

Analysis of the Influence of New Media on Ideological and Political Education of College Students

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Abstract: with the rapid development of new media and the in-depth involvement of college students in their daily life, new media has had a far-reaching impact on the study and life of college students. At the same time, its important educational role is mainly played in the political thought of college students. Exploring the political and ideological education of college students in the era of new media interaction has become a key issue in various fields. On this basis, all circles also explore the impact of new media interaction on College Students' political and ideological education.

1. Introduction

With the rapid development of new media technology, its technical conditions and platform have become an important way for college teachers to carry out ideological and political education for students. The development of new media is not only a challenge to political and ideological education, but also an opportunity for political and ideological education. Now, instead of traditional blackboard writing, multimedia interactive technology is used. This can not only make the key and difficult points of this knowledge easier for students to understand, but also facilitate students' memory and sorting, save teachers' time, but also leave more time for students to study independently. How to use new media interactive technology to better carry out college students' political and ideological education has become a key topic of social concern.

2. Meaning of New Media

The concept of new media was first proposed by American Goldmark in 1967. American "connected" magazine defines this new media: new media is the communication of everyone to everyone. UNESCO noted that new media are based on digital technology and use the Internet as a tool for disseminating information.

New media is not a general term for emerging media or new media. Moreover, this concept can no longer meet the needs of the development of new media and is not conducive to industrial exchanges. Compared with traditional media, new media is a new media developed in the future, such as newspaper, radio, television and other traditional media[1]. It uses digital technology, network technology and mobile technology to provide information and entertainment for users in the form of communication and media through channels such as Internet, wireless communication network and wired network, as well as terminals such as computer, mobile phone and digital TV.

New media is a media form under the new technology support system. New media is properly called “the fifth media”.

New media is characterized by interaction and instant, large-scale and sharing, multimedia and hypertext, personalization and social networking.

3. The Positive Influence of New Media on College Students' Political and Ideological Education

3.1 New Media Being Conducive to Enriching the Content of Ideological and Political Education and Improving the Comprehensive Quality of College Students

In the past, educators could only find materials from newspapers, documents and books, collect materials and carry out patriotic education for college students. Some of the materials collected would lag slightly, resulting in lack of appeal. The opening and use of new media provide more new knowledge and practical materials for us to carry out ideological and political education more effectively. The rich information on the Internet provides sufficient educational resources for us to carry out ideological and political education.

3.2 It Helps to Optimize the Ways and Means of Ideological and Political Education and Improve the Pertinence of Ideological Education

New media has optimized the ways and means of traditional ideological and political education, making the ways of Ideological and political education more flexible and diversified. New media information integrates knowledge, entertainment, interest and politics. Educators can vividly make the content of Ideological and political education on the Internet, and provide more comprehensive infectious and popular ideological and political education materials for college students, which is conducive to students' continuous improvement of self-consciousness and self-study ability. Educators can also communicate equally with college students in the virtual identity of netizens, so as to truly and quickly understand the thoughts of college students and carry out positive guidance and communication. At this time, college students can maintain rapid interaction with multiple educators at the same time, and improve the educational effect through ideological interaction. The popularity of the Internet, through new media, the social requirements for college students and the hopes of parents can act on the main body of students, so as to jointly do a good job in students' Ideological and political education, broaden the space for college students' Ideological and political education, and create a good new media education system environment[2].

Firstly, the Internet in the context of new media provides a lot of information for college students to think about political education. College students can get a lot of information through the network, including the latest developments on campus, employment information, professional knowledge, etc. it also includes the political, economic and cultural situation at home and abroad. New media enables college students to understand the world and learn knowledge;

Secondly, colleges and universities can not only use the network platform to carry out students' political and ideological education, but also help students build their own knowledge structure and constantly communicate and exchange. Cultivate students' thinking independence. When carrying out the political and ideological education of college students, colleges and universities can use the network platform and network information resources. For example, pay attention to the ideological changes of college students through campus learning platform, personal home page, microblog, QQ, wechat, etc., and give correct guidance in time. This can not only promote the healthy growth of college students, but also enable college students to correct their ideas in time.

Third, in the context of new media, the political and ideological education of college teachers is no longer single, and the external environment of political and ideological education is more open. The platforms and channels of College Teachers' political and ideological education are more diversified. The mass of network communication content[3]. Through audio, animation, pictures and other forms, political and ideological learning methods and contents are very interesting. In the past, through theoretical research, ideological and moral cultivation and legal publicity, the political and ideological education of college teachers was realized, which aims to help teachers form correct three views, and improve their ability to obtain various information and resources through the influence of network media and other ways, so that the political and Ideological Education of college teachers with knowledge is more clear, It also greatly increases the number and content of learning methods, which is very attractive.

4. The Negative Influence of New Media on College Students' Political and Ideological Education

4.1 Pollution of New Media Environment

At present, new media spam is forbidden repeatedly. There are many yellow information links in various websites, and most students inadvertently come into contact with these spam information. On the other hand, some criminals use the new media to spread bad opinions, which have a great impact on college students who are not deeply involved in the world, lack experience, and whose outlook on life and values are forming. Some college students are addicted to new media chat, and the concealment of new media chat leads them to speak irresponsibly and lose their sense of integrity. The concealment of the new media also makes the new media spread a lot of foul language, which weakens the civilized education of college students. 3. New media information is mixed. The large information capacity of new media leads to mixed information. Many such as violence, obscenity, money worship, gambling, insulting remarks and so on will have a negative impact on college students and destroy their existing value orientation. College Students' world outlook, outlook on life and values are not mature. They will use their own judgment to choose the correct point of view. Therefore, they are vulnerable to the impact of bad information and even go to extremes. In the face of new media information, some college students can adhere to the correct value orientation, and a considerable number of college students have formed distorted outlook on life and values in the dissemination of some unhealthy ideological content.

4.2 Unhealthy Information

First of all, online games have attracted many college students to indulge in it, leading to a dilapidated research. Contemporary college students have not yet formed a stable outlook on life and values. They also have a strong curiosity and freshness, and they almost have a mobile phone and a computer, which makes them contact the network every day. Today, online game operators will develop games for college students. Even serious cases cannot graduate normally.

Secondly, there are some reactionary information, violent pornography and other unhealthy information in the network in the new media era, and most college students are misled and even make wrong behaviors due to lack of social experience, resulting in serious consequences[4].The new media era has changed the way people interact. For example, more and more dating tools appear in society. Exploration, Momo and other dating tools are uncertain and virtual, which leads to many college students being cheated.

Third, in the context of new media, a large amount of information on the Internet broadens the vision of university teachers, but it is also easy to affect the three views. Virtual network

environment leads to personality disorder and cognitive bias of young university teachers. With the development of the network and the increase of openness, it is easy to indulge in the network and ignore the problems of the real world. Then it will affect daily learning.

It can be seen that the influence of new media on college students coexists. Although college students generally show a rational attitude towards new media, college students with active thoughts, wide interests, pursuit of novelty and lack of self-control ability may be tempted by various temptations[5]. Therefore, new media has become a channel for all kinds of thoughts and emotions, which is difficult to manage. For political and ideological educators in Colleges and universities, new media not only provides an effective way to understand the ideological dynamics of college students, but also brings unprecedented challenges to political and ideological education.

5. Conclusion

Under the background of new media, schools and teachers must realize the importance of College Students' ideological education. Clarify the impact of new media environment on College Students' political and ideological education, and fundamentally improve the quality of political and ideological education; At the same time, the new media also has a negative impact on the political and ideological education of college students. They have strong self-awareness, strong intellectual resistance, and how to carry out political and ideological education. Better acceptance of political and ideological education is the difficulty of college teachers, and major colleges and universities are the symbol of the progress of the times. To sum up, the political and ideological education of college students should find new ways to solve the problems brought by new media to college students.

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