Challenges and Responses to Ideological and Political Education of College Students in the All-Media Era

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Abstract: Focusing on the background of all-media era, this paper expounds the value implication of college students 'ideological and political education, analyzes the challenges faced by college students' ideological and political education; And it explores the countermeasures of college students 'ideological and political education,from the aspects of interaction between subject and object of education, cultural education, optimization of ideological and political education environment, so as to provide reference for the innovation of college students.

1. Introduction

As the reform of higher education is gradually promoted, it's important to strengthen the cultivation of college students' moral literacy and humanistic literacy, and these are key part of college students' ideological and political education work[1]. At present, under the guidance of relevant policies, colleges and universities continue to strengthen the innovation of ideological and political education of college students and accelerate the integration of media, which has achieved certain results, but there are still problems such as the subject-object interaction effect of ideological education is not ideal, and the innovation of ideological and political education content is insufficient. In this regard, colleges and universities should study and implement the spirit of the 20th CPC National Congress in depth, give full play to the advantages of the media, enrich the educational materials, create a good educational environment, and cultivate the successors of socialism in the new era.

2. The Value Implications of Ideological and Political Education for College Students in the All-Media Era

2.1 Beneficial integration of teaching and learning activities with various types of media

In the era of all-media, colleges and universities strengthen the ideological and political education of college students, which is beneficial to the integration of teaching activities with all kinds of media. On the one hand, teachers of ideological and political education can present educational content in various forms such as audio, short video, pictures, etc., which is convenient for students to learn ideological and political knowledge from various perspectives; on the other hand, students can search for various forms of learning materials through media platforms such as

Zhihu, official media websites, news APPs, film and TV APPs, etc., which gradually deepens the connection between the network and the learning life of college students. Along with the emergence of various media platforms, the activities of ideological and political education have gradually increased, and the forms of activities have become increasingly rich, which can mobilize students' enthusiasm for learning, let students actively participate in the learning of knowledge of the ideological and political courses, and improve the effect of ideological and political education[2].

2.2 Useful for improving the timeliness of students' ideological education

All-media has the characteristics of efficient and open information dissemination, and the combination of media college students' ideological and political education is beneficial to improving the timeliness of college students' ideological and political education. In the context of the all-media era of rapid information dissemination, the ideological and political education of college students is also integrated with the advantages of the media, and students are no longer passively accepting the instillation of knowledge, but are actively involved in learning to accelerate the exchange and sharing of information. Moreover, teachers can also share some latest policies and news information in real time during the teaching process of the ideological and political courses, so as to enrich and update the educational materials and improve the timeliness of the ideological and political education.

2.3 Beneficial to the realisation of efficient interaction between teachers and students

In the era of all-media, colleges and universities strengthen the ideological and political education of college students, which is beneficial to realize the efficient interaction between teachers and students. On the one hand, teachers of ideological and political education can interact and communicate with students through social media platforms such as WeChat groups and microblogs, effectively solving the problem of the lack of teacher-student communication under the traditional teaching mode; on the other hand, teachers of ideological and political education can implement the online + offline classroom teaching mode, which prompts students to communicate and learn and enlivens the classroom atmosphere through the use of teaching methods such as group discussion and role-playing. At the same time, teachers can also combine the characteristics of the times to carry out problem situation teaching, guide students to further understand the latest theories, learn the spirit of the 20th Party Congress, share their own learning experience, enhance teacher-student exchanges, and improve the efficiency of Civic and Political Education[3].

3. Challenges to the ideological and political education of college students in the era of all-media

3.1 Civic education subject-object interaction effect is not satisfactory enough

In the ideological and political education of college students, the unsatisfactory effect of the subject-object interaction of ideological and political education is one of the main existing problems. According to the relevant survey data, 42% of college students said that they could not find the right time to communicate, 22% of college students said that there was no suitable communication platform, 24% of college students said that they were embarrassed to communicate with their teachers, and 12% of college students were worried about disturbing their teachers' lives. With the rapid development of the network, although the boundaries between teachers and college students are gradually blurred, the subject-object identity still exists, coupled with the lack of a more effective communication platform between teachers and college students, college students don't

have many opportunities to communicate with teachers, resulting in a lack of effective interaction between the subject and the object of Civic and Political Education, and a certain gap between the effect of the interaction and the expected goal.

3.2 Insufficient innovation in the content of ideological and political education

Under the environment of the rapid development of all kinds of media such as Jitterbug, microblogging and WeChat, the content of ideological and political education for college students should also be continuously updated. However, according to the current situation, the content innovation of ideological and political education in colleges and universities is not enough, which affects the effect of ideological and political education of college students. Firstly, deeply influenced by traditional teaching concepts, some teachers are not sufficiently adapted to the new education concepts and new education methods, and despite the fact that multimedia will be used for teaching in most cases, they still adopt the indoctrination teaching method, and the application of the media network technology floats above the surface and lacks the incorporation of new ideological and political education materials; secondly, some of the contents of the ideological and political education are not sufficiently updated, and the teachers fail to fully connect theoretical knowledge of ideology and politics with life realities when teaching. Secondly, some of the contents of Civic and Political Education are not updated enough, and teachers fail to link the theoretical knowledge of Civic and Political Education with the actual life in their teaching.

3.3 The environment of ideological and political education for college students is becoming more and more complex

In the context of the all-media era, the way of ideological and political education of college students, the way of student learning, the way of communication and so on have changed, but at the same time, the environment of ideological and political education of college students has become more and more complex. In the Internet environment, information is gradually showing a trend of explosive growth, and media such as microblogging, jitterbugging, and Baidu have become important channels for college students to obtain information. However, the ideological values of college students have not yet completed maturity, and they are unable to accurately distinguish the undesirable information on the network, and money worship, hedonism and other influences on the values of college students, which is not conducive to the physical and mental health of college students' personal growth.

4. Response Strategies for Ideological and Political Education of College Students in the All-Media Era

4.1 Improve the construction of social platforms in colleges and universities to cultivate high-quality Civic and Political Education Objects

To address the problem of insufficient interaction effect of the subject and object of Civic and Political Education, colleges and universities should actively improve the construction of school social platforms, promote efficient interaction between teachers and college students, improve the interaction effect, and cultivate high-quality Civic and Political Education Objects. First,To cultivate high-quality Civic and political education objects, college students should have a sense of independent learning, and can watch Civics-related learning videos through platforms such as "Learning Power" and "Mucous Class". You can also watch red classic movies and TV dramas to understand the history of the revolution and learn the spirit of the revolution; secondly, college

students should set up a correct concept of the network, make clear that they play an important role in the construction of the network society, and transmit social positive energy; finally, college students should improve their self-restraint, reasonably plan the daily time for study and entertainment, carry out network activities in a restrained manner, combine labor with leisure, and make sure that you can study and relax without missing a beat, and develop good online habits [4]. The second is to improve the construction of social platforms in colleges and universities. Secondly, to improve the construction of social platform in colleges and universities, colleges and universities should combine the existing educational resources to strengthen and improve the construction of school social platforms, such as opening a separate theme module for Civic and Political Education on the campus official website, supporting comments and sharing, and increasing the daily punch card challenge small activities to attract college students to participate. At the same time, colleges and universities should arrange for Civics educators to respond to the problems raised by college students in a timely manner, trace the root causes, and guide students to solve problems in a timely manner. It is also possible to carry out regular weekly live webcast classes on Civics education, with Civics teachers taking turns to give lectures to college students, such as using hot topics of the times as material for in-depth discussions and exchanges with college students, and solving their problems and answering their questions. By creating a specialized communication channel, it helps to enhance the communication between teachers and students, improve the interactive effect, and help college students establish correct ideological concepts.

4.2 Digging deep into the local red cultural resources to culture people

Regarding the problem of insufficient innovation in the content of ideological and political education, colleges and universities should dig deep into the local red cultural resources, so that the red cultural elements can be combined with the content of the ideological and political education, and at the same time, strengthen the extracurricular practical teaching to promote the combination of theoretical teaching and practical teaching, so as to culture the people. First, teachers should pay attention to the classroom teaching of Civics+Red Culture. Teachers of Civics and Political Science in colleges and universities can first use multimedia to play red culture-related film and television clips or short videos to introduce the content to be explained in this class; then build a problematic situation, layer by layer, and guide college students to independently observe the teaching video or communicate with classmates to discuss. During the period, the teacher should change his role, take the initiative to participate in the students' discussion, real-time expression of their own ideas and insights, to create a good classroom atmosphere; finally, the organization of classroom performances, the knowledge of the course interspersed with the script, the students through the practice of acting, can deepen the understanding of the theoretical knowledge, to learn the spirit of the revolution such as hard work and perseverance and bravery, and to cultivate college students' ideological and moral literacy. Secondly, Schools can carry out extracurricular red-themed practical teaching activities. Schools to class is as a unit. Through the ideological and political educators to organize college students offline, who can visit the revolutionary shrine, revolutionary memorials and other red attractions can carry out offline theory + practice small classroom. At the same time, after the activity, college students are encouraged to participate in the Shake Shack activity, shooting the activity video and discovering their own feelings, spreading the red culture and passing on the revolutionary spirit. Besides, colleges and universities can organize and carry out video creation competitions around red culture. College students can play to their strengths, from the existing classic red film and television works in the excavation of appropriate red cultural elements, and its secondary creation, such as "if history is a group of meow", "that year that rabbit those things" and other works, not only can promote the red culture, but also attract more college students

to watch the video, to build the network of the ideological and political education position.

4.3 Optimising the social media and campus media environment to convey positive energy

The development and popularisation of Internet information technology has brought a lot of convenience to people's life, and also added to the development of information technology in college education. However, at the same time, the network environment has become more and more complicated, which brings some risks, for example, the ideological cognition of college students have deviations. In view of this situation, colleges and universities should start from two aspects, one is the campus media, and the other is the social media, to strengthen the guidance of network public opinion, promote positive energy video or news information, and strive to create a harmonious and positive media environment. First, optimise the social media environment. On the one hand, the relevant departments should increase the supervision and management of the content output of various online platforms, incorporate WeChat, Weibo and other media platforms into the scope of supervision, and focus on the establishment of a content audit system. With digital technology support, all-round and intelligent monitoring of the whole process of content release, grasp the source and control the quality of content output. For example, the published content of sensitive word search, once found to have sensitive words, the system can automatically release information to remind, standardise the quality of content output; on the other hand, on the network of personal attacks, invasion of others' privacy, release of untrue statements and other malpractices, the relevant departments should increase the punishment, and continue to optimise the social media environment, to provide an environment for the development of ideological and political network education for college students and protection. Second, optimise the campus media environment. Colleges and universities should grasp the campus media as an important position for ideological and political education, pay attention to the supervision and guidance of public opinion, and control the dissemination of some extreme remarks and block and warn them. At the same time, they should correctly guide the direction of public opinion, disseminate positive energy in society, and play the role of "civilisation, harmony and progress" and other ideological values, so as to lead college students to think positively and move forward firmly under the leadership of the Party.

5. Conclusion

To summarize, by strengthening the ideological and political education of college students, it can not only cultivate the ideological and moral literacy and humanistic literacy of college students, but also help college students to establish correct ideological concepts, firm goals and confidence, so that college students can grow up and become successful under the leadership of the Party.

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