Exploration of Effective Ways of Ideological and Political Education under the New Media + Model

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Abstract: With the development of new media, the internet is constantly becoming more integrated into people's learning, life, and other aspects. The internet is like a double-edged sword, bringing new ideas and knowledge while also presenting various negative information, so it has put forward higher requirements for ideological and political education work. The state attaches great importance to network ideological and political education, stating that "the right path for new media ideological and public opinion work is to mitigate negative effects, stimulate positive energy, and become an assistant for governing the country and consolidating consensus." [1] While leveraging the effects of the internet, it is also essential to do a good job of ideological and political education work and integrate network education with ideological and political education to do a good job of network ideological and political education work. This article deeply analyzes the characteristics of media convergence and the laws of ideological and political education, innovates the ideological and political education work concept, and method, and achieves integrated ideological and political education; improves the content of ideological and political education, further constructs the new media + mode political education culture; enriches the themes of ideological and political education, and plays the subjective role of the taught group; improves the means of ideological and political education. Make full use of all resources to promote the sound development of ideological and political education in the new media environment.

1. Introduction

The integration of multi-media into people's daily lives has changed the way we acquire information. Society has put forward higher requirements for ideological and political work. [2] Currently, various departments in society have begun to try injecting new technological elements into ideological and political education work, making it more attractive on another level. However, there are still many problems in ideological and political education work in the multi-media environment, which has become the main obstacle to the sustainable development of propaganda and education. [3] Ideological and political education, as an important part of social development, is inseparable from the rise and fall of a country. Good ideological and political education can not only create countless precious material and spiritual wealth, but also promote the prosperity and

development of a country and a nation. Therefore, how to carry out effective ideological and political education in the new media+ mode is a problem worth everyone's consideration.

2. The Significance of Ideological and Political Education in the New Media Era

In the era of new media, various cultures and ideological concepts from both at home and abroad are flooding into China through the internet. [4] While bringing good things, there are also many bad things brought into our lives. [5] Mixed networks can mislead us and even produce extreme ideas. Taking new media tools as the medium, carrying out online ideological and political education activities will help to improve the efficiency of this work, improve the diversification of ideological and political education work, and innovate the ways and methods of ideological and political education. It is mainly reflected in the following aspects:

2.1. Enhance the Timeliness and Targetedness of Education

New media, with its fast, convenient, and widespread features, enables ideological and political education to respond quickly to social hotspots, real-time dynamics, and timely convey the Party's theories, policies, and guidelines, enhancing the timeliness of education. [6] At the same time, by analyzing users' behaviors and interests through big data, more targeted personalized educational content can be pushed. This way of working meets the needs of people from different walks of life and makes the education group more accurate.

2.2. Expand Education Channels and Platforms

New media provides diverse channels and platforms for ideological and political education, such as social media, short video platforms, and online education websites, breaking the spatial limitations of traditional education modes and enabling more efficient sharing and utilization of educational resources. This is conducive to stimulating learning interest and initiative, and enhancing the attractiveness and persuasiveness of education.

2.3. Promote Interaction between Educators and Learners

The interactive feature of new media makes communication and exchange between educators and learners more convenient and efficient. Educators can release educational content, answer questions, and guide discussions through new media platforms, timely understanding people's ideological dynamics and confusion; while people can also express their views and feelings through new media, platforms and interact with educators, forming a positive and interactive educational ecology.

2.4. Strengthen the Guiding Role of Socialist Core Values in the New Media Era

In the new media era, ideological and political education should pay more attention to strengthening the guiding role of socialist core values. [7] Socialist core values should be widely disseminated through new media platforms to guide people to form correct worldviews, life views, and values, and nurture the next generation of people who are capable of shouldering the great responsibility of national rejuvenation. At the same time, it is necessary to strengthen guidance and analysis in the new media environment to help people distinguish the essential attributes of events and then set up correct views.

2.5. Enhance the International Influence of Ideological and Political Education

With the deepening of globalization, new media has become an important platform for international exchanges. Carrying out ideological and political education through new media can enhance cultural exchanges and mutual learning with other countries and regions, thereby enhancing the international influence of China's ideological and political education. At the same time, it is conducive to responding to international public opinion challenges and safeguarding national interests and image.

3. Problems in Ideological and Political Education in the New Media Era

With the widespread use of new media communication tools, human society has fully entered an era of media diversification. Multiple communication media, with its fast-spreading speed, wide coverage and strong interactivity, has profoundly changed the way information is disseminated and the way people understand things. [8] However, in the process of adapting and integrating with this era of change, there are some deficiencies in the transformation of ideological and political education work methods, mainly reflected in the following aspects.

3.1. Ideas Lag and Disconnect

In the age of media pluralism, simple indoctrination model of traditional ideological and political education can not fully meet the needs of modern society. [9] Some educators still adhere to outdated concepts and do not think the huge potential of multi-media in information dissemination, public opinion guidance, etc. [10] This resulted in a misalignment between their educational philosophy and the evolution of The Times.This lag limits the innovative reform of ideological and political education, and at the same time, affects its effectiveness and attractiveness.

3.2. Media Literacy to be Improved

In the age of media diversification, there is a demand for ideological and political educators with advanced media literacy. [11] This includes proficient use of new media technology, the ability to discern between truth and falsehood in information, and a firm grasp of media ethics. [12] However, some educators currently have obvious shortcomings in these areas, making it difficult for them to effectively use new media platforms for educational activities, and even causing negative effects due to incorrect information judgments or improper dissemination.

3.3. Insufficient Content Innovation

Content innovation is the key to enhancing the effectiveness of ideological and political education. However, in practice, some educational content still remains at the level of theoretical instruction, lacking innovative elements that are compatible with the characteristics of new media, making it difficult to resonate with and interest students. [13] This rigidity in content not only limits the dissemination of ideological and political education, but also affects its persuasiveness and appeal.

3.4. Lack of Interactive Feedback Mechanism

The interactivity of multi-media provides the possibility of instantaneous mutual understanding between educators and learners. [14] However, in many current ideological and political education activities, the one-way communication model of "I say you listen" is still prevalent, lacking

effective interactive feedback mechanisms. This makes it difficult for educators to keep up with changing thoughts and needs of learners, and thus unable to make targeted adjustments and optimizations to educational activities.

3.5. Grasp no Audience Characteristics

In the age of media pluralism, the audience has diversified and individualized characteristics. However, some educators fail to fully consider these characteristics when conducting ideological and political education, opting for a "one-size-fits-all" approach. This approach not only fails to achieve the expected educational effects but may also arouse the audience's resentment and resistance.

3.6. Public Opinion Guidance is Weak

In the age of media pluralism, the formation and evolution of the public opinion field are extremely fast, and various information is complex and confusing, which can easily trigger social hot topics and public opinion storms. [15] However, some educators seem to be at a loss in terms of guiding public opinion, and they are unable to effectively respond to negative information and wrong ideological trends on the internet, which weakens the influence of ideological and political education in guiding public opinion.

3.7. The Fuzzy Fusion Education Path

The deep integration of new media and ideological and political education is an important topic at present. However, due to the lack of clear integration path and strategy guidance, some educators feel confused and confused in practice. They do not know how to effectively integrate resources, innovate methods and expand channels in the age of media pluralism in order to optimize and maximize ideological and political education.

3.8. The Affect Evaluation System is not Complete

Effect evaluation is the core element of evaluating and testing the effect of ideological and political education.However, in the new media environment, the traditional evaluation system has not apply the new education requirements. [16] Some educators lack innovative and systematic evaluation mechanisms and methods when carrying out educational activities, which makes it impossible to accurately judge the quality of educational effects and existing problems and deficiencies.

There are many areas where the ideological and political education in the era of new media needs to be improved, including the concepts, media literacy, content innovation, interactive feedback, audience grasp, public opinion guidance, integration pathways, and affect evaluation. To effectively address these issues, educators need to continuously update their educational concepts, enhance their media literacy, innovate educational content and methods, establish and improve interactive feedback and affect evaluation mechanisms, etc., to promote the innovative development of ideological and political education in the age of media pluralism. [17]

4. New Ideas to Carry Out Ideological and Political Education in the New Media Era

Due to the rapid development of new media technologies, the ways and speed of information dissemination have undergone profound changes, bringing unprecedented opportunities and

challenges to ideological and political education work. If we want to carry out ideological and political education work well in the era of multi-media, we need to explore and implement a series of new approaches.

4.1. Strengthen New Media Literacy and Improve Ideological Education Awareness

At present,with the rapid development of Internet application technology and the successive use of multi-media communication tools, ideological and political educators should constantly improve their own quality, keep pace with The Times, improve the ability to accept new things, actively learn new ideas, effective use of Internet tools to develop education, change, educational ideas, and strengthen the awareness of the importance and necessity of ideological and political education work carried out by the new media. [18] In the multi-media era, ideological and political education should first occupy ideological positions, be the leader of ideological and political education, and improve the ability to resist false information. If you find bad information, it is necessary to release rumor-refuting information as soon as possible, timely contact, information release personnal or relevant network management departments, in order to reduce the negative impact of bad information. [19]

4.2. In-depth Understanding of Needs, Improve the Preliminary Work

In the process of carrying out ideological and political education, it is necessary to be familiar with the use of new media tools, take the initiative to contact with new media platforms, join network social networking, and always pay attention to dynamic information. The leadership should regularly exchange ideas on the Internet, fully understand the ideological dynamics of the grassroots, find problems, the first time to communicate with them. Relevant authors should do a good job of ideological and political publicity and education, do a good job of ideological guidance for special groups, understand various situations, and achieve dynamic monitoring and correct guidance. [20]

4.3. Combine Online and Offline to Enhance the Attractiveness of Education

Ideological and political education should conform to the law of ideological dissemination. Therefore, when carrying out ideological and political education, it is not only necessary to use traditional channels such as ideological and political courses and official public accounts, but also to innovate ideological and political education platforms, and use various channels such as short videos and mini programs to skillfully integrate ideological and political education content into online education, combining online and offline to improve the timeliness of ideological and political education. [21] The propaganda department should make full use of new media platforms such as Tiktok, Weibo and Kuaishou for education, carry out discussion topics in conjunction with national current affairs and politics, and strengthen patriotism education. This new mixed education model has better improved the attractiveness and cohesion of ideological and political education. [22]

4.4. The Establish Interactive Feedback Mechanism to Strengthen Public Opinion Guidance

Build, an interactive feedback mechanism based on new media rapid exchange and effective communication and exchange between educators and educatees. The government should by means of the establishment of online forums, wechat public accounts, Weibo accounts and other interactive platforms to encourage people to express their views and doubts, educators to give timely answers and guidance. This interactive feedback mechanism is helpful for educators to understand the dynamic of people's thoughts and changes in needs, so as to continuously optimize

the content and methods of education. At the same time, it is crucial to strengthen public opinion guidance in the multi-media environment. Public opinion positions, educators should take the initiative in the Internet, actively voice, positive guidance, timely clarification of network rumors and wrong information, to prevent the spread of negative public opinion. The government should set and publicize positive examples, carry forward the socialist core values and positive energy, and create a good Internet public opinion environment.

4.5. Explore the Path of Integrated Education and Build an Innovative Evaluation System

We'll actively explore the path and mode of deep integration of new media and ideological and political education. Through interdisciplinary cooperation, school-enterprise cooperation and other means, education resources and technical forces can be integrated to jointly build a distinctive ideological and political education brand project, and encourage and support people to participate in new media creation and communication activities. The Ministry of Education should design an innovative and effective effect evaluation system to conduct a comprehensive and objective evaluation of ideological and political education in the new media era. The relevant staff should through feedback and analysis of evaluation results, timely adjustment and optimization of educational strategies and methods to ensure the effectiveness and sustainability of ideological and political education.

5. Conclusions

In summary, the multimedia has become today's era of innovative and effective ideological education means. Ideological and political educators must fully recognize the advantages and disadvantages of ideological and political education in the new media era and explore new approaches to network ideological and political education. Ideological and political theory classes should use new media and new technologies to make their work more vibrant, and through a variety of ideological and political education methods, effectively address various ideological issues and ensure the effective implementation of ideological and political education work.

Acknowledgements

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