

# *Design and Practice of Student Activities for Media Majors Based on the Purpose of Ideological and Political Education*

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**Abstract:** Student ideological and political education is a top priority in China's ideological and political education work. Ideological and political education is the main battlefield for strengthening the ideals and beliefs of college students, inheriting the red gene, and inspiring their love for the party and patriotism. This article conducts further research on the design and practice of student activities for media majors based on the educational purpose of ideology. In order to organize practical activities for students majoring in media, the leadership department of the school can assign the activities to various departments and break them into smaller parts. Classroom teaching should be combined with practical activities. Ideology education can be said to improve students' ideological concepts, stimulate their interest in learning, and subtly shape the correct worldview, outlook on life, and values of teenagers. In summary, the design of student activities for media majors is of great significance in enhancing knowledge and skills, improving learning process methods, and establishing correct emotional attitudes and value orientations. Only by fully applying it can we better achieve the teaching objectives of high school ideological and political classrooms.

## **1. Introduction**

Because of their professional characteristics, students majoring in media are highly sensitive to current politics and hot news, and even become the mouthpiece of the party's policies and spirit in daily life, which means that students majoring in media have a solid ideological foundation and a firm political stance, but they often ignore the study of political theory in their daily study, which has a large room for improvement in their ideological consciousness. At the same time, because of their delicate emotions, they show the characteristics of weak collective concept and lax organizational discipline [1]. Students' ideological and political education is the top priority of ideological and political education in China. Ideological and political education is the main position to strengthen college students' ideals and beliefs, inherit the red gene, and inspire students to love the party and patriotism. As the main force of network and mobile phone use, students are most affected by it. The rise of new media is not only an opportunity but also a challenge for the

ideological work in colleges and universities. We should actively adopt strategies to deal with it so as not to fall into a passive situation [2]. Based on the educational purpose of ideology, this paper further studies the design and practice of students' activities for media majors. In terms of labor practice ability, media majors have little labor practice experience, showing indifference to labor, and the modernity of instrumental rationality and utilitarianism has spread. Under the education of ideology, efficiency and speed-up have become the pursuit and purpose of some students. Under the influence of hedonism, one of the important ways to stimulate students' interest in learning is classroom student activities [3-4]. Ideology education can be said to be a carrier to improve students' ideological concepts, stimulate students' interest in learning, and subtly shape teenagers' correct world outlook, outlook on life and values. Quality education advocates students' development in many aspects, and classroom student activities perfectly embody this educational concept, which enables students to gain knowledge, experience the process and exercise their abilities [5]. Material desire and consumption alienation lead to students' low degree of labor identity, inability to endure hardship, unwillingness to endure hardship and weak willpower, which are all things that need to be corrected in the all-round development of media majors.

## **2. Design of Student Activities for Media Majors Based on the Purpose of Ideological and Political Education**

### **2.1. Design an overall implementation plan for the curriculum at a macro level**

The combination of Ideology teaching and media students' activities, the first thing is to strengthen the cooperation and coordination with other departments in the system, and bring them into the overall planning of school education, and build a "two-in-one" ideology teaching model in order to operate efficiently [6]. Specifically, it is necessary to break the situation that ideology teaching and college students' activities are carried out separately and do not interact with each other, and establish a multilateral coordination management mechanism. Form a linkage mechanism in which the main leaders in charge of students' ideological and political work in the school take the lead in management, the specific departments make overall plans, the ideology department is responsible for specific implementation, and all relevant departments and departments actively participate. To actively meet the needs of students, in this process, we should be targeted, ensure various forms, and actively guide [7]. On the guidance level, it is mainly aimed at the Internet, and it is necessary to strengthen online guidance. The specific methods are to strengthen the control of bad information, give play to the role of opinion leaders, and enhance the social responsibility of the new media industry [8]. In view of the feedback factors, we should start with the activities of media students. Carry out a variety of practical activities to provide a platform and opportunity for students to practice their theoretical knowledge. In the process of combining ideological and political education with media students' activities, students can actively participate in the classroom, and they can achieve their love for the subject, thus having a strong interest in the subject; Then I can listen carefully to the knowledge and ideas taught by the teacher in class, so I am inspired and rise to the recognition of this subject. It can be seen that students' interest in the activities of media majors under ideological and political education is an important factor affecting the educational effect of ideological and political education, and it is also an important way to strengthen students' ideological and political education. In particular, the teaching link has been strengthened, and new requirements have been put forward for the assessment standards and methods of courses [9]. The combination of ideology teaching and college students' social activities involves not only the assessment of teaching objectives but also the evaluation of the effect of activities. Therefore, in addition to increasing the proportion of scores, we should also pay attention to science, rationality, comprehensiveness and fairness.

## **2.2. Design teaching organization and implementation plans at the micro level**

The practical teaching of ideology courses integrated into the activities of students majoring in media should be led by the specific activity department. On these activity platforms, ideology course teachers should be the main body, and counselors should be the auxiliary body to coordinate and complete the arrangement of content, guidance of the process, and assessment of goals, that is, to achieve joint management of teaching, learning, and activities[10]. Their ideological and political concepts have a certain impact on the future development of this country. Classroom teaching of ideological and political education is the most direct and effective way to cultivate the ideology of young people. Educators should propose practical and targeted cultivation paths that combine ideological and political education with classroom teaching for students majoring in media. This approach will improve the teaching objectives of ideological and political education and promote the healthy growth of young people. In order to organize practical activities for students majoring in media, the leadership department of the school can assign the activities to various departments and break them into smaller parts. Classroom teaching should be combined with practical activities. The transformation of the influence of regulatory factors to the practical level is the cultivation of emotional will. We should actively utilize new media for emotional education, leverage the role of new media, and alleviate students' negative emotions. Educators can focus on improving students' willpower by conducting setback education. In addition, it is necessary to strengthen the integration of various factors to form a reasonable and jointly promote the improvement of the reception effect of ideological and political education. Finally, the acceptance mechanism plays a crucial role in improving students' ideological and political education. When organizing and implementing student activities in the field of media, it is more feasible to group students. Before the start of a semester of courses, it is necessary to determine the grouping and optimize the combination of students, with around 8 students as a unit, so that all practical teaching in the future will be carried out as group activities. In teaching, the team leader is responsible for organizing the group, with each member participating in all tasks and taking turns in charge of a specific activity.

## **3. The Path Construction of Media Majors' Practical Activities Based on the Purpose of Ideological and Political Education**

### **3.1. Cultivate cultural literacy**

Teachers should pay attention to the ways and means that students like to hear and participate in. They should educate students to consolidate their comprehensive cultural foundation, guide students to fully display their talents through platforms such as the morning reading classic contest, and also encourage them to actively inherit and carry forward the excellent traditional Chinese culture. At the same time, we can create an environment for cultural education, such as holding a three-line poem contest and a short video contest. For the abstract concept, the application of activity design can restore it to the real life situation, and life-oriented knowledge can effectively promote students to understand the learning content more accurately and deeply. It can be seen that the application of activity design in ideological and political teaching undoubtedly optimizes the presentation of learning content, which plays an extremely important role in mobilizing and maintaining students' interest, stimulating curiosity and strengthening learning effect. This way of practical teaching enriches the content of classroom teaching, deepens students' understanding of the theoretical knowledge they have learned, and the activities are also easy to operate. Therefore, in the actual teaching process, teachers can make timely adjustments through students' feedback and information at any time when dealing with the application of activity design, thus ensuring better teaching effect. In a word, activity design is of great significance for improving knowledge and skills, perfecting learning process and methods, and establishing correct emotional attitude and value orientation. Only by fully applying it can we better complete the teaching admonition goal of ideological and

political classroom in senior high school. The improvement of cultural literacy is subtle, which can organize art students and non-art students to "pair up", edify non-art students with their artistic accomplishments, and infect media students with their cultural connotations, thus promoting the linkage between media and non-media, and the coordination between art and non-art.

### 3.2. Inspire innovation awareness

In the process of educational management, we should delve into the student community, fully engage with and understand students, recognize and grasp the individual characteristics of students majoring in media, effectively guide and stimulate their potential, guide media students to "want to innovate", "dare to innovate", and "be innovative", and cultivate their innovation spirit and ability. Through this form of practical teaching, the content of classroom teaching is integrated into students' daily lives, enhancing their understanding of theoretical knowledge, and activities can also receive positive responses from students. The application of activity design in ideological and political courses is based on the theoretical knowledge of the subject, presenting problems through case studies, viewpoint analysis, and other forms of activity design, continuously creating an atmosphere that allows students to learn independently, participate, cooperate, and express freely. While cultivating students' ability to learn independently, it strengthens their ability to analyze and solve problems, enabling them to achieve flexible learning and application. Through practice, students can directly gain first-hand experience and real feelings of reality, thereby achieving comprehensive understanding, emotional identification, and inner beliefs. Through external action experiences, they can achieve internal ideological sublimation. This article mainly innovates from three aspects, as shown in Figure 1.

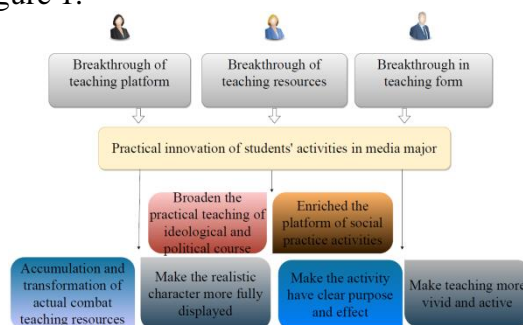


Figure 1: Innovation in Practice of Media Majors' Activities Based on Ideology Education Purposes

Diversified activity design is the objective requirement of teaching material reform under the background of new curriculum reform. As an important part of the teaching material, it is responsible for changing teaching methods and learning methods. Only by effectively applying it and making it carry knowledge in the fields of politics, economy, culture and philosophy in the form of specific cases, problems and situations can it lead students to integrate knowledge, skills and emotional experiences under the condition of arousing students' interest in learning, and in the process of "activity-feeling-participation". In the process of daily activities and competitions, we should fully combine the characteristics of media majors, build innovative exhibition platforms with diverse contents and forms, fill students' ability of self-display and creation, and broaden their horizons and ideas of self-development. At the same time, in order to give full play to students' subjectivity, media majors should have certain ability to operate new media, guide them to actively use the main battlefield of the Internet, and dare to explore and try innovative and entrepreneurial projects.

### 4. Conclusions

In summary, with the development of society and the changes of the times, new requirements are

constantly being put forward for the cultivation of students majoring in media. Only by improving and developing comprehensive qualities such as scientific concepts, logical thinking, humanistic qualities, and cultural cultivation can students improve their future development height. In the practice of student activities in the field of media, it is necessary to make reasonable arrangements for which method to choose and which form to adopt. Especially when using classroom methods, attention should be paid to the selection of forms to facilitate the unity of means and objectives, and to avoid problems such as inadequate teaching activities or inadequate interpretation of content due to flaws in methods or forms. The application of activity design in ideological and political courses is based on the theoretical knowledge of the subject. Through case studies, viewpoint analysis, and other forms of activity design, problems are presented, continuously creating an atmosphere that allows students to learn independently, participate, cooperate, and express freely. While cultivating students' self-learning ability, it strengthens their ability to analyze and solve problems, enabling them to achieve flexible learning and comprehensive development, which is a gradual improvement. The endless historical process cannot be achieved solely by counselors or students. Of course, when formulating a teaching plan, teachers should reserve the activity time or set flexible arrangements in the plan, while fully grasping the activity arrangements of the school, department, and each department throughout the semester, to avoid conflicts between the two.

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