

Research on Reformation and Innovation of Ideological and Political Theory Course in Universities in We-Media Environment

Qiangqiang Zhou

Zhejiang Open University, Hangzhou, 310000, China

Keywords: We media environment; College ideological and political theory course; Reform and innovation research

Abstract: Under the environment of "we media", how to better meet the requirements of The Times, more effectively innovate teaching methods, and better play an important role in the process of teaching and educating people, is an urgent problem for ideological and political course teachers in colleges and universities. On the basis of explaining the significance and main principles of strengthening the teaching of ideological and political theory courses in colleges and universities under the environment of "we media", this paper actively puts forward effective countermeasures and suggestions in view of the new challenges and problems existing in the teaching process of traditional ideological and political theory courses, and helps explore an innovative road that not only conforms to the cognitive level of college students, but also conforms to the characteristics of ideological and political theory courses in colleges and universities in the new era.

With the vigorous development of Internet technology and the rapid arrival of the era of "We media", a large number of social media, represented by Wechat, Douyin, QQ, Weibo and XiaoHongshu, continue to emerge, bringing a subtle influence and change to the teaching of ideological and political theory courses in colleges and universities, which not only brings hope and opportunities, but also faces many challenges. With the deep embedment of the we-media carrier, the teaching content of ideological and political courses in colleges and universities is more vivid, the teaching methods are more diversified, the teaching carrier is more diversified, and the teaching evaluation is more objective, which has a non-negligible impact on the implementation of the goals and tasks of teaching and educating students and cultivating people. In the Opinions on Strengthening and Improving Ideological and Political Work in the New Era issued by the Central Committee of the Communist Party of China and The State Council, it specifically puts forward clear requirements for strengthening and improving the teaching of ideological and political theory courses in colleges and universities, emphasizing that it is necessary to promote the deep integration of traditional advantages of ideological and political work with information technology, so that the Internet, the largest variable, will become the largest increment of career development. [1] It can be seen that colleges and universities should rely on the vigorous development of Internet technology in the era of "we media" to promote the reform and innovation of ideological and political courses, make "we media" an effective carrier for innovating the teaching methods and contents of ideological and political courses

in colleges and universities, and promote the scientific perfection, fairness, fairness, objectivity and transparency of the teaching evaluation system of ideological and political courses in colleges and universities.

1. The significance of strengthening the teaching of ideological and political theory courses in universities under the environment of we-media

1.1. It is the objective need for the development and innovation of ideological and political theory courses in colleges and universities

With the popularization of we-media tools and carriers and the rapid arrival of the Internet era, a series of new social needs have emerged, objectively promoting the vigorous development of new network technologies. However, the traditional ideological and political theory courses are mostly one-way cramming teaching forms, and students' information sources are mostly traditional media and college teachers. This way is not conducive to college teachers to grasp the ideological dynamics of college students, and does not conform to the contemporary college students' habits of receiving and using information. With the rapid development of Internet technology, diversified and rich social media platforms have been widely used in every corner of universities, especially among college students. This has also influenced and promoted the reform and development of traditional teaching, created a new educational environment for ideological and political theory courses, and placed curriculum innovation and development on an important agenda. [2] Innovating and strengthening the teaching of ideological and political theory courses in colleges and universities under the environment of we-media can effectively strengthen the communication between the subject and object of ideological and political education, deepen the work connection, and effectively promote the continuous innovation and scientific development of ideological and political theory courses.

1.2. It is the objective need of diversification of ideological and political theory course education carrier

Under the environment of "we media", college teachers and students can have two-way interaction under the connection of education carriers, which can promote the smooth realization of ideological and political theory teaching goals faster and more effectively. The teaching carrier is a very important part in the course of ideological and political theory education, which is the necessary condition for the smooth development of ideological and political theory teaching and the improvement of students' ideological and moral comprehensive quality. In traditional teaching methods, due to the matching of information transmission carriers and communication contents, many teaching practices of ideological and political theory courses have not been integrated into students' daily life. However, the rise of social media under the environment of "we media" can significantly enrich and expand the choice of educational carriers of ideological and political theory courses in colleges and universities, and effectively eliminate the long-term single carrier of ideological and political education. At the same time, compared with traditional carriers, the cross-screen adaptability of various social media is more in line with the usage habits of contemporary college students, and is more conducive to improving the classroom teaching quality of ideological and political theory courses. Therefore, if ideological and political theory courses in the new era want to stand out, they must rely on Internet technology conditions, strive to enrich and build various social media communication and application platforms, and closely focus on students' concerns through diversified teaching concepts, teaching methods and teaching approaches. Combining ideological and political theory education with the modern learning and life style of college teachers and students, with contemporary Internet technology, and with other new media and carriers is not only the only way to invigorate the classroom

atmosphere of ideological and political theory courses, but also the objective requirement of enriching and diversifying the educational carrier of ideological and political theory courses.

1.3. It is an objective need to enhance the students' sense of gain from ideological and political theory courses

The main purpose of setting up ideological and political theory courses in colleges is to effectively improve the spiritual realm, ideological and moral quality of contemporary college students, and to help them establish correct socialist core values. [3] In order to give full play to the role of ideological and political theory courses in colleges and universities as the main channel of education, ideological and political theory courses in colleges and universities should be strengthened in the course of improvement, significantly improve the pertinence, effectiveness and affinity of ideological and political theory courses, and constantly meet the needs of college students' development and growth. The innovation and development of ideological and political theory courses are the objective requirements to effectively enhance the sense of honor and gain of college students. Traditional ideological and political theory course teaching is generally dominated by college teachers, and college students are often in a passive position to accept it. Influenced by this top-down teaching method, college students' enthusiasm and initiative in learning are difficult to be fully mobilized, the courses are often less attractive, the teaching mode is relatively rigid, and the phenomenon of "phub-bow" and "mind-walking" is very common in the classroom. Due to the disconnection between traditional college teaching methods and students' learning needs, the improvement of college students' ideological and moral quality has been affected and limited to a certain extent, and the leading force of socialist mainstream values on college students has been affected. The ideological and political theory teaching in the we-media environment breaks through the limitation of one-way transmission of traditional teaching in terms of teaching concepts, thinking and methods, realizes the two-way instant interaction between the subject and object of education, and carries out detailed and targeted information matching in combination with the situation of the audience, promoting the scientific development of ideological and political theory teaching from "cramming" to "drip irrigation". At present, many social media are highly favored and loved by contemporary college students, and have huge innate advantages in information dissemination. Using social media to carry out teaching activities, it can not only effectively improve the sense of gain of contemporary college students in the process of receiving ideological and political theory education, but also help improve their ideological, moral and cultural literacy, enrich and expand their learning thinking. Optimize and improve the teaching effect of ideological and political theory courses.

2. The main principles of deepening ideological and political teaching in colleges and universities under the environment of we-media

2.1. Focus on the principle of simultaneous education and self-study

Under the new media environment, the traditional ideological and political theory teaching mode needs to be actively changed. In the course of ideological and political education, college students can transform passive learning into active learning, give full play to their individual subjective initiative, effectively improve the quality and efficiency of learning, and further enhance the ideological and political consciousness of college students. Therefore, teachers of ideological and political theory courses in colleges and universities should always pay equal attention to the principle of education and self-study in the teaching process. [4] In this case, not only can college students actively participate in classroom learning practice, but also can more effectively stimulate the initiative and enthusiasm of learning, and then significantly improve the comprehensive quality of

college students through ideological and political theory teaching.

2.2. Pay attention to the principle of mutual promotion between theory and practice

At present, the traditional education of ideological and political theory courses in colleges and universities focuses on ideological and political theory education. Although this teaching mode can deepen the ideological cognition of college students to a large extent, it also has a certain restricting effect on the further improvement of ideological and political consciousness of contemporary college students because of the relatively simple theoretical teaching method. It can be seen that under the environment of we-media, the teaching of ideological and political theory courses in colleges and universities must adhere to the principle of unification and combination of theory and practice, so as to effectively improve the ideological and political cognition of college students and make them fully realize the necessity and importance of ideological and political theory and practical teaching.

2.3. Pay attention to the principle of equal emphasis on teaching and education

In the course of ideological and political theory education, we should pay great attention to the principle of teaching and educating people. No matter in which teaching stage, which teaching subject, we need to firmly adhere to this principle. Especially in the environment of we-media, it is more necessary to implement the principle of teaching and educating people well. Through continuous enrichment, innovation and improvement of new media technology teaching methods and education platforms, the teaching work is truly integrated into each step, each link and the whole process of ideological and political theory teaching in colleges and universities. Talents training purposes of institutions of higher learning in our country are to serve the socialist cause and modernization, which requires talents to be not only excellent in ability, but also excellent in conduct and quality. Not only to learn professional theory, but also to understand the principles of life; It is not only necessary to educate the whole staff, but also to educate the people in an all-round way, and finally achieve the educational effect of honesty and credibility, love and dedication, obey the law, serve the masses, and contribute to the society. Only by making concerted efforts and cooperating with professional teachers of ideological and political theory courses, can students be trained well, educated well, guided well, and more high-quality talents with all-round development of morality, intelligence, physical beauty can be cultivated.

3. Main problems of ideological and political teaching in colleges and universities under the environment of we-media

3.1. The traditional ideological and political theory teaching model is outdated

At present, the traditional ideological and political theory course teaching in colleges and universities is mostly subject to the requirements of the teaching syllabus, and emphasizes ideological education and theoretical indoctrination, which is political, theoretical and operable, has a strong taste of communication, dull content and relatively single assessment method. [5] Most college students are passively accepting knowledge, and their enthusiasm and participation in subjective participation are not high. Many students are also attracted by the fun and entertainment brought by tablet computers and smart phones, which leads to the widespread existence of "bow", "thumb" and "mind drifting" in ideological and political theory classes. The classroom teaching of ideological and political theory course is also easy to evolve into a one-man show mode in which college teachers are self-directed, self-intoxicated and self-amused on the platform. In addition, due to the unscientific, inadequate and unsystematic phenomena in the process of carrying out new media teaching, it is easy

to cause a great waste of teaching resources. For example, at present, many colleges and universities have purchased various teaching courses or participated in many teaching platforms, and widely popularized multimedia teaching equipment in the whole school, but for various reasons, it has not played its due role.

3.2. There are defects in practical teaching

The traditional practice teaching in Chinese colleges and universities often adopts the methods of field investigation, field investigation, and writing investigation reports, and is usually arranged at weekends, winter and summer holidays. In addition, considering many factors such as funding and safety, practical teaching is generally carried out by students in a relatively decentralized way, which easily leads to practical teaching floating on the surface and becoming a mere formality, failing to scientifically and effectively supervise the teaching process, making it difficult to scientifically measure the effect of practical teaching, and failing to achieve the real purpose of practical teaching. However, this traditional practical teaching method not only wastes valuable resources such as virtual reality technology and multimedia in the environment of we-media, but also fails to materialize and activate the relevant content of practical teaching.

3.3. There are shortcomings in student management

In the we-media environment, with the help of powerful Internet search engine technology and big data technology, most we-media platforms and clients have information recommendation and push functions, and push similar, the same or related content combined with users' browsing history. This situation often leads to that if someone pays attention to something, he will focus more on such information push. It also greatly reduces the scope of personal vision and knowledge. As a result, a more serious consequence is that if someone pays attention to negative information, he or she will often push more wrong and negative information. Especially in the environment of "we media", many malicious, negative, incorrect and unscientific information are not found in time and spread on the Internet. For college students whose world view and outlook on life are not fully mature, It has a very great temptation, and it is easy to lead some students who lack discrimination and judgment ability to go astray, and then blindly forward, praise, gullibility and spread some ambiguous network information. In addition, the diversification and enrichment of many we-media easily lead to students' attention becoming more and more scattered, resulting in students' recognition and acceptance of ideological and political courses as opposed to professional courses, which is easy to result in a relatively low class attendance rate and a relatively low head-up rate.

4. Countermeasures and suggestions for strengthening and improving ideological and political teaching in colleges and universities under the environment of we-media

4.1. Improve the popularity of we-media network platform carriers

In the context of we-media, it is an important prerequisite to strengthen and improve ideological and political theory courses in colleges and universities to educate and guide teachers to improve their multimedia technical literacy and proficiently use multimedia platforms, carriers and tools. [6] In this case, the teaching of ideological and political theory courses in colleges and universities can rely on a variety of online teaching carriers and platforms, but such platforms are only ways, tools and means, and the main body and key to carry out the education and teaching of ideological and political theory courses is still the group of college teachers. Ideological and political theory courses should be more adept at using the Party's innovative theoretical achievements, especially adhere to Marxist viewpoints, positions and methods to scientifically and dialectically analyze the specific problems in

the teaching of ideological and political theory courses. In this process, college teachers play a very important role in their own political positioning, moral theory level, personal quality, professional quality, vision thinking, innovative thinking and other aspects of ability and quality, and truly have a strong political, new thinking, deep feelings, self-discipline, broad vision, conduct, personality. It is easier to get the recognition and favor of college students, and then have a strong interest in ideological and political theory courses. It can be seen that the new situation and new tasks will bring many new and greater challenges to the ideological and political theory course education and ideological and political course teachers, and put forward many new and higher requirements for the teaching thinking concept, knowledge structure, practical operation level, and the ability to balance and coordinate new media teaching and traditional teaching of college teachers. Objectively, it is required to strengthen the ability of college teachers to master new media and new technology.

4.2. Improve the comprehensive ability and quality construction of teachers

In order to firmly establish the consciousness of teaching and educating people, comprehensively implement the educational policies of the Party and the State, and continuously improve the teaching level of ideological and political courses, colleges and universities need to timely build a team of college ideological and political teachers with high political accomplishment, strong sense of self-discipline, moral integrity, and personality. Since this requires ideological and political theory teachers to have a very strong sense of responsibility and mission, and a solid theoretical foundation, And have excellent network media operation ability and rich teaching practice experience. Only in this way can ideological and political theory teaching take the initiative to play a good role in the main position of ideological and political education in colleges and universities under the environment of we-media. First of all, we should closely follow the requirements of the pace of the We-media era, focus on increasing daily management and education guidance, and constantly improve the use of we-media literacy. In the era of network information, mobile phones and computers are becoming more and more popular, and basically everyone has one. New network media such as Tiktok, wechat, Weibo, Kuaishou and qq have been integrated into the daily life and study of college students in an all-round way, becoming indispensable tools for their study and life, and even to the extent that they can not be used anytime and anywhere without a moment. In view of this situation, ideological and political education in colleges and universities should conform to the requirements of The Times, attach great importance to and grasp in detail the use of intellectual media by college students, understand the dynamics of their thoughts and behaviors, and guide them in various ways with the help of new media to further improve their ideological and moral cultivation and consolidate their understanding level. In particular, it is necessary to distinguish right from wrong, consciously resist and actively avoid the infringement of bad thoughts on some bad information. Secondly, we should strengthen the theoretical armed, occupy the ideological high ground of ideological and political theory education. Ideological and political theory teaching is an important carrier to improve quality, promote faith and spread culture. Whether its function is in place directly depends on whether college teachers have high political accomplishment, firm ideals and beliefs, correct ideological understanding and rich theoretical basis. Therefore, teachers of ideological and political theory courses in colleges and universities should be alert to danger in times of safety, strengthen theoretical learning through various ways online and online, strengthen political belief, improve theoretical literacy, occupy the ideological heights of ideological and political theory education, and guide contemporary college students to be good young people with ideals, beliefs, responsibilities and abilities. In view of the rapid upgrading of new media, ideological and political theory teachers should keep up with the requirements of the information technology upgrading era, often learn the intellectual media theory and related technology application, vigorously improve the intellectual media literacy, and effectively promote the modernization and intelligent teaching process of ideological and political theory courses through the innovation of intellectual media technology in classroom practice teaching.

4.3. Innovative classroom management model

Under the environment of we-media, effectively improving the teaching quality of ideological and political theory courses, strengthening scientific and orderly classroom management, and striving to create a relaxed and harmonious classroom atmosphere are the basis and premise of setting up good ideological and political theory courses. In the era of "We media", the increasingly vigorous development of network information technology not only quickly breaks through the classroom space barriers caused by traditional ideological and political teaching, but also allows students to easily switch between virtual and real space, access network information and free classroom teaching when they touch the screen slightly with their fingers. At this time, if the teachers do not focus on course management and are not good at carrying out classroom teaching management, under the temptation of various network media, college students are easy to be distracted and escape, and try their best to shift their attention to mobile phones, computers and other mobile communication terminals. Various kinds of "mind wandering in class" such as reading wechat, scrolling Weibo, playing mobile games, scrolling Tiktok, watching movies and TV shows are common and emerge in an endless stream. As this trend becomes more and more obvious, it not only affects the class order and the normal study of other students, but also affects the teaching enthusiasm of teachers to a large extent. In order to effectively change this situation, teachers of ideological and political courses in colleges and universities can continuously improve the classroom management system and enrich the classroom management methods through various intelligent media platforms such as Love Course and Learning Connect. They can also adopt fingerprint sign-in and facial sign-in methods for college students to timely and accurately grasp the attendance of class students and actively adopt ways that are popular with college students. With their familiar language habits, students are guided to carry out online and offline interactive communication activities relying on network media, and create a lively, open, healthy and orderly classroom teaching environment.

Acknowledgement

Higher education reform project of Zhejiang Open University in 2022: "Research on the teaching mode of "cross-participation evaluation" of ideological and political theory courses in universities in the environment of we-media" (Project No. XJG202207); Higher Education Research Project of Zhejiang Higher Education Association in 2023: "Research on the Competence of College Counselors in Ideological and Political Education in the Era of Integrated Media" (Project No. KT2023320).

References

- [1] The CPC Central Committee and The State Council issued the Opinions on Strengthening and Improving Ideological and Political Work in the New Era [N]. *People's Daily*, 2021-07-13.
- [2] Zhang Zupin. Research on Innovation of college students' Ideological and Political Education in the context of Social media [J]. *School Party Building and Ideological Education*, 2018(1): 86-88.
- [3] Geng Feng. An analysis on the path of Innovative Ideological and Political education in universities using wechat as a carrier [J]. *Henan Education (Higher Education)*, 2019 (4) : 2-3.
- [4] Shen Zhuanghai. Ideological and Moral Cultivation and Legal Basis (2018 edition) [J]. *Journal of Thought and Theory*, 2018 (5) : 22-27.
- [5] He Lili. Analysis on the Application of New Media and New Technology in Ideological and Political Teaching: A case study of the application of "Rain Class" in the Basic Principles of Marxism. *Theoretical Research and Practice of Innovation and Entrepreneurship*, 2019 (18).
- [6] Tang Wanhui. Three Aspects of Constructing the affinity of Ideological and Political Teachers [J]. *Journal of Qilu Normal University*, 2020 (1).