

## Research on Problems and Countermeasures of Ideology Education for Higher Vocational Students Under the New Media Environment

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**Abstract:** Higher vocational and technical education has delivered many technical talents with solid professional level, excellent practical ability and excellent professional quality to all walks of life in China, thus giving abundant manpower support to the healthy development of different industries. Under the current new media background, it is a novel subject that how the ideology teachers in vocational colleges can keep up with the development of the times and pragmatically carry out ideology education in the new era. The main task of higher vocational and technical education is to train students to always have profound theoretical and professional knowledge, so as to have the ability to deal with practical difficulties on the spot. In this paper, we deeply understand the current situation of the ideal and belief education of student party members, actively promote the innovation of educational ideas, educational models and educational methods, and make full use of new media to actively guide them, so as to effectively enhance the attraction, appeal and effectiveness of the ideal and belief education of student party members.

### 1. Introduction

In the new media era, in the personnel training of vocational colleges, more and more attention is paid to students' moral literacy, and ideology education classes are carried out to carry out moral education for students. However, there are still outstanding problems in the ideology education of college students in vocational colleges, which is extremely bad for improving the moral education level of college students. Higher vocational and technical education has trained a large number of professional and technical personnel with excellent professional quality, strong practical ability and good professional quality for Chinese society, and provided strong intellectual support for the sustained and healthy development of related industries [2]. The rapid development of higher vocational education is the inevitable requirement of Chinese society and construction, and has made some achievements and achievements. At present, student party members in Higher Vocational Colleges account for about 7% of the total number of students, showing a steady upward trend, and are becoming one of the important forces of Party members [3]. As a contemporary university student with the most active thinking and strong acceptance of new things, the ways and means of obtaining information have changed greatly in the new media environment [4]. New media is a collection of digital technology, Internet technology and mobile communication technology, which is different from the traditional forms of letters, newspapers, radio, television, television and other media [5]. In this context, the new media environment has not only brought great opportunities but also severe challenges to College Ideology Education [6].

At present, the rapid development of new media provides a new way for vocational colleges to carry out ideological education for college students. Higher vocational students are easy to be interested in new things, have strong acceptance ability, and are the people who use new media the most [7]. In the new media, as a practitioner of ideology education in vocational colleges, how to keep pace with the times, be realistic and innovative and do a good job in ideology education in the new period is a matter worthy of further study. Ideology educators in vocational colleges should actively learn all kinds of new media technologies in order to do a good job in the ideological

education of higher vocational students in the new period [8]. Higher vocational college students have a strong interest in new things and strong acceptance ability. They are undoubtedly a very important group in the dissemination and use of new media [9]. The training goal of Higher Vocational and technical education is to make students not only have certain basic theory and professional knowledge and the ability to solve practical problems on site, but also develop good professional ethics, love and dedication, and have the spirit of cooperation with people, healthy psychological quality and sound physique [10]. Therefore, schools should focus on ideals and beliefs, grasp the world outlook, outlook on life and values, study the current state of ideal and belief education for student party members, promote the innovation of educational ideas, models and methods, and actively guide them by new media, so as to enhance the attraction, appeal and effectiveness of ideal and belief education for student party members.

## 2. The Influence of New Media Environment on ideology Education of College Students

### 2.1. Overview of new media environment

New media is the sum of media that use digital technology and network technology to provide users with audio-visual content services, play the communication function and interact with users through wireless or wired transmission network. New media has the characteristics of real-time, digital, interactive and multimedia. At present, it has become a platform for contemporary college students to receive information, show themselves and express their emotions. It has a significant impact on College Students' way of thinking, behavior habits and learning methods. The new media has the advantages of large carrying capacity, strong three-dimensionality, fast dissemination, wide coverage and strong interactivity. With the help of the massive educational resources in the new media, it can provide convenience for students to quickly, actively and widely disseminate and publicize policies and political theories, and overcome many limitations in traditional educational methods, thus providing a broader and brand-new platform for ideological education. In the environment of using new media, ideology education has been carried out, and universities have realized that new media has greatly influenced students' ideology education and played a very important role. New media is very helpful for college students to expand their knowledge, which shows that new media makes college students feel a sense of accomplishment in obtaining information. The evaluation of the impact of new media on college students' learning is shown in Table 1.

Table 1 The effect of new media technology on college students' learning effect

Types of study	Positive impact	Negative impact	No impact
Scope of knowledge	65%	24%	10%
Memory ability	43%	49%	8%
Learning efficiency	52%	36%	12%
Attention	35%	54%	9%
Contemplative faculty	26%	64%	9%

Knowing this influence, it is even more necessary to strengthen the study of media literacy through ideology education, and help students adapt to the new media environment.

Like natural ecosystems, these interactions will lead to the exchange, exchange and sharing of information, energy and resources. We should regard the media as a part of the whole social ecosystem. It is a living body and ecosystem that interacts, competes and uses with other social ecosystem subsystems, and is affected by the external environment such as politics, economy, culture, science and technology and international relations, so as to achieve a certain balance and harmony through the exchange of information, energy and resources.

### 2.2. Challenges Faced by ideology Education for College Students

First, it helps the ideology education of college students to bring more perfect methods. The channels of ideology education are broader, and the teaching effectiveness can be effectively

improved. In the new media environment, network hot words have become a fashion. Under the background of the gradual expansion of the application scope of network hot words, the ideological understanding of college students has been impacted to a certain extent. However, some college students rely on new media to a certain extent, which compresses the space of real interpersonal communication. From the perspective of long-term development, this is not conducive to the all-round development of college students' body and mind. This shows that college students are easy to lose themselves in today's multi-value environment, which leads to confusion of values, liberalization of value subjects, diversification of value orientation and fuzziness of value objectives. College students' psychology of "seeking novelty" for bad information, questioning authoritative information, rejecting traditional preaching, obscuring legitimate value orientation and ignoring social moral concepts all bring some difficulties to ideology education. The evaluation of college students' negative behavior on the Internet is shown in Table 2.

Table 2 College Students' evaluation of network negative behavior

Behaviour	Not allowed but understood	Not allowed at all
Watch bad information.	61%	37%
Hacker	82%	18%
Spread the virus	4%	96%
Spread bad information	14%	85%
Network fraud	2%	97%
Internet plagiarism	87%	11%
Internet abuse and slander	65%	31%

Under the environment of rapid popularization and high speed of new media, the efficiency of sending and receiving information is improved, the degree of freedom is expanded, and the dissemination of information is de authoritative, fast and diverse. Its dissemination content and form pose a severe challenge to the ideal and belief education of student party members in vocational colleges. In the new media environment, college students' ideology is impacted and influenced by foreign culture and bad network culture. These bad cultural factors make it more difficult and arduous to carry out college students' ideology education, and the problems of ideology education that need to be solved are more severe. On the other hand, modern online hot words are gradually showing a distinct trend of exaggeration, vulgarization and entertainment, which often leads to a certain deviation in values, world outlook and outlook on life of higher vocational students, and poses a major challenge to ideological education in vocational colleges. To coordinate the whole school's human, financial and material resources and promote the construction of digital campus, it must be the responsibility of the main leaders of universities, that is, the so-called "first-in-command responsibility system". It is necessary to establish a leading institution for informatization construction in universities, with the "top leader" as the person in charge of the institution, so as to promote the construction of digital campus.

### **3. Working strategies of College Students' Ideology Education under the new media environment**

#### **3.1. Constantly promote and attach importance to, and give full play to the advantages of new media**

In the context of new media, it is particularly important for universities to carry out the ideological education of college students. We should earnestly implement the spirit of the 19th National Congress and the ideological work conference of universities across the province, adhere to building morality and cultivating people, and strive to build a comprehensive, whole process and all-round educational work pattern around the goal of "everything for students and everything for students", We should make vigorous exploration in promoting ideology education. New media should be a supplement to teaching resources. Teachers play a major role in classroom teaching. Teachers' language, expression and attitude in teaching can not be replaced by anything. In the

process of the vigorous application of new media, some teachers blindly emphasize the application of new media and use courseware to replace their own teaching activities in classroom teaching, but they can't get good results. The essential qualities of traditional ideology educators include high political theory level and familiarity with the working rules of ideology, but they are not required to master new media technology. This is a major defect. Therefore, the staff of ideological education in vocational colleges should change the traditional working mode, organically combine the characteristics of online education with modern education, and use social communication means and new media tools to strengthen the communication with students, so as to make ideological work take on diversified forms. Higher vocational universitys should further clarify the main responsibility consciousness of ideology work, make the ideology work more solid and powerful, and make full use of all kinds of new media to play the role of the main channel of ideology class classroom teaching, so as to further enhance the construction level of ideology work team in vocational colleges.

### 3.2. Actively carry out publicity and prevention against bad culture

Under the background of new media, higher vocational colleges should pay attention to the influence and challenge of bad culture on college students' ideological and political work, and constantly adjust teaching strategies. In view of the bad culture, the school propaganda department, the Ministry of Education, the Youth League Committee, various departments and other departments should strengthen coordination, comprehensively manage and form joint efforts, on the one hand, guide and manage the negative factors brought by new media, on the other hand, actively advocate the healthy elements brought by new media, and create a positive campus new media culture atmosphere. In addition, teachers can make full use of Internet technology, strengthen contact with parents through e-mail, QQ, Fetion, etc., and realize effective interaction between parents and schools, thus laying a good foundation for ideological and political work. At the same time, we should give full play to the role of public opinion, guide students to contact positive social information, and guide students' thoughts with positive information education activities. Secondly, we should be good at integrating various campus media and creating a new media environment. Fully tap the potential of various media and transform them into new media forms. For example, make full use of canteen media, bathroom media, dormitory media, public channel media and playground media to carry out ideological education activities, as shown in Table 3.

Table 3 New media that campus can use to carry out ideology education

Type	Detail
Canteen media	Column
	Metope
	Frame
	Table
Bathroom media	Cabinet paste
	Metope
	Column
Dormitory media	Door sticker
Public channel media	Building exhibition stand
	Elevator advertising box
	Light box
	Frame
Playground media	Column
	Instrument mirror
	Utility enclosure
	Enclosure

Under the new media environment, improving the effectiveness of the ideal and belief education of student Party members in vocational colleges requires not only the ideological educators in schools to have higher political quality and sense of responsibility, but also higher media literacy,

keep a clear head at all times, and not provide communication channels for erroneous views. We should take good care of the employment of ideology education teachers, adhere to the standards of good teachers' morality, excellent professional skills and excellent technical level in the selection and appointment of ideology education teachers, and make good use of the double standards of quantity and quality, so as to truly implement the construction of ideology education courses. Only in this way can we truly form the working system of new media culture construction, firmly grasp the initiative of new media culture construction, and make new media become a new position of campus culture construction.

#### 4. Conclusions

In short, with the continuous emergence of new media, it has not only created many opportunities, but also brought many challenges to the ideological education in higher vocational colleges. Under the new media environment, the ideological education of college students in the new era is facing opportunities and challenges. Higher vocational colleges should deepen teaching reform, innovate teaching practice and constantly improve the effectiveness of College Students' ideological education. We should make full use of the rich educational means of new media to guide students to learn ways and methods of self-study, self-management and self-management, let them realize the importance of strengthening their social outlook, outlook on life and values, and lay a good foundation for students' self-education and self-management. With the attention of the Ministry of education to the use of new media to carry out ideological education. While strengthening the guidance, analysis and education of College Students' behavior itself, higher vocational colleges should also actively explore new ways, grasp and make good use of new media to make it used in college students' ideological education.

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