Broaden the horizons of students.

The ideological and political education of college students carries and conveys the education of material, spiritual, cultural and institutional aspects, and should give full play to the role of new media and enrich the carrier of education. First of all, the ideological and political education of college students in the new media era should strengthen the digital construction of carriers. The development of digital technology is changing with each passing day, which effectively promotes the ideological and political education and the new carrier, and becomes an important carrier of ideological and political education.

7. Conclusion

In the new media era, the ideological and political education of college students has been affected in many ways. In carrying out ideological and political education for college students, teachers should fully recognize the challenges and opportunities brought by new media, continue to innovate and reform, and strive to promote the smooth progress of ideological and political education for college students in the new media era, so as to comprehensively improve the overall quality of college students and promote The physical and mental health of college students.

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