

# *Ideological and Political Education of College Students in the New Media Environment—Taking Haiyuan College of Kunming Medical University as an Example*

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**Abstract:** Based on the current new media environment, new development possibilities and new challenges have emerged in the teaching methods, teaching contents, ideological and political value orientation and other modules of college students' ideological and political education. However, there are also many problems and weaknesses to be solved in the implementation and practice of the current ideological and political education for college students. Therefore, if colleges and universities want to overcome the drawbacks and problems of ideological and political education of college students under the current new media environment, they need to actively explore innovative ways of ideological and political education, improve the effective guarantee institutions for students' ideological and political education, and skillfully penetrate the elements of the development of the times, in order to strengthen the faculty of ideological and political education, enrich the methods of ideological and political education in combination with the new media environment, and cultivate students to establish correct ideological and political awareness. We should let the effect of college students' ideological and political education be further improved and enhanced in the new media environment.

## 1. Introduction

The current era is a new era filled with information technology, and every student is in a society with rapid development of information technology. As such, new media has a natural familiarity and incomparable attraction for contemporary college students. At the same time, college students are also in an important stage of establishing and forming correct three views, and learning to spread a large amount of information under the new media environment. There are often certain judgment errors on the value and content of information, and a little carelessness will be blinded by the flashy scene on the new media platform, which brings new challenges to the ideological and political education of students. The primary task of ideological and political education in colleges and universities in the new era is to comprehensively strengthen the ideals and beliefs of teachers and students based on the development and changes of the times, strengthen the beliefs of teachers and

students, and cultivate college students with ideals, responsibilities and aspirations in the new era. Therefore, how to innovate and optimize the ideological and political education of college students in the new media environment has become a new topic under the development of the current era. This article first analyzes the new challenges faced by the ideological and political education of college students under the new media environment in detail, and at the same time, analyzes the problems existing in the current practice of ideological and political education of college students in detail, and finally puts forward feasible suggestions on how to innovate and optimize the ideological and political education of college students under the new media environment.

## **2. New challenges faced by the ideological and political education of college students in the new media environment**

### **2.1. The technical innovation of new media brings new challenges to the communication mode of college students' ideological and political education**

Under the background of the rapid development of information technology, the information construction of colleges and universities has also been effectively promoted, which makes the teaching information more widely used. On the one hand, the combination of online teaching and offline teaching in colleges and universities has been further promoted and improved. More and more teachers have begun to choose electronic courseware, teaching videos, teaching plans of famous schools and other online education resources to prepare lessons scientifically. Even many teachers have gradually implemented various teaching modes such as "flipped classroom" and "smart teaching" relying on information teaching to achieve effective innovation and optimization of traditional teaching classroom. Under the complex background of the COVID-19, many schools also use new media platforms to carry out online education of courses and online teaching and research activities.

Because of this, the continuous deepening and popularization of teaching informatization has also sought new teaching changes in the way of communication of ideological and political education for college students. It is also a positive atmosphere for the development of information based teaching. Under this atmosphere, teachers are guided to gradually form an information based teaching thinking, which effectively enhances teachers' information practice ability for online teaching resources and new media information technology to carry out online teaching. At the same time, many young teachers are willing to accept new things, can rely on their own understanding of information technology, and can effectively carry out education and teaching in the new media environment, so as to focus students' attention and enhance teaching interest. In a word, the team of teachers with advanced teaching concepts, skilled information network application skills and rich new media literacy has continued to grow, and the impetus to promote teaching innovation and optimization based on the use of new media technology has also been enhanced, making many modules of college students' ideological and political education, such as time agency, training pattern, teaching mode, and expression form of ideological and political teaching content, need further innovation and development. It has created new challenges and new development possibilities for the communication mode of college students' ideological and political education.

### **2.2. The pluralistic value of new media brings new challenges to the leading position of college students' ideological and political education**

Under the new media environment, the source of college students' value cultivation no longer only depends on ideological and political education, but will be affected by multiple contents and resources on the new media platform, which to a large extent threatens the dominant position of college students'

ideological and political education. There is endless information on the new media platform, and tens of thousands of relevant content can be searched by a keyword. Such massive information contains mixed ideas and value orientations, which rely on interesting information display forms to permeate students' daily life and learning. This information has a subtle influence on students' ideological direction and value cognition. Thus, the leading force of ideological and political education for college students in shaping students' ideological value has been greatly reduced. College students' outlook on life, world outlook and values are in the process of continuous improvement and shaping, and there is also a certain lack of ability to judge the right and wrong of things. At present, the open and diverse new media platforms have both the content of promoting social positivity and the wrong idea of bad value orientation, which makes students easy to be blinded by bad atmosphere and lose their minds in the new media environment. Therefore, it seriously hinders the advancement of students' ideological and political construction and brings incorrect value guidance to students, which brings new problems and challenges to the dominant position of ideological and political education in colleges and universities and the form of communication and guidance.

### **3. Problems in the current ideological and political education of college students under the new media environment**

#### **3.1. The lagging of educators' educational concept of network education**

At present, many college ideological and political education concepts are out of touch with the development of the times, which is mainly reflected in these aspects. First, they are still stuck in the past teaching mode, and do not seek innovation and breakthrough. Most of them are mainly "indoctrination" teaching with teachers as the main body. [1] Many teachers still stick to their dominant position in teaching and do not fully realize that students are the key recipients of teaching, which leads to teachers' neglect of students' learning needs. Second, some teachers are resistant to the use of new media. They lack the correct understanding and understanding of the use of new media in teaching. They are still confined to the traditional teaching thinking of face-to-face teaching, which also causes these teachers to lack the ability to use new media teaching technology. It is difficult to set up higher quality ideological and political education for college students in the new media environment. For students who often use new media, using new media technology to carry out teaching may make the teaching classroom more attractive and interesting. Third, teachers lack autonomy in learning and innovation in ideological and political teaching. In the final analysis, the ideological and political education of college students is to help students improve their personality and ideology, and to help students become real people. To do a good job in ideological and political education, teachers must constantly learn to enrich their knowledge, expand their understanding of other disciplines, and actively learn new media teaching technology under the new media environment. [2] We should rely on new media teaching technology to achieve further innovation and optimization of ideological and political education. However, at present, some teachers in colleges and universities are content with the status quo and lack the knowledge required by the development of the times.

#### **3.2. Media literacy of college students needs to be improved**

The media literacy of college students is very deficient. When contemporary college students browse a large amount of information in the new media platform, their ability to judge, distinguish, digest and analyze information needs to be further enhanced and improved. In particular, many college students lack the ability to distinguish between right and wrong, and their ideological trend is extremely vulnerable to the impact of bad information on the new media platform. At the same time,

the media literacy of college students is also uneven, and the development is relatively unbalanced. Most students do not have a comprehensive and systematic study of new media related courses, which makes it difficult for media literacy to become the basic quality that every student should have, and also because of the impact of professional categories, some students' operation of new media only stays on entertainment and relaxation. While some students have initially studied the new media under the professional requirements, but they are not aware of the moral bottom line and ideological norms contained in the new media.

### **3.3. Insufficient resultant force of ideological and political education for college students**

Under the new media environment, the road to comprehensively deepen the reform of higher education has successfully opened a new chapter and embarked on a more important and critical new journey of reform, which also makes the ideological and political education of college students more and more places to be developed and the development situation more and more complex. In the final analysis, the insufficient resultant force of college students' ideological and political education in colleges and universities is due to the following reasons. First, colleges and universities lack in-depth understanding and conclusion of college students' ideological and political education work, and fail to understand the true meaning of teaching, which also causes a serious lack of emphasis on ideological and political education in schools. While looking at the current teaching development, the ideological and political education work is not only a module that can not be ignored in the Party's development work, but also relates to many aspects such as the ideological and cultural construction of schools. However, some schools still put intellectual development education in the first place of teaching work, ignoring the guidance of students' ideology and morality. Second, relevant professional teachers often pay more attention to teaching and research results, but pay less attention to the innovation and optimization of ideological and political curriculum content, which makes it difficult to give full play to the important role of ideological and political teaching in shaping students' three outlooks and improving their personality. That is to say, the educational function of ideological and political education needs further improvement and development. Third, under the new media environment, the supervision and security mechanism of college students' ideological and political education in colleges and universities is not yet perfect, the division of labor is not clear, and they are often busy with each other, lacking effective work cooperation, and it is difficult to control the scientific application of new media technology in teaching time, which greatly reduce the joint efforts of college students' ideological and political education.

## **4. Analysis on the countermeasures of strengthening the ideological and political education of college students in the new media environment**

### **4.1. Improving the faculty of college students' ideological and political education under the new media environment**

Under the current new media environment, any teaching worker should actively welcome and understand the teaching trend under the development of the times, be a "trendsetter" in the teaching trend of the times, and actively enrich the new teaching ideas of the organic integration of new media technology and college students' ideological and political education courses. We should closely follow the teaching pace of the times, continue to innovate and optimize their own teaching ideas and teaching concepts, and actively adjust, in order to strive to better adapt to the current new media environment of college students' ideological and political teaching requirements. Therefore, when carrying out the practice of ideological and political education, the teachers of ideological and political education in colleges and universities first need to fully understand and insight into the students' ideological direction and code of conduct. When meeting the requirements of students'

curriculum learning, interest concerns, multimedia technology, classroom teaching environment and other aspects, they should create a scientific and appropriate ideological and political teaching situation through the new media platform, seize the students' interest concerns, and skillfully design the ideological and political teaching arrangements, in order to guide students to explore, learn and understand the content of ideological and political teaching independently, and give full play to students' subjective learning initiative.

#### **4.2. Relying on the new media environment to enrich the ideological and political education methods of college students**

New media exists in all aspects of our lives. Teachers should not only improve their ability of ideological and political education, but also enrich their ways of ideological and political education. Only in this way can students effectively improve their media literacy in the complex new media environment, so as to correctly distinguish the quality of new media platform information, achieve the correct guidance of their own ideological and political, and help students form a correct three outlook and improve their noble personality. This requires teachers to effectively enrich the teaching methods when carrying out ideological and political education in combination with the elements of the development of the times. First, teachers can use cross teaching methods to introduce psychology and other knowledge into ideological and political teaching, so as to achieve the determination and correct guidance of students' ideals, beliefs and ideological trends. Secondly, we should actively use the method of differentiated teaching to carry out ideological and political education. Under the new media environment, students' media literacy is uneven, which makes them lose their rational judgment on a variety of information on the new media platform. In such a situation, teachers need to combine college students' own ideals and beliefs with their personal future actual growth, starting from the individual teaching. According to different professional studies, we will conduct characteristic guidance, practice teaching in accordance with their aptitude, and guide them to correctly use the new media platform, in order to take the initiative to learn positive ideas and strengthen political beliefs.

#### **5. Conclusion**

In a word, in order to effectively promote the reform and development of college students' ideological and political education under the new media environment, we must actively change and adjust the content and mode of ideological and political education to match the pace of new media development, actively infiltrate new media technology thinking and ideas into college students' ideological and political teaching, rely on new media technology to innovate and enrich ideological and political teaching methods, so as to ensure that students correct their ideological beliefs, firmly stand on politics, improve personality cultivation, and maximize the educational function of ideological and political education based on the new media environment.

#### **Acknowledgment**

Ideological and Political Education for College Students in the New Media Environment+Taking Haiyuan College of Kunming Medical University as an Example

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