

# *Research on the function construction of ideological and political education of new media matrix in colleges and universities*

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**Abstract:** As an important component of ideological and political education in colleges and universities, the new media matrix plays the role of promoting the dissemination, guidance, influence and credibility of ideological and political education. Under the context of media integration, it is essential to establish a university new media matrix for ideological and political education with a strong orientation, compelling narrative mode, interactive online platform, and high degree of integration. It is necessary to fully tap into the resources related to revolutionary history, achieve personalized education, optimize content production, create branded columns, improve operational mechanisms, strengthen central management, develop media scenarios, explore reasonable evaluations, and fully leverage the combination of specialties. Attention should be paid to team training and strengthening copyright protection as well as digital security.

In the era of media convergence, the construction of a new media matrix in colleges and universities, which covers many emerging media such as Weibo, wechat, client and Tiktok, is an innovative measure to actively adapt to the development of Internet technology and promote and enhance ideological and political education in colleges and universities. As an important carrier for building campus culture, inheriting traditional culture, leading social culture, and innovating future culture, new media matrix undertakes the important function of implementing the educational goal of "three-in-one education". Combining with today's media ecology, opening up new ideas and constructing new media matrix in colleges and universities will help improve the ideological and political education in colleges and universities, enhance the effect of ideological and political education, expand the influence of public opinion in colleges and universities, and cultivate high-quality talents who meet the needs of The Times.

## **1. The characteristics of ideological and political education in new media matrix**

The new media matrix refers to the fact that in the social media environment, operators use different names and choose different platforms create multiple accounts on the media for operation, and combine with the client to form a new media matrix account, and realize the multi-channel

transmission of similar information. The new media matrix mainly focuses on social media. Currently, wechat, Weibo, XiaoHongshu, Douyin, Zhihu and other social media are widely used in China. There are two modes of operation. The first is to operate multiple public accounts, subscription accounts and service numbers through a certain type of social media platform, so as to increase information coverage and expand brand influence. The second type is to use the same account on multiple social media, subdivide audience groups according to the attributes of different platforms, and provide differentiated services to achieve diversified development.

The diversified communication forms and types of the new media matrix enrich the construction of ideological and political education, open up the field of ideological and political education, and play an important leading role in publicity, culture and public opinion. Since the new media matrix covers different forms of media in terms of media, channels and technologies, it is not only conducive to highlighting authority, but also conducive to timeliness, convenience and interactivity. Through the construction of the new media matrix, we can "find the advantages and forms of communication that are obscured by a single media form, so as to achieve a deeper and more effective media integration and the preservation of the unique personality of the media".<sup>[1]</sup>

First of all, the mode of communication is transformed from public to personalized. The broadcast time, broadcast duration, publication cycle and program content of traditional media are usually fixed. Although this practice ensures continuity and order, it is difficult to meet the personalized needs of the era of mass concentration. The new media matrix is not only for the purpose of publishing content on different media platforms, but also for the transformation from single-source communication to composite source communication. The propagation of the new media matrix composite information source facilitates listening, viewing and playback. The system's recommendation algorithm can judge the recipient's personal preferences according to the user's receiving behavior, realize personalized listening and viewing, and establish the intelligent push of the playlist customized according to their individual needs.<sup>[2]</sup> Contemporary college students are a generation that has grown up with mobile Internet and smart phones. Their reception behaviors are mainly mobile, networked and intelligent, and their reception habits are mainly dynamic reception, outdoor reception and personalized reception. Collective reception has become an auxiliary reception mode. The new media matrix creates multiple receiving scenes according to program preferences and receiving habits, and can carry out personalized intelligent directional pushing to meet the private use of information.

Secondly, in the dissemination of content from self-editing to user production transfer. For a long time, the problems such as too narrow information source and insufficient content production capacity have limited the play and extension of the ideological and political education function of media. The new media matrix broadens the space and field of ideological and political education of college students. In the new media matrix, besides the traditional PGC (professional content production) mode, there is also the UGC (user content production) mode. UGC model can not only provide original content for the platform, but also guide teachers and students to participate in the production, broadcast processing and re-creation of content through the interaction of multiple roles. For example, it can open channels in the highly influential mobile clients of established brands, such as "Learning Power", People's Daily, Xinhuanet client, etc. Programs that are broadcast live or recorded are processed into albums and then broadcast. This approach not only solves the channel problem, but also solves the concern about the insufficient supply of program resources and excellent content. It can also screen out the content and columns that students like through interaction, enrich the forms and types of programs, and make the program themes more close and the topic spread more hot. It effectively makes up for the deficiency of content innovation ability and production ability of traditional media in ideological and political education.

Third, the transformation from one-way broadcast to interactive broadcast in communication. The spatial and temporal openness of the new media matrix is conducive to the concrete

implementation of ideological and political education. The healthy and benign educational environment created by the equal and independent interaction in the new media matrix enhances the affinity of ideological and political education. In order to highlight the advantages and status of different types of media, the new media matrix must "form a mechanism for specialized content production according to its own media attributes".<sup>[3]</sup> Building a social communication platform is an effective way to adapt to the development of mobile Internet technology and change the way of ideological and political education. The characteristics of social media, such as the diversity of educational subjects, the openness of educational content, the sharing of educational resources and the immediacy of educational methods, promote the communication effect of ideological and political education. Microblog, wechat, mobile client and Douyin have aggregated a massive number of college students, giving new meaning and experience to the dissemination of ideological and political education. At present, most colleges and universities have established different accounts on different social media, such as campus official Tiktok accounts, wechat and Weibo public accounts, etc., or built independent mobile APP clients through alliances, which extends the breadth of communication and expands the depth of content, and meets diversified needs while maintaining characteristics.

## **2. Requirements for functional construction of ideological and political education of new media matrix in universities**

In the process of building the new media matrix, if the operating mechanism and management experience formed in the traditional media era are still used, the original management personnel and the editing team are gathered under one brand, several independently operating media are pushed together, and the content of traditional media is simply transferred to new media. This mode has only the "name" of the new media matrix. There is no "reality" of the new media matrix. Synchronous push and breaking the boundaries of time and space are only the first step of the new media matrix innovation model. With the change and development of media forms, the main purpose of the new media matrix is to realize the high-quality combination of content transmission and presentation. Only by integrating existing media resources, innovating communication forms and channels, transforming communication methods, communication content, communication goals and communication channels, taking the initiative to set topics and grasp the discourse initiative, can we realize the optimization of the education system of ideological and political education.

### **2.1 Construct a strong directional content matrix**

As the main front of ideological and political education in colleges and universities, the new media matrix assumes the function of propagating the line, guideline and policy of the Party and the state and disseminating advanced socialist culture. In the new media matrix, coordinating the relationship between various forms of media, giving full play to the functions and roles of different media, and producing around various themes through systematic and complete content supply are the key to building strong directional content. Through keywords, topic links and big data, the ideological and political education content produced based on the interests, hobbies and professional characteristics of college students can not only meet the information needs and reception preferences, but also control all kinds of ideological and political education information, extend the ideological and political education materials, strengthen the reception tendency and willingness, and consolidate the knowledge related to ideological and political education. We need to refine college students' critical thinking and analytical skills, broaden their perspective and understanding, and enhance their engagement on the new media platform.

## 2.2 Build a strong attractive narrative model

Enhancing the attraction of ideological and political education content is helpful to promote the transformation of college students' thoughts, behaviors and aesthetics to the direction of talent cultivation. Therefore, the content, form and type of ideological and political education of new media matrix in colleges and universities need to be entertaining, practical and contemporary. It also needs to meet the requirements of intertextual narration and enhance the enthusiasm of students to participate in ideological and political education. Intertextuality, as a narrative paradigm that emphasizes the content correlation between different texts, must contain at least two different texts with intertextuality. <sup>[4]</sup> Using sound, image, text, picture and animation as narrative language, in the narrative ecology constructed by Weibo, WeChat, mobile client, Douyin, B station, etc., the ideological and political education content and expression form are created through the co-construction of meaning through the concrete narration of image and the associative narration of text. It can arouse the emotional resonance of college students. This model is not only in line with college students' acceptance habits of diverse media, but also can effectively prevent incorrect receiving choices and receiving interests, infiltrate education content into daily communication, and lead college students to grow up with efficient, high-quality, rich and healthy narratives.

## 2.3 Create a strong interactive online platform

The new media matrix is not a simple combination of several media, but establishes two or three media as the core of the matrix, and other platforms form a synergy of thought leadership by forwarding the content of the core platform or releasing original content that echoes the core platform. <sup>[5]</sup> What kind of media should be selected as the core of the matrix should be combined with the characteristics of contemporary college students, media usage habits, and the development trend of media technology. As a young group with strong desire to express and active thoughts, the openness and sharing characteristics of social media not only become a channel for college students to exchange views, acquire knowledge, and share learning, but also the "targeted service" functions such as "card tapping and collection of likes" can track the educational process and educational goals, and investigate the learning performance and practical ability of college students under different ideological and political education environments. Therefore, vigorously exploring the important functions of online interaction and offline communication of social media in the ideological and political education of the new media matrix can not only give college students more autonomy and participation rights, enhance the interaction and communication in ideological and political education, but also help to allocate relevant resources and realize the innovation of ideological and political education in content, means, methods and measures. We need to improve the effect of ideological and political education of college students.

## 2.4 Form a strong integration degree of collaborative communication

The purpose of establishing the new media matrix is to deliver the content of ideological and political education to students accurately and comprehensively. The process of media fusion is a process of competition between different media. Media fusion will not change the unique characteristics of the media itself, and the characteristics and attributes of the media will not change its original form and development state because of media fusion. In the new media matrix, different media have different responsibilities and roles. According to the characteristics of different media, optimization and combination should be carried out to maintain the balance of information credibility, contact preference and individuation. It is necessary to give full play to the advantages and characteristics of different media, realize the collaborative communication of different media from the aspects of terminal and scene, and fill their communication defects in the form of

communication force. This will achieve the goal of comprehensive coverage, seamless connection, and multi-faceted dissemination, and meet the unique acceptance needs of different college students for ideological and political education. By carrying out targeted and diverse education, the orientation and guidance of ideological and political education should be enhanced, and the exchange and interaction and equal dialogue between ideological and political education across time, region and field should be realized.

### **3. New media matrix ideological and political education function construction strategy**

By constructing a new media matrix of multi-dimensional, multi-level and three-dimensional communication network, the communication strengths of different media can be brought into play, the comprehensiveness of content, the timeliness of information and the accuracy of communication can improve the pertinence of ideological and political education, win the attention and recognition of college students, and maintain the vitality of ideological and political education in colleges and universities.

#### **3.1 Optimize content production and build branded columns**

The key to improve the effect of ideological and political education is to broaden the breadth, improve the depth and optimize the content. The traditional "one-to-many" template teaching method of ideological and political education is mainly based on the dissemination of narrow theoretical knowledge, and the old and rigid language and presentation form are simple and inflexible, lacking in attraction and timeliness, which is difficult to meet the demands of college students' personalized expression and personalized preference. To produce the ideological and political education content that is down-to-earth, relevant and close to the real life of contemporary college students, the new media matrix should first be demand-oriented. By collecting feedback from all parties, the course design should be targeted, highlighting the proportion of content that is closely related to the growth of college students, such as mental health, employment forms, rule of law and safety. It is helpful to break through the limitation of traditional ideological and political education and carry out ideological and political education deeply and persistently. Secondly, we should respect the right of expression and participation, encourage college students to express their own views and opinions, and extract representative views and opinions into the matrix content for more students to discuss and think about. Through the exchange of views and the collision of opinions, college students can be guided to correctly understand and look at various social problems, enhance the identification ability of various social trends of thought, and improve social cognition. Third, the new media matrix not only needs to have a unified voice, grasp the right to speak, occupy the commanding heights of public opinion, but also needs to focus on the presentation of content and the form of discourse for different media. For example, the sharing of ideological and political education resources in the new media matrix can be realized among several universities; Political current affairs, theoretical discussions and other aspects of the content can be published on the campus website for students to study, discuss and think; It can post content about emotions and employment on social media with short and concise length and easy to understand language to meet the needs of personalized expression of "circle socializing".

#### **3.2 We will improve the operational mechanism and strengthen centralized management**

In order to realize the effective communication and interaction, integration and sharing of resources among different media of ideological and political education content in the new media matrix, and produce the effect of aggregated dissemination, it is necessary to straighten out the operating mechanism. At present, the operation mechanism of new media matrix still follows the

operation idea of traditional media. Different media are independent, and the integration degree of different production factors and media resources is low and the activity is weak, which has become an obstacle to the development of new media matrix. To improve the operation mechanism of the new media matrix, we must first adhere to the principle of effective media control, explore innovative modes of media integration, and promote the integration of resources among different media. Secondly, the filing system is adopted to record all kinds of media, improve management rules, establish a standardized management system, set up management leading groups and information release groups, and guide the orderly operation of the new media matrix. Third, social media in the new media matrix has the function of personalized recommendation service. This algorithmic distribution mechanism based on users' interests and hobbies can liberate people from overloaded information and achieve accurate matching between information and users. On the one hand, this function satisfies people's demand for diversified and personalized information, on the other hand, it also provides space for the penetration of wrong remarks and Western cultural trends. Therefore, the working principle of "who hosts and who is responsible" should be clearly defined, and the supervision responsibility for content audit should be implemented to a special person. <sup>[6]</sup> We need to adhere to the combination of information release autonomy and content review, ensure the security of the new media matrix platform and content security, grasp the direction of operation, and adhere to the guidance of public opinion. Finally, the new media matrix management center is built to unify and coordinate the operation of different types of media, to unify and coordinate the release of information, the connection of content and the allocation of resources, and to promote the play of the resultant force effect of the matrix.

### **3.3 Develop media scenes and explore rationalization evaluation**

New media types, integrated platform functions and diverse forms of communication enrich the composition of the new media matrix, expand the coverage of information, enhance the depth of propaganda of ideological and political education, enhance the communication validity of ideological and political education, and bring new opportunities for the development of ideological and political education. Therefore, developing different media contexts around different media according to needs is helpful to improve the course structure, optimize the course form, and enhance the activity and participation of the new media matrix. For example, organizations and individual public accounts can be built around social media. Organizational accounts are open to all and individual accounts are open to individual college students, facilitating the interaction between teachers and students and the exchange of some private topics. In terms of text content, in addition to pushing through wechat, you can also publish it in combination with videos and pictures on Xiaored Book and Douyin; In terms of audio content, you can dub the relevant content and broadcast it on Himalaya, Dragonfly FM and wechat. The diversified media scene constructed by the new media matrix innovates the practice of ideological and political education and enhances the technical stickiness and content plasticity. A good media context attaches importance to user experience, so it is necessary to explore effective methods and means to evaluate the number of content releases, update frequency, number of readers, live broadcast sessions, platform creativity, public satisfaction and other aspects of ideological and political education in many types of media in the new media matrix. As a reference for the dynamic adjustment of media scenes, resource input and construction focus are determined.

### **3.4 The combination of professional and pay attention to team training**

The new media matrix needs to provide diversified content selection, that is, the same piece of information needs to be adapted from different angles to adapt to different communication channels and different communication groups in order to meet the reporting requirements of different media.

If the content of ideological and political education in the new media matrix is weak in timeliness, poor in interest, not strong in information closeness, and too strong in propaganda color, college students will easily have a weak sense of identity and low acceptance of ideological and political education content on the new media platform. In order to transform boring and monotonous theories into vivid knowledge and ensure that the content is always new, it is necessary to build an efficient operation team. However, colleges and universities are relatively short of talents responsible for the production and management of ideological and political education content. On the one hand, full-time ideological and political teachers are difficult to take into account the platform construction due to heavy teaching and scientific research tasks. Even if forced to arrange, because of the involvement of energy, there is no way to devote themselves to it, and their participation and enthusiasm are not satisfactory. On the other hand, most of the part-time staff are students, mostly from other majors, and they still need to go through a long period of exploration on how to disseminate and produce knowledge in the direction of ideological and political education. Sometimes, just after the exploration period, they are faced with practical problems such as graduation internship and postgraduate entrance examination. To this end, it is first necessary to create a combination of full-time and part-time work team, and the school can invite enthusiastic and experienced "double teacher" teachers to guide. Secondly, the new media matrix can be trained by selecting potential and interested students, or attracting various associations and organizations to join the work team and participate in the selection, planning, production and other processes. Third, we need to increase the investment in personnel training, maintain the number and scale of the work team to a certain extent, stabilize the basic backbone strength, and do not cause personnel turnover and professional ability decline due to the graduation of students. Finally, the new media matrix platform can improve the business ability of new members through the "combination of doing and learning", accelerate the integration of various media platforms, consciously explore and cultivate a group of campus network V, play the role of campus opinion leaders,<sup>[7]</sup> occupy the commanding heights of cultural propaganda and ideological guidance.

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#### 4. Conclusion

In the era of media convergence, it is necessary to innovate the function of ideological and political education of new media matrix in colleges and universities, give full play to the platform role of ideological and political education of new media matrix, improve the communication power, guiding power, influence and credibility of ideological and political education of new media matrix, optimize the form of education, and imperceptibly integrate ideological and political education into the daily study and life of college students. It meets the needs of contemporary college students to receive ideological and political education, and improves the quality and level of ideological and political education under the environment of media integration. With the development of mobile communication technology, more media forms will be added to the new media matrix in the future, a standardized, orderly and efficient new media matrix will be constructed, and the operation mode of optimizing, integrating and cooperating with the new media matrix will be continuously explored. Only through the matrix cluster power can the deep integration of ideological and political education and information technology be promoted to grasp the pulse of The Times. We need to enhance the attraction, penetration, persuasion and influence of ideological and political education to college students.

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