

Research on the Current Situation and Countermeasures of Ideological and Political Education for College Students from the Perspective of New Media

Huihui Xiong*, Lei Pan, You Sun

Heilongjiang Institute of Technology, Jixi, 158100, China

**Corresponding author: wcagn1124@163.com*

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Abstract: With the arrival of the new media era, a series of changes have taken place in the learning methods, ideological concepts, and lifestyle habits of college students. Compared to traditional media, new media forms have a higher richness and cover a wider range of channels. The convenience of interaction is also one of its characteristics, making them favored by young people. In the context of new media, ideological and political education for college students not only has opportunities, but also faces new challenges. This article analyzes the advantages of using new media in ideological and political education for college students, followed by an analysis of the current situation of ideological and political education for college students from the perspective of new media, and finally explores specific countermeasures.

1. Introduction

The high progress and development of new media have refreshed the public's understanding of media information. New media has been integrated into the actual life and interpersonal communication of contemporary college students, and its huge amount of information, innovative form, convenient interaction, intuitive and fast changing content make it one of the effective tools to promote the development of the education field. Based on this, university teachers should strengthen the use of new media, promote the effectiveness of ideological and political education through more innovative and effective teaching methods, and enhance the ideological and political level and literacy of contemporary college students.

2. Analysis of the Advantages of New Media in Ideological and Political Education for College Students

2.1. Expand ideological and political education platforms

Against the backdrop of the rapid development of communication technology, new media has emerged, which is more innovative compared to traditional media and covers various fields of social life. College students often show a high acceptance of information from new media, and they are also

very accustomed to using this new communication method in their daily life and work. Based on this, when universities use new media to organize and carry out ideological, political, and value education for college students, students can not only obtain rich learning materials, but also learn more efficient learning methods, promoting their learning efficiency. Based on the use of new media, under the ideological and political education model that students are willing to accept, they can learn knowledge more actively and intuitively, and create a deeper impression. In addition, students can speak freely on the interconnected network, achieve equal communication, and greatly stimulate their interest in learning ideological and political theory.

2.2. Innovative methods of ideological and political education

The operation of theoretical knowledge infusion teaching mode has been relatively common in previous ideological and political education in universities. However, for college students, this single and boring teaching method will only gradually diminish their interest and enthusiasm in learning, resulting in their learning purpose only being to cope with exams, and it is difficult to truly stimulate their desire to learn and explore. Therefore, in the era of the internet, universities need to reform and innovate their educational methods and forms with the times, apply new media forms that students are willing to accept, and then carry out more effective ideological and political education. In the process of using new media, the promotion of ideological and political content is no longer limited and constrained by factors such as space and time. In this way, ideological and political education in universities can be carried out more smoothly, and the efficiency and quality of ideological and political education for college students can be further improved.[1]

3. Analysis of the Current Situation of Ideological and Political Education for College Students under the Background of New Media

3.1. Failure to combine the characteristics of new media

In the context of new media, many teachers in the ideological and political education of college students do not fully grasp and apply the characteristics of new media in the teaching process, nor do they combine the actual ideological dynamics of students to carry out teaching guidance, resulting in the inability of educational activities to proceed smoothly.[2] The development of information resources in schools is insufficient, and the corresponding office software has not been updated and improved in a timely manner, which has hindered the development of ideological and political education for college students to a certain extent. In addition, the behavior of students using the internet has not been effectively supervised yet, and often some students are addicted to the internet, which has a negative impact on their physical and mental health development. In addition, in the process of carrying out ideological and political education, teachers do not provide targeted training and cultivation of students' ability to distinguish right from wrong. In the information mixed online world, students often lack the ability to distinguish between good and bad in the network, which is not conducive to the formation of their good ideological level and ideological and political literacy.

3.2. Insufficient emphasis on the subject status of students

As one of the important participants in teaching activities, the cultivation of students' self-learning awareness and ability needs to be given sufficient attention. To improve the actual teaching effect, ideological and political teachers should mobilize students' initiative in the teaching process and guide them to use scientific learning methods. In the current process of ideological and political education for college students, there are still many teachers who use the role of classroom leaders to

impart knowledge, often eager to present the teaching content to students. The development of students' independent exploration is not given enough attention, resulting in almost impossible improvement of teaching effectiveness, and it is naturally difficult to further improve students' ideological and political literacy and level.

3.3. Education methods need to be innovated

The content of ideological and political education for college students is relatively complex. In the context of new media, university teachers need to adopt effective teaching measures to strengthen the education and guidance of students' ideological and political aspects, and thus lay a solid foundation for their comprehensive progress and development. However, many university teachers in the actual process of ideological education still adopt traditional and outdated teaching methods, and a good teaching atmosphere cannot be effectively created. For students, their learning interest cannot be truly stimulated and improved, and they are generally in a passive state of accepting knowledge, resulting in relatively poor awareness and ability of independent learning. In addition, many teachers have not utilized advanced technological means to assist teaching in the context of new media, which has led to difficulties in achieving the goal of sound development of ideological and political education.

3.4. The evaluation and feedback mechanism still needs to be improved

In the process of cultivating college students' comprehensive literacy, the formulation and improvement of the evaluation and feedback mechanism is one of the important and indispensable links. For students, the scientific evaluation and feedback mode and the perfect summary method can be very beneficial to their future development, and lay a good foundation for the smooth realization of the ideological education goals. However, in the actual campus life, many counselors often pay insufficient attention to the promotion role of the evaluation and feedback mechanism, and the setting of targeted evaluation and summary links is always lacking. In addition, in the context of new media, many counselors have not established a new media work platform, even though they have established a corresponding evaluation mechanism, which leads to the emergence of loopholes and hinders the smooth development of educational activities. In addition, the actual evaluation and feedback work is often unscientific, so the effect of ideological and political education cannot be further enhanced, and it is difficult to truly meet the specific requirements of education and the learning needs of college students under the background of new media, leading to the adverse impact on the formation of students' ideological and political literacy.

4. Research on Countermeasures for Ideological and Political Education of College Students from the Perspective of New Media

4.1. Enhancing the Ability and Quality of Ideological and Political Education Workers

In the context of the new media era, ideological and political education workers for college students are facing new challenges. They need to explore more advanced and effective teaching methods based on research on the laws and characteristics of college students' ideological growth in the new media environment, in order to meet the teaching requirements of ideological and political education in the new media era, and promote the progress and development of college students' ideology. In order to meet the above requirements, ideological and political education workers in universities should conduct continuous research and learning on the content and characteristics of new media, in order to promote their mastery of new media application technology skills, and strengthen the use of new media methods in actual teaching processes. Gradually, they should become

experts in the application of new media, and thus make new media truly a driving force in the development of ideological and political education. In the context of new media, ideological and political education workers in universities should enhance their classroom guidance role by studying and researching the language features, meanings, and expression styles of new media, and keep up with the times. In the context of new media, ideological and political education workers in universities should enhance their classroom guidance role by studying and researching the language features, meanings, and expression styles of new media. They should keep up with the times, achieve unobstructed communication with students in teaching, promote communication and interaction between teachers and students, and based on their understanding of college students' learning, life, psychological situation, etc., enable every college student to achieve more comprehensive development, ultimately becoming the backbone of building our country.

4.2. Strengthen the construction of campus network

With the advent of the new media era, ideological and political education for college students has also faced enormous challenges. The emergence of new forms of new media has provided college students with more diverse channels of information acquisition. At the same time, the information they receive has become more diverse, and their social experience is relatively lacking. Their ability to distinguish right from wrong is also in a stage of gradual development and maturity. Therefore, in the context of new media, Teachers should provide more accurate and effective guidance to students based on the use of new media, and promote the improvement of their ideological and political level. University teachers can use new media to build and improve campus network construction, pay more attention to the form of online new media, and then penetrate ideological and political education from various information channels, using the teaching role and advantages of new media to promote the increase of coverage of ideological and political education. In the process of building campus networks, teachers need to fully leverage the advantages of new media teaching, rely on advanced media forms to disseminate new and correct ideas, and choose the content and forms of ideological and political education suitable for contemporary college students. In the process of selecting ideological and political content, it is necessary to collect website content that is more suitable for students' daily life from a popular perspective. In this way, It not only conforms to the characteristics of ideological and political education in universities, but also fully utilizes the role and function of websites, allowing students to improve their own ideological and political literacy under the influence of advanced ideological and theoretical education, making them positively affected, and promoting the further enhancement of the effectiveness of humorous ideological and political education.

4.3. Optimize the way of ideological and political education

The use of new media in ideological and political education can make the content of ideological and political courses in universities more intuitive and visualized, greatly reducing the difficulty of students' learning and understanding. This approach is more scientific and effective compared to only providing abstract lectures on problems. In addition, carrying out ideological and political education in the new media environment effectively increases the possibility of using visual media to disseminate information, guiding college students to grasp the correct direction of thinking, and learning to distinguish good from bad in complex information, promoting the construction of their ideological consciousness. In addition, ideological and political education in universities can utilize the new media environment and characteristics to apply teaching models that focus on self-directed learning and group learning, thereby restructuring and constructing the information structure in ideological and political textbooks in universities, further innovating students' ideological and political learning models, and promoting the further expansion of teaching channels for ideological

and political education in universities. In addition, in the process of implementing ideological and political education for college students, new media, as a new teaching carrier, contains media sharing tools, virtual platforms, and other content, which can provide guarantees for the smooth implementation of ideological and political education. These tools can serve different social purposes, such as promoting social interaction and triggering discussions among college students.

4.4. Improve the evaluation and feedback mechanism

Under the perspective of new media, in order to ensure the orderly development of the ideological education of college students, college teachers should pay more attention to the evaluation link and realize the further improvement and perfection of the evaluation feedback mechanism. The quality and timeliness of training will be improved with the establishment of the evaluation mechanism under the perspective of new media, and students' demand for using new media can also be met. Although the application of the traditional cultivation mode can finally achieve some of the training goals, but with the increase of students' learning and development needs, the traditional cultivation mode is in urgent need of further innovation. Based on this, ideological and political counselors should break the shackles of traditional educational concepts, constantly improve the evaluation and feedback mechanism, and strengthen the application of the network platform, so as to achieve an all-round education and guidance for students. The ideological and political counselors should guarantee the scientific nature and feasibility of the evaluation mechanism, so that students can maintain correct ideological and political concepts and lay a good foundation for their comprehensive development. At the same time, under the new media environment, ideological and political counselors should improve the quality of online public opinion collection work. Under the promotion of scientific evaluation and feedback mechanism, the ideological and political education of college students will develop towards a better direction, and promote the formation and improvement of their ideological and political level and quality.

5. Conclusion

In summary, in the higher education system, ideological and political education plays a crucial role in promoting students' future development. In the context of the new era, in order to promote the improvement of the quality of ideological and political education, universities can use new media as an effective carrier, optimize educational content, and strengthen the exploration of effective teaching methods, thereby synchronously improving the efficiency and quality of ideological and political education in universities, laying a better foundation for contemporary college students to possess good ideological and political literacy.

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