

# *Research on the Ideological and Political Education of College Students in the New Media Era*

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**Abstract:** With the birth and development of Internet, it has been widely used in people's daily life and work, and new media plays an important role in the network environment. College students are the pillar of the society and the future of the motherland. In the new media era, the way of obtaining information and the way of learning have changed greatly. For the current ideological and political education of college students, there are many problems. We can give full play to the advantages of the new media environment, actively improve the content of Ideological and political education model, and improve the efficiency and quality of Ideological and political education. Based on this, this paper mainly analyzes and studies the Countermeasures of Ideological and political education of college students in the new media environment, and provides reference for relevant workers.

## **1. Introduction**

New media is a media form supported by the new technology system, relying on the birth of digital and network technology. The new media environment is characterized by a large amount of information and various forms of information dissemination, which have an impact on people's daily work, life and learning. College students are an important talent reserve resource in our country. They should not only enrich theoretical knowledge and practical skills, but also establish good moral quality to achieve comprehensive development. Therefore, it is very important to carry out effective ideological and political education for college students. Therefore, this paper mainly studies and analyzes the Countermeasures of Ideological and political education for college students in the new media environment<sup>[1]</sup>.

## **2. The Importance of Ideological and Political Education for College Students in the New Media Era**

New media is the product of the development of science and technology, marking the progress of the times, making human beings have more say, users can use mobile phones, computers anytime and anywhere to experience the fun of the era of information explosion. But the new media has a great influence on people's values, especially on the immature young students, which puts forward higher requirements for the ideological and political education in Colleges and universities. It is not only the need of the country and social harmony, but also the premise of the healthy development of

Socialist Colleges and universities, the historical mission and value embodiment of the ideological and political theory teachers to lead the socialist mainstream consciousness of college students and strengthen the ideological and political education<sup>[2]</sup>.

### **3. Ideological and Political Characteristics of College Students in the New Media Era**

In the era of new media, college students have a strong sense of learning, and can learn knowledge through new media technology, with a strong enthusiasm for learning. New media technology provides a lot of information resources for college students in Ideological and political learning. Through new media technology, college students can express their views and freedom of speech. In the era of new media, college students should have a correct judgment of information and a certain spirit of seeking truth. In the era of new media, college students show diversified world outlook and values in ideology and politics, which are mainly influenced by network information. New media has a great effect on the way of thinking of University. Some information will have a bad effect on the understanding of things of college students, which leads to the wrong judgment of things of college students. Therefore, it is necessary to establish the correct values of college students, and strive to improve the ideological and moral quality of college students<sup>[3]</sup>.

### **4. The Dilemma of Ideological and Political Education for College Students in the New Media Era**

#### **4.1 The Era of New Media Leads to the Diversification and Changeability of College Students' Ideological Problems**

In the new media era, people's freedom of speech has been expanded, and all kinds of positive and negative speech are flooding the whole media environment. Influenced by many factors of society, school, family and individual, many seemingly reasonable things are easy to be believed because of the uneven and even contradictory changes of College Students' thoughts.

#### **4.2 Lack of Good Education Environment**

At present, there are many problems in the educational environment, such as the lag of theoretical research, the embarrassment of practical performance and the urgency of the construction of the style of study and examination. There are many problems in students, such as lack of motivation, unclear goal, incorrect attitude, lack of independent thinking learning habits.

#### **4.3 The Implementation of the Idea of People-Oriented Education is Not Smooth**

We often do not really serve students, but more in the management of students.

#### **4.4 The Quality of Ideological and Political Theory Teachers' Team is Uneven**

Including some teachers pay less attention to the ideological and political education work, there are not many methods, the ideological and political theory classroom teaching has not achieved satisfactory results, it is generally believed that the current ideological and political education can not effectively solve the practical problems faced by college students<sup>[4]</sup>.

### **5. Measures to Improve the Effectiveness of Ideological and Political Education of College Students in the New Media Era**

### **5.1 Strengthen Leadership, Integrate School Resources, Establish Sense of Responsibility, and Implement the Concept of Education**

First of all, we should improve the coordination mechanism, form a working mechanism in which the main leaders of the Party committee and the secondary organizations of the University bear their respective responsibilities and the relevant parties cooperate, and put the system, organization and work in place; second, we should decompose the tasks of Ideological and Political Education, and put the tasks and responsibilities into specific work departments; third, we should form the education and guarantee of all-round education, all-round education and all-round education Barrier mechanism. Including the establishment of a combination of teaching and education mechanism, the ideological and political theory teachers should strengthen the construction of teachers' morality, pay attention to the ideological dynamics of students, and timely help to reverse bad phenomena<sup>[5]</sup>.

### **5.2 According to the Behavior Characteristics of College Students, Carry out Ideological and Political Education in a Targeted Way**

Today's college students have a variety of learning starting points, and they are generally tired of learning. Most of them are keen on or addicted to the Internet. The purpose of surfing the Internet is not to carry out professional learning, but to entertain and entertain out of the psychology of game and curiosity seeking. They are keen on examination, and pay less attention to basic courses than to professional courses, and students learn practical links The interest is obviously higher than the learning of theoretical courses. In view of the above characteristics, we should give full play to the irreplaceable advantages of the traditional ideological work of network education. In view of the positive and negative effects of the network, we should take effective education methods, seek benefits and avoid disadvantages, strengthen guidance, combine ideological and moral education with modern network, and put education in the network<sup>[6]</sup>.

### **5.3 Actively Promote the Teaching Reform of the Theoretical Course of Ideological and Political Education in Colleges and Universities**

Ideological and political classroom teaching must be based on the ideological reality of college students, keep up with the national situation, timely update the concept of education to adjust the curriculum standards and innovate the means and methods of education. In terms of teaching content, it should be based on textbooks and guided by the socialist core value system to integrate the teaching content, so as to be close to the actual situation of students. In terms of teaching methods, teachers are no longer the instigators of knowledge, but the organizers of the classroom. They explore and solve problems together with students, enhance the effective interaction between teaching and learning, and improve students' subject consciousness in an equal and harmonious atmosphere. It is also necessary to actively carry out social practice activities of college students in various ways and conditions, such as organizing various visits and labor<sup>[7]</sup>.

### **5.4 Ideological and Political Education Team Should Further Strengthen Quality Training**

In the era of new media, students are attracted by new media. On the one hand, the full-time teachers engaged in Ideological and political work should borrow new media to engage in Ideological and political work. On the other hand, they should guide students to learn meaningful things beyond new media. For this reason, the full-time personnel engaged in Ideological and political education of college students must be conscientious and responsible persons with rich

knowledge of Marxism related disciplines, excellent professional skills, high party spirit and strong ability of organizing activities. At the same time, if we want to train the full-time personnel engaged in Ideological and political education of college students into experts, so that their work is respected, school leaders should care about the work, study and life of the full-time team, and give policy preference in relevant treatment such as Title Evaluation and appointment, class hour standard, etc. The improvement of Ideological and political team's quality is not a one-sided thing. It needs to be concerned and encouraged. Only in this way can their work be constantly transformed and surpassed<sup>[8]</sup>.

## 6. Conclusion

All in all, under the new media environment, if colleges and universities want to really improve the quality and efficiency of Ideological and political education of college students, they should fully comply with the development trend of new media, reform the teaching mode, build a new media platform on campus, improve the ideological and political educators' New media literacy, reform the education carrier, and develop in the direction of new media carrier, so as to inject vitality into the ideological and political education of colleges and universities and promote the development of the University The level of students' Ideological and moral quality develops in an all-round way.

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