Effectiveness of Ideological and Political Education in Colleges and Universities in the New Media Environment

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Abstract: With the advent of the information age, the emerging media tools represented by the Internet have developed rapidly. The wide application of new media in the ideological and political work of colleges and universities has brought great convenience to the development of educational work and the reform of models. The new media tools and the continuous improvement of the daily life and learning integration of college students make colleges and universities face enormous challenges while meeting the development opportunities in the Internet age. The combination of ideological and political education in colleges and universities and the new media environment faces a double choice. How to effectively use modern scientific and technological means to improve the effectiveness of ideological and political education under the new media environment has great theoretical and practical significance. In this regard, this paper discusses the effective path of strengthening ideological and political education in colleges and universities under the new media environment.

Keywords: New Media, Ideological and Political Education, Effectiveness

Introduction

With the smooth progress of China's social economy, politics, culture and other aspects of reform and development, the development of new media has attracted more and more attention. With the rapid development of digital information technology, network information communication is more convenient and ubiquitous, bringing new opportunities and challenges to the ideological and political education of colleges and universities. How to use the new media to enhance the effectiveness of ideological and political education in colleges and universities is the practical problem that the ideological and political education in colleges and universities needs to explore in depth. According to the current state of social development, the characteristics of new media development and the development requirements of college students, it is necessary to integrate new media with ideological and political education and explore an ideological and political education system that can be accepted by contemporary college students. Making the ideological and political education of colleges and universities take advantage of the development of new media and effectively promoting the development of ideological and political education in colleges and universities is an urgent problem to be solved[1-3]. If colleges and universities can actively adopt modern technology to carry out active and healthy ideological and cultural communication for students, this is extremely beneficial to the ideological and political education of colleges and universities. However, if we just let these complicated public opinion environments be ignored, it will be a great drawback for the development of college students' ideological and political. Therefore, the key point is how colleges and universities can grasp the use of new media, improve the effectiveness of colleges and universities under the new media environment, and turn challenges into opportunities.

I. The Challenge of New Media to the Effectiveness of Ideological and Political Education at Colleges and Universities

1.1 The inconsistency of network information leads to the complexity of ideological and political education at colleges and universities

The openness of new media enables information to be communicated in a wide range and in a wide range of fields. The dissemination and sharing of information exceeds the boundaries of space, region, age, and occupation. People with different experiences can communicate anonymously online at the same time. Therefore, it is inevitable that some information will be spread among college students without being filtered. There are many contents that are vulgar, false, and subvert the core values of socialism. Many people are invisibly disturbed by the bad information when they browse the web[4-7].

1.2 Virtualized environment makes college students have communication barriers

New media provides a new and more convenient communication and interaction platform that is virtually unconstrained. In the process of communication and interaction, people's social behavior is done through the network. The Internet has formed the second living space for netizens – "network society". While the network brings a wonderful world to college students, it also brings them into a more closed virtual environment. Most students usually choose to communicate anonymously, and are keen to talk to strangers, but ignore friends and relatives around them.

1.3 The traditional ideological and political education function weakens under the new media environment

The rise of new media is also impacting the traditional teacher-authorized teaching model. In the traditional teaching activities, teachers are dominant, teachers and students have more opportunities to contact, and appropriate educational programs can be formulated according to the specific conditions of students. In the Internet age, because most students choose to use false information to communicate, in the face of a large group of educated, it is difficult for teachers to grasp the students' real dynamics, concerns or problems encountered in their growth[8-10].

II. The Necessity of Strengthening the Effectiveness of Ideological and Political Education at Colleges and Universities in the New Media Age

2.1 The need to improve the moral literacy of college students

In the new media era, college students often have access to a variety of information, which is easily affected by bad information. The learning style of colleges and universities is relatively free and relaxed. It is easy for some college students to indulge in it, such as the Internet and mobile phones, and they are unable to extricate themselves. Serious problems such as moral misconduct may occur. Some college students may publish false information on the Internet and attack and blame others' reputation.

2.2 The need to build a harmonious campus at colleges and universities

With the emergence of new media, college students are too dependent on new media, their participation in campus cultural life and community activities is greatly weakened, the relationship between people is indifferent and their ability to communicate has weakened. The bad atmosphere spreads in the campus, such as downloading materials online, copying and pasting to complete homework, papers. Exams such as cheating on mobile phones have seriously affected the style of study and ruined the school spirit. The emergence of these problems is not conducive to the improvement of the ability of college students and the development of personality, which is not

conducive to the formation of a positive and healthy campus atmosphere. The fundamental task of China's higher education is to train the builders and successors of China's socialist cause. It is essential to ensure the school's direction of running schools and continuously improve the quality of student training. To build a harmonious campus, cultivate talents for the development of socialism with Chinese characteristics, and realize the direction of socialist education, it is necessary to strengthen the effectiveness of ideological and political education in the new era.

2.3 The need to expand the form of ideological education at colleges and universities

Although the new media booming network environment has the interference of bad information factors, it has an impact on the ideological concepts of college students. However, in general, the advantages of the network are obvious, and an open educational platform can be formed to share the educational resources. Students are no longer constrained by location and time in learning, and the resources on the online platform are turned into reality at any time and become one of the indispensable learning methods for college students. These characteristics of the new media also provide convenience and reform assistance for ideological and political education. Colleges and universities can use integrated network technology to build a high-quality campus network platform, providing students with rich educational resources such as academics, skills, social practice, spiritual shaping, thinking innovation, psychological counseling, and ideological and political education. At the same time, it is also conducive to the innovative education model, using the network to build a communication platform, interacting with students anytime and anywhere, solving students' psychological, ideological, and conceptual questions, helping students, guiding students, and serving students better[11-14].

III. Strategies for Strengthening the Effectiveness of Ideological and Political Education in the New Media Environment

3.1 Improve the development level of new media in ideological and political education at colleges and universities

The rapid development of online media has combined ideological and political education with online communication, expanded new channels of education, enriched the new content of ideological and political education, and raised the new height of educational theory. In the new media era, the ideological and educational workers' ideological concepts have undergone major changes. The theory of scientific frontiers changes the methods and concepts of education in a timely manner. The content of old and boring ideological education can no longer adapt to the current form of education. The new ideological theory and new knowledge system brought by the network should be combined with contemporary Marxist theory to continuously expand the space of ideological and political education. It is necessary to use media technology, conform to the development of the times, and combine the international and domestic situations to address the ideological understanding, innovative ability, and way of thinking of college students. It is also necessary to harmonize the theory of ideological and political education with Chinese characteristics and socialist core values, and to extract new theories of ideological and political education in colleges and universities.

3.2 Strengthening the emphasis on students' media literacy education and enhancing their own quality and abilities

The so-called media literacy is people's ability to understand and judge media information. It also includes the application of media information by students as their own life and social development. Media literacy education is essentially a judgment. College students have a certain

ability to think independently, and their outlook on life, the world pavilion and their values are constantly evolving. In this process, the guidance of students is strengthened, so that students can form good media literacy and can correctly judge more complex media information. This is also an important process and stage for media literacy.

3.3 Promote network isomorphism education method in combination with media experience

Contemporary college students have a strong need for self-development, and their actions are planned to be carried out around the goals set by their own development. Only when the goals of ideological and political education and the goals of college students are inherently consistent, will they promote the subjective initiative of college students and be willing to accept and fight for specific values. Therefore, the goal of ideological and political education must always be based on the organic unity of social needs and students' own development needs. Under the new media background, educators can establish a bridge of equal communication with students through a variety of new media platforms.

Conclusion

As an emotional force, the affinity of ideological and political education has become the main channel for consolidating ideological and political education and enhancing the effectiveness of educational power. It can be seen that in order to enhance the affinity of ideological and political education, we must learn from the new media thinking and actively use the advantages of new media technology to resolve the impact. Therefore, the research on the affinity of ideological and political education in colleges and universities must be incorporated into the background of new media, and new media must also enter the vision of colleges and universities. Therefore, colleges and universities should conform to the trend of the times, integrate into the new media environment, grasp the characteristics of information dissemination in the new media era, and constantly explore the innovation of educational methods, teacher team construction and management methods. It is necessary to further improve the working mechanism of college students' ideological and political education, so as to promote the sound and rapid development of ideological and political education in colleges and universities in the new media era, and effectively improve the effectiveness of ideological and political education.

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