

Research on the Ideological and Political Education of College Students in the New Media Environment

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Abstract: In today's world, the development of new media has become an irreversible trend. Only by actively adapting to the development and changes of new media can the inexhaustible vitality of ideological and political education be maintained. The Internet has the characteristics of interactivity, timeliness, equality, and sharing, which make it possible for humans to actively learn and develop personalized education, and enable educators and educators to have new interactive methods in online communication and learning. Colleges and universities are gathering places for intellectuals and young students, and are the places where talents mastering and using new technologies are most concentrated. With the development of information technology, new media such as the Internet and mobile phones have gradually become a very important way for people to acquire knowledge and communicate, which has had an unprecedented profound impact on the majority of teachers and students. On the one hand, the popularization of new media technology makes ideological and political education face a new development situation, enriches the content of ideological and political education for college students, broadens the time and space of ideological and political education, and provides new information channels and educational methods; on the other hand, On the one hand, the development of new media technology has also brought major challenges to the ideological and political education of college students. The development of Internet information technology has provided favorable conditions for the production and dissemination of various harmful information. In addition, college students are active in thinking and are good at accepting new things. Cognitive ability needs to be improved. The world outlook, outlook on life and values are not mature enough, and they are easily affected by emerging things. Their perspective on problems, the way of interpersonal communication, and the way of life and entertainment are all affected by new media technology. In today's society, College students' psychology is generally impetuous. Facing the huge amount of information brought by new media, it is difficult to truly understand the nature of things. College students are the future of the motherland and the hope of the nation. The political quality and ideological status of college students are directly related to our country. The development of the cause of socialism. As a bridge connecting campus and society, colleges and universities are the last stop for college students to enter the society. They have the responsibility to strengthen and improve college students' ideological and political literacy, cultivate talents for social development in an all-round way, and train qualified successors for socialist construction.

1. Introduction

New media is social and historical. It is a historical product. With the development and progress of the times, there will be more and more types of new media, and the frequency of emergence will be faster and faster. Compared with traditional media, new media is a type of media that has emerged after the development of traditional media such as newspapers, radio, and television. Compared with traditional media, new media has developed rapidly and gradually become mainstream media. New media and traditional media are not the same the relationship between replacing and being replaced is mutually integrated. With the progress of mankind and the development of information technology, today's new media is likely to become tomorrow's old media. The difference between new media and traditional media is mainly not in the order of appearance, but in the changes in information dissemination methods and information forms brought about by the new technological revolution. At the same time, it must be clarified that “not all new media expressions are It belongs to new media, and the key is to see whether it has the characteristics of new media in terms of technology or communication.” Advertising on buses is a new advertising medium in recent years, but it cannot be called new media. The form of new media is constantly changing and extending. New media is a form of media developed on the basis of digital technology and Internet technology. The information of new media exists in diversified ways and can spread across time and space and across media forms. At the same time, it also has the characteristics of two-way interaction that traditional media cannot achieve. New media can achieve the integration and innovation of multiple media forms, such as online TV, mobile TV, online forums, blogs, and so on. The development of new media is affected by socio-economic development, technological level and political environment, and is moving in a more humane and socialized direction.

2. The Impact of the New Media Environment on the Ideological and Political Education of College Students

New media is not only a carrier of information, but also a large environment that we can hardly ignore on university campuses. In the new media environment, everything presents an open, changeable and interpenetrating relationship. The ideology, culture and morality of various countries Concepts have a subtle impact on people through new media. Under the new media environment, college ideological and political educators should guide college students to use new media tools correctly, use the positive factors of new media, and strive to eliminate their adverse effects, so that new media can serve The learning and growth services of college students serve the ideological and political education of colleges and universities. Traditional ideological and political education is generally indoctrination education. The purpose of education is clear, and the method of education is relatively straightforward. It often tells the educated what should, should not be done, and what should be done directly through language. The new media environment People's influence is often subtle. The value system in the new media environment is diverse, including the values of countries, nations, regions and even groups in the world. Values and ethics in the new media environment influence and penetrate each other In the new media environment, people can passively receive information, indulge their behavior in virtual cyberspace, or choose information according to their own will and desires, deepen their moral cognition, restrict their behavior, and purify their own behavior. Moral emotions. Ideological and political educators in colleges and universities should conduct ideological and political education through new media, make use of the interactivity of new media, enhance the enthusiasm and initiative of college students to participate in ideological and political education, give full play to their subject consciousness, and change passive acceptance into active learning. Using the communication platform of new media, through

the two-way communication between college students and educators, enhance the pertinence and effectiveness of ideological and political education activities carried out by college ideological and political educators.

With the development of Internet technology and mobile communication technology, new media has gradually entered each of our lives. The rich content and diversified methods of new media are extremely attractive to the public. The latest “China Internet Development Status” The report” (CNNIC) pointed out that college students are the most active and active group in new media. The age of college students is mainly 18-23 years old. The thinking and cognition of this age group are not mature enough and they are good at accepting new things. However, it lacks the ability to discern, has poor self-control, and is easily influenced by the outside world. What new media brings is not only a technological revolution, but more importantly, a profound ideological revolution. New media represented by network media are changing the study, life and thinking habits of college students. The information dissemination method of new media has cultivated the value of equality of college students, and has played down the sense of responsibility of college students. The information dissemination of new media focuses on individualization and the spirit of innovation, emphasizing the development of cultural diversity that seeks common ground while reserving differences, and cultivates college students’ ability to solve problems through free communication. The value orientation advocated by new media and the atmosphere of public opinion created have greatly influenced the formation of college students’ ideas and the way they deal with problems. influences.

3. Countermeasures to Strengthen the Ideological and Political Education of College Students under the New Media Environment

Compared with traditional ideological and political education, new media is highly interactive. It gives full play to the subjectivity of college students in ideological and political education, and enables college students to actively and consciously participate in educational activities. This is to adapt to the characteristics of new media and to enhance it. The objective requirements for the pertinence and effectiveness of ideological and political education. In the process of ideological and political education, we must pay attention to cultivating the subject consciousness and initiative of college students, urging them to actively learn and absorb the content of education, and become passive and blindly accepting as the conscious behavior of college students, so as to improve the actual effect of ideological and political education activities. In the process of developing ideological and political education, it is necessary to strengthen guidance to ensure the realization of the party and the country’s ideological and political education goals, but also to pay attention to individual college students and carry out targeted education. At the same time, it is necessary to guide college students to enhance their self-education awareness. The ideological and political education of college students in the new media era has broken the traditional relatively closed educational space. Without the intervention of educators, the educated can achieve self-education through new media tools, which is in the market. Under the influence of the economic environment, the values of college students present a diversified development trend. Compared with traditional instillation education, they are more willing to become the main body of educational activities. The characteristics of the new media environment cater to their psychology, but this This kind of self-education also needs the correct guidance of educators, otherwise the role of self-education will not be fully exerted.

Strengthen patriotism education and education of ideals and beliefs. Patriotism education is an eternal topic of ideological and political education for college students. It is the unity of people's sense of belonging, identity, sense of dignity, and sense of honor to their homeland, nation and

culture. It is the core of the Chinese national spirit. Patriotism has always been the spiritual power that strengthens national cohesion and promotes the development of human society. Patriotism guides college students to associate their personal development with the destiny of the motherland, helps college students clarify their learning goals, combines their own true talents with serving the country, puts them in practice, and makes due contributions to the country and the nation. Ideal and belief education. Ideal is the goal that a person pursues and strives for. Youth is an important period for ideal formation. Only by establishing lofty ideals can life and career be brilliant. Contemporary college students need to undertake the historical mission of building socialism with Chinese characteristics and realizing the great rejuvenation of the Chinese nation, and their personal ideals must be combined with the destiny of the country and nation. The advantage of carrying out ideal and belief education through new media is that the relative infiniteness of new media in time and space can make up for the blank of traditional classroom education. At the same time, new media also has the characteristics of interaction and timeliness. Ideological and political education in colleges and universities The website can give full play to these advantages, promptly publicize the important ideas of the party and the country, convey important speeches by leaders, and for hot issues, college students can participate in discussions widely, and fully understand college students' thoughts through new media in a variety of ways Status in order to carry out targeted education in future work. Strengthen the study of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and the important thinking of the "Three Represents", and guide college students to strengthen their belief in socialism with Chinese characteristics. Colleges and universities should give full play to the characteristics of new media, and integrate Marxist ideas into the Internet and mobile phone information to help college students form a scientific outlook on the world, life, and values. At the same time, we must pay attention to the ideological trends of college students and provide targeted guidance. It is necessary to be able to proceed from the ideological reality of college students, guide them to actively associate their personal values with the interests of the country and the collective, and consciously fight for the socialist country.

With the rapid development of digital technology, new media such as mobile newspapers, online TV, and blogs have risen rapidly, and are gradually showing a tendency to mainstream. While new media provides a platform for the general public to speak freely, it has also led to a state of unmanagement. Various online and mobile phone crimes have increased significantly. On the one hand, it shows the imperfect legal system in the field of new media in my country, and on the other hand, it also reflects the weak awareness of the legal system of Chinese citizens. In order to ensure the rational use of new media tools in the ideological and political education activities of college students, effective supervision and management of information source channels and information dissemination channels in the new media environment shall be carried out, corresponding rules and regulations shall be established, and the dissemination of new media shall be supervised and implemented. Relevant responsibilities are to severely crack down on the use of new media to spread bad information and carry out illegal activities.

4. Conclusion

This article mainly studies the ideological and political education of college students in the new media environment. Based on the collection of previous research results, it strives to explore the law of the influence of new media on college students' ideological and political education, and summarizes the development of college students' ideological and political education in the new media environment. Experience and countermeasures. However, due to the limited personal cognitive ability and writing level, and the influence of the new media environment on the ideological and political education of college students is in a state of continuous development, the

practice of carrying out ideological and political education for college students under the new media environment is still being explored, so in this regard The research needs to be further improved. I hope that teachers and students can give criticism and guidance to help me continue to improve in my future study and work.

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