

On the New Ideas of Ideological and Political Education in Colleges and Universities under the New Media Era

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Abstract: As the main position of college students' ideological and political education, the traditional ideological and political education idea, education method and education content can't fully adapt to the network environment. Ideological and political education, especially ideological and political education in colleges and universities, is facing new challenges and requirements in the new media era. It not only requires schools to think from the perspective of students, so as to better integrate ideological and political education into students' study life, but also makes use of the advantages of new media resources, taking new media as a platform for ideological and political education in colleges and universities, helping students improve their political literacy and guiding them to complete their self-shaping and all-round development. Based on the development and predicament of ideological and political education in colleges and universities in the new media era, this paper puts forward new ideas of ideological and political education in colleges and universities in the new media era, with a view to providing theoretical support for the development of ideological and political education in colleges and universities in the new media era.

1. Introduction

With the rapid development of cloud computing technology, 5G technology, artificial intelligence technology and other emerging technologies, the information content contained in the new media environment shows a leap-forward growth. Getting information from the new media platform has become the daily habit of college students ^[1]. The emergence of various new media platforms has exerted a subtle influence on college students' political literacy, humanistic literacy, psychological literacy and behavior patterns, and has profoundly touched and impacted college students' world outlook, outlook on life and values, posing many new requirements and challenges to traditional ideological and political education in colleges and universities. Under the background of new media, ideological and political educators in colleges and universities should become the forerunner of network ideological and political education ^[2]. Actively developing network ideological and political education is not only the requirement of the times of ideological and political education development in China, but also the necessary way for colleges and universities to carry out ideological and political education.

2. The Important Role of New Media in Ideological and Political Education in Colleges and Universities

In 2017, the Ministry of Education promulgated the “Implementation Outline of the Quality Improvement Project of Ideological and Political Work in Colleges and Universities”, which included online education in the “Top Ten Education” system of ideological and political work in colleges and universities. In recent years, with the ideological and political workers' in-depth exploration of online education, new media, as the main position of online ideological and political education, has become an important propaganda and teaching carrier of ideological and political education in colleges and universities. Based on the theoretical research and practical analysis of many scholars, new media platform has already played an important role in educational service, propaganda and guidance, feedback adjustment and so on.

2.1 The Role of Educational Services

One of the main contents of ideological and political course construction in colleges and universities is the reform of teaching methods. The emergence of new media platforms, such as Rain Classroom, Tencent Conference and Nailing, has enriched the technical means of ideological and political course teaching. More and more colleges and universities have adopted online and offline methods to carry out ideological and political courses such as Introduction to the Basic Principles of Marxism, Ideological and Moral Basis and Legal Cultivation. The new media can present the boring theoretical knowledge in the eyes of students in the form of videos, images, music, etc. In addition, the new media platform represented by “learning to be a powerful country” can spread the latest national policies and theoretical achievements, promote students to pay attention to the development of the country and society at all times, improve students' understanding of the national conditions and the current social development, enhance students' sense of responsibility and mission, and make their employment direction and career planning clearer. At the same time, universities can use new media, such as WeChat WeChat official account and campus service apps, to push employment guidance, mental health consultation and professional knowledge learning to students.

2.2 The Role of Propaganda and Guidance

Using the convenience and radiation of new media, we can better and faster publicize the deeds of advanced characters, and let more college students know and learn from advanced collectives and individuals. For example, advanced typical deeds can be reported and publicized through ideological and political media platforms such as “ideological and political micro-course”, “learning to strengthen the country” and “ideological and political cloud school”; In addition, major universities have settled in mainstream social apps, such as Weibo, Tik Tok and other new media platforms with huge user base, so as to carry out publicity and enrollment, employment guidance and ideological and political education. Word-of-mouth communication between teachers and students can not only expand the propaganda of advanced models, but also enhance teachers' and students' awareness of advanced learning, create a good learning atmosphere and enhance the appeal and persuasiveness of ideological and political education.

2.3 Feedback Regulation

The use of the new media platform has many practical significance for the development of the cooperative education mode between home and school, the improvement of communication

channels between teachers and students and the feedback of ideological and political teaching. That is to say, students can share their personal learning experience and show personalized cultural performances, voluntary activities and dormitory culture through the new media platform exhibition. First, it is conducive to improving students' autonomy and enthusiasm in learning by using new media; second, it is conducive to parents' understanding of students' school dynamics and relevant policies of schools and colleges; third, it is conducive to teachers' more comprehensive understanding of students' comprehensive quality through the platform, better formulating teaching objectives and timely adjusting teaching contents.

3. The Characteristics of Ideological and Political Education in Colleges and Universities in the New Media Era

3.1 The Image of Ideological and Political Education in New Media

Modern medicine shows that the learning effect of multi-sensory perception at the same time is better than that of single sensory perception^[3]. The new media has made full use of the information means which are full of sound and emotion, good pictures and texts, and provided more comprehensive and true information transmission for college students, which has a strong sense of resonance, strong appeal and improved learning effect. The emerging “multimedia” technology makes the network ideological and political education information more and more vivid. Daxin media platforms have processed the content of ideological and political education, integrated ideological and political courses into images and music, and achieved the effect of changing from mechanical indoctrination to students' active participation, from single color to multi-color, from abstract to concrete, from boring to elegant, giving new vitality to ideological and political education in colleges and universities.

3.2 Timeliness and Freedom of Ideological and Political Education in New Media

With the popularization of notebook computers, smart phones, on-board computers and other intelligent mobile terminals, college students don't have to go to the prescribed places at the prescribed time in the traditional way to receive education. Instead, they can get the required knowledge at any place with terminals at any time, “listen” to the teacher's teachings, and quickly learn about the political, economic, social and other aspects that are happening at home and abroad. The interactive communication of the network will attract people to change from traditional passive “indoctrination” education to active participation in the exchange of ideas, and naturally receive guidance in the collision of ideas. Through the dissemination of ideological and political education information through the network, educational subjects can naturally participate in the ideological exchange among college students. In this network where everyone is equal regardless of status, identity and age, all exchanges are heart-to-heart discussions, and the forms of exchanges are diversified.

Through anonymous questioning, tree-hole communication and other popular communication methods among young people, more and more students can choose to speak out actively and open their hearts, which effectively shortens the distance of interpersonal communication and effectively ensures the timeliness and emotional authenticity of information. However, the communication in this interactive state is not mandatory, which guarantees the freedom of speech of students as the educated to the maximum extent, which coincides with the educational concept of “taking students as the main body” in quality education. Therefore, it also guarantees the equal status of the educational subject and the educated in the process.

3.3 The Openness of Ideological and Political Education in New Media

Under the background of new media, interactive distance education provides a broad communication way for ideological and political education. It avoids that in traditional ideological and political education, students can't fully choose the content and method of receiving education according to their own personality, hobbies, knowledge reserve and other factors. On the one hand, in the network ideological and political education, first-class ideological and political education experts can be invited to the educatees from different places through the network to discuss their world outlook, outlook on life and values together. At the same time, the educatees from different regions can share the educational thoughts of the same ideological and political education expert and communicate with each other, so that educators and educatees can truly realize the goal of ideological and political education in interaction. On the other hand, because the network has the characteristic of not being restricted by region in information dissemination, that is, it can spread information across space, so it can send ideological and political education information to different places. As long as our ideological and political education information network is spread, the ideological and political education work can be done anywhere. In addition, the network makes the ideological and political education of students at home and school integrated. Through the network, parents can inquire about their children's political thoughts, study and life at school at any time, and the school can keep in touch with students' parents at any time, so as to achieve the combination of home and school and jointly do a good job in students' ideological work. Therefore, the network makes our ideological and political education space wider and more open.

4. The Dilemma of Ideological and Political Education in Colleges and Universities under the Background of New Media

At present, the network ideological and political education in many colleges and universities is in an exploratory stage. Although some content of network ideological and political education has been carried out in combination with new media, the effect is not obvious, and the overall construction level needs to be improved. How to make good use of the new media platform to improve students' political quality, moral quality and psychological quality has always been the fundamental problem of network ideological and political education in colleges and universities. Based on the investigation of some colleges and universities, it is not difficult to find the following difficulties in the current network ideological and political education in colleges and universities.

4.1 The Combination System of Traditional Classroom and New Media Platform is Not Mature Enough

Introducing new media to carry out ideological and political education is an inevitable trend in the development of ideological and political education system. However, the combination of traditional classroom and new media platform in universities has not achieved the ideal teaching effect. There may be many problems, such as unreasonable distribution of online and offline hours, large-scale overlap of online and offline courses, inconsistency between online and offline teaching requirements, disunity of standards, students' emphasis on online or offline classes, imbalance of online and offline teaching effects, etc.

4.2 Lack of Innovative Content and Attractiveness

The content of ideological and political courses is solidified, and the ideological and political courses offered do not keep pace with the times. Although the new media platform has been used,

the publicized deeds of people or news reports are delayed in updating^[4]. Although the forms of ideological and political courses under the new media background have been enriched, the actual ideological and political teaching content is not attractive, resulting in some students only paying attention to video, music and other content design, ignoring the core knowledge of ideological and political courses. However, the network ideological and political platform independently built by major universities lacks scientific design and platform columns, and does not meet the needs and preferences of college students. Failing to give professional and timely guidance to the current political hotspots that college students are more concerned about; Most of the contents displayed on the ideological and political platforms of universities are copied and pasted, and they are dull without refining and innovating the contents according to the requirements of the development of the new era. Lack of interactive module, simple “indoctrination” without feedback and communication, make the effect of network ideological and political teaching greatly reduced.

4.3 The Construction of Ideological and Political Teachers in Colleges and Universities Needs to Be Strengthened.

The ideological and political education in colleges and universities is professional and rigorous in content, which has high requirements for the comprehensive quality of ideological and political educators. At present, from the perspective of teachers' allocation in universities, the total proportion of full-time ideological and political teachers in ideological and political courses is not high. However, whether they are full-time teachers, counselor teachers or part-time ideological and political teachers in other disciplines, their political theory literacy and professional level of teaching on new media platforms need to be further strengthened, and there is a certain distance for the implementation of ideological and political courses. However, the training mechanism of ideological and political course teams in major universities is not perfect^[5], and the construction of ideological and political teaching teams is not paid enough attention, especially the training of ideological and political education on the Internet.

4.4 New Media Resources Are Intermingled, and Gray Areas Erode Students' Thoughts.

In the information age with the rapid development of new media, the fragmented information is overwhelming, which makes it difficult to distinguish the authenticity of college students with immature three views and lack of social experience. In order to gain traffic, some new media platforms gain people's attention by editing exaggerated headlines, malicious video clips, etc., and some illegal elements make “high imitation” official platforms to confuse the audience and spread false information^[6]. However, due to the initiative of college students, when actively searching for the information they need, they have more memory points for some novel and exaggerated information, and lack the ability to identify its authenticity. This has had a negative impact on the spread of mainstream values, and to some extent, it has increased the difficulty of network ideological and political education. It is also undeniable that there is no shortage of grey areas in the online world, in which non-mainstream cultures are surging, and anti-China forces use the internet to publish anti-China thoughts such as “universal values” and “western constitutionalism”, which intrude on students' ideology^[7]. The phenomenon of some mainstream media skirting the ball also happens frequently, not to mention some non-mainstream media platforms. The virtual dimensional culture propagated by some platforms is easy to mislead college students, which has caused some resistance to the positive energy dissemination of online ideological and political courses.

5. New Ideas of Ideological and Political Education in Colleges and Universities under the Background of New Media

The involvement of new media and the blending of various cultures have also brought some influence to the thoughts of contemporary college students, and this influence is like a double-edged sword, which not only brings innovative consciousness to students, but also brings challenges. Faced with many difficulties in practical work, it is also very important to find a new way out for ideological and political education in colleges and universities in the new media era. Combined with the needs of the current development, we can explore from the following aspects:

5.1 The Whole Society Should Attach Great Importance to the Application of New Media Platform in Ideological and Political Education.

To form an atmosphere in which the whole society attaches importance to ideological and political education, whether it is traditional classroom ideological and political education or online ideological and political education, the whole society should increase efforts to support ideological and political education in colleges and universities, and give preferential policies; Enhance the application awareness of new media platform, and guide and encourage ideological and political workers to use new media technology. Improve the cognition of new media technology, fully understand and understand the category of new media, and jump out of the traditional classroom teaching thinking mode. Paying attention to the application of new media is not the same as copying current political news, avoiding the solidification of thinking and the conformity of others.

5.2 Consolidate the Construction of Ideological and Political Teachers.

Whether it is traditional classroom ideological and political education or online ideological and political education, ideological and political teachers are the main builders. It is the most important thing to improve the professional level and theoretical accomplishment of ideological and political teachers. At the same time, some teachers are not skilled in the use of new media, their methods are not novel enough, and they still stay at the level of playing PPT and videos. For new means, the use of new platforms is rare. It is also necessary to improve the teachers' comprehensive quality of new media, not only the quality of the content itself, but also the presentation of the content. Pay attention to the screening and classification of texts, pictures, videos and other materials, strengthen the processing ability of artists, and improve the attractiveness of new media platforms. Ideological and political workers should invest more energy in the construction of new media, and strengthen communication with students. Network ideological and political teachers should know the students' ideological trends, and ensure that their new media technology is improved, and at the same time, they should be more grounded. Some students or school associations have a high professional level in video editing and image processing, which is more than the communication between students and related student associations. It is conducive to understanding students' ideological trends and grasping the acceptance tendency of ideological and political content, and improving the ability to use new media platforms according to actual needs, thus steadily improving the new media literacy of network ideological and political teachers.

5.3 Strengthen the Construction of New Media Ideological and Political Platform and Improve the Network Ideological and Political Education System.

The application of new media is not the same as copying current political news. We should pay more attention to the screening and extraction of content, not only use it well, but also ensure the

excellent content of the online ideological and political platform, which should be different from the traditional news websites, and make the online ideological and political platform unique and attract students. Using the new media platform to carry out ideological and political education for college students can't attract the attention of contemporary college students only through simple, large-length words and videos, and single content form, which leads to low student participation and click volume, and can't achieve the expected ideological and political education effect. Colleges and universities can update the content of ideological and political platform from the perspective of students according to their own disciplinary advantages, professional characteristics and campus culture, and build a new media platform with strong applicability and high novelty according to students' needs and preferences. Combining ideological and political education with campus services, we can't only carry out the study of ideological and political content alone, so that the platform functions are diversified, comprehensive and more universal. In the independent research and development of ideological and political platform, the employment guidance board, campus culture board, work-study board, alumni style display board, psychological counseling and other content are added. Let the ideological and political platform “hold multiple jobs”, improve students' trust and dependence on the platform, and improve the utilization rate of the platform. In addition, the ideological and political platform should have a red culture column, and carry out online activities on the theme of the National Day of the Founding of the Party, Army Day, etc., in which students' minds can be enriched and their patriotism education and party spirit cultivation can be strengthened; Carry out the “micro-classroom” column of ideological and political education, and carry out teaching with the help of new network methods and new patterns. Compared with the traditional ideological and political course, the micro-classroom time is more flexible and diverse, breaking the shackles of time and space. It can attract students' attention by “punching in” the red base and famous buildings, encourage students to study independently, and really play the initiative role of online ideological and political education.

5.4 Strengthen Network Supervision and Strengthen the Leading of Mainstream Thoughts.

College students, as an immature group with three views, are exposed to virtual secondary culture and non-mainstream culture emerging in the grey area of the network intentionally or unintentionally, and their ideas are easily influenced. Especially, some netizens advocate and “believe” in this kind of culture, and college students lack recognition and social experience, resulting in blind obedience, which is extremely unfavorable to the spread of mainstream cultural beliefs. The whole society must strengthen the management of the network environment, which requires not only the efforts of the network supervision department, but also the citizens' conscious resistance to bad information on the network. At the university level, the school level should encourage students to report bad websites and false information. QQ group and WeChat group, which are based on some secondary cultural interests, have spread among college students, and the school level should pay close attention to them.

6. Conclusion

In the new media era, the fundamental task of ideological and political education is still to cultivate people by virtue. As a new field of communication, the new media platform has brought opportunities and challenges to the development of ideological and political education for college students, and is affecting the construction of ideological and political education system in colleges and universities, which further tests the ability of ideological and political workers to keep pace with the times. Ideological and political educators can take advantage of many advantages of new media, talk about network ideological and political work in detail, not only to ensure that new

media technology is excellent, but also to ensure that political literacy is excellent. It is necessary to carry out ideological and political education, and to be close to students and enter their hearts. The construction of new media platform should constantly strengthen the dominant position of mainstream thoughts on the Internet, build ideological and political team with strong new media literacy ability, build practical education platform, and promote ideological and political education in colleges and universities to better meet the inner needs of contemporary college students, so that new media platform can truly become the main position of ideological and political education in colleges and universities and create a new pattern of ideological and political education in colleges and universities.

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