

Diversified Integration of Ideological and Political Education for College Students Based on New Media

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ABSTRACT. With the continuous development of the society and the arrival of the Internet information era, new media has become universal, convenient, interactive and timely in the life of college students. It is the main way for college students to understand the society and communicate with the society. As a special group, college students have a high scientific and cultural level, and can quickly receive new things from the outside world. The new media provides diversified and humanized new methods for the current teaching mode, replacing the disadvantages in the traditional teaching mode. The era of new media has brought many challenges to ideological and political education in colleges and universities. The limitations of monotonous teaching mode have become increasingly obvious. The diversity of students' thoughts has also increased the difficulty of education. At the same time, the shortcomings of Ideological and political education workers' own are also reflected. This paper expounds the influence of the new media era on the ideological and political education of college students, and analyzes how to make full use of the new media technology in the ideological and political education.

KEYWORDS: New media, Ideological and political education, Diversification

1. Introduction

The rise of new media is another innovation in the history of human information technology. From the perspective of colleges and universities, New media has been gradually related to college students' study and life. With the continuous development and progress of China's economy, the new media era has gradually entered people's lives and the communication and interaction modes of modern people, especially college students, have become diversified [1]. Contemporary college students have become the major group of new media.

This also has influence on the voice of ideological and political education in colleges and universities. Ideological and political education, as a practical activity of party spirit, political nature and social nature must first reach a national consensus on the epistemology of socialist core values [2]. Compared with traditional media, New media is a new form based on wireless communication technology and network technology

It realizes diversified dissemination of information and creates a unique information dissemination environment [3]. with the rapid development of science and technology information, the Internet has produced a variety of fresh and exciting ideas. As the most advanced and active group of social ideas, college students are more likely to accept new things, and of course they are also most vulnerable to bad information. [4].

The characteristic of new media is that it is easy to spread information.

Through information spreading, new media has transformed almost all technical departments and living places of human society. Ideological and political education should be placed at the top of all school work, and it should be carried through throughout the process of education and teaching [5]. The advent of the new media era has prompted online ideological and political education. More and more people ignore traditional ideological and political education methods, and even abandon traditional ideological and political education methods. Under the new situation, the innovation of ideological and political education communication should be realized, and the communication value should be enhanced through the integration of new media.

This is a difficult point for ideological and political education workers. With the intervention of multiple new media, the ideological and political education of colleges and universities has also undergone great changes, which has had an impact on college students' ideological ideology, behavior habits, and life concepts [6]. As a special group, college students have a more scientific and cultural knowledge and can quickly receive fresh things from the outside world. With the development of society, there are more or less problems in the self-building of ideological and political educators themselves, and they have also encountered new difficulties in ideological and political education in colleges

and universities. In the practice of network society, we must learn to integrate theory with practice, and apply traditional ideological and political education methods to the reality of the network age.

2. The Influence of New Media Environment on Ideological and Political Education of College Students

2.1 Challenges Faced by Ideological and Political Education of College Students under the Impact of New Media

Ideological and political education in colleges and universities should conform to the times, keep pace with the times, seize opportunities in time and actively respond to challenges. The new media has the diversity and interactivity that the traditional media does not have, and it is very attractive to college students. In particular, it has had a great impact on college students' thoughts, life and study. The fast speed, wide range, great influence and many forms of communication are the severe challenges brought by the new media era to the ideological and political education of college students. Under the influence of new media, the dissemination of ideological and political education has gradually merged with new media, increasing theoretical research and exploration [7]. The development of new media has a completely new background and is a new concept put forward in the field of communication in the new era. Psychologically, new media may cause mental health problems for college students. The new media not only spread improper information to affect the formation of students' health thoughts, but also may lead to the appearance of unhealthy psychology. New media technology has obvious advantages on the accumulation of students' knowledge, and also has good influence on students' learning methods and methods. Traditional media mainly rely on the information transmission system on the ground. New media can provide a new platform for ideological and political education of college students with various ways and convenient interaction. Through face-to-face communication between educators and educatees, the distance between educators and educatees can be shortened. Educated people are especially vulnerable to the influence of educators' personal charm, thus improving the effect of explanation.

2.2 New Media Environment Brings New Opportunities to Ideological and Political Education of College Students

High openness and fast communication speed are the main characteristics of the Internet and new media. When the new media era is not yet mature, as a traditional form of ideological and political education, the exchange of letters is very common. New media uses digital technology and network technology to break through the relatively single expression form of traditional media in media expression form. The reason why new media is widely loved and applied by college students is that new media has the advantages of rapidity, openness and sharing, can update and process massive information quickly, and can realize mutual communication through multiple channels. When colleges and universities carry out ideological and political education for college students, they must give full play to the great advantages of new media. While absorbing the achievements of modern science and technology, we should make full use of the vast resources under the new media. The emergence of new media enriches the channels of information dissemination, enhances the interest of content expression, improves the interest of information, endows traditional ideological and political education with new vitality, and helps to promote the enthusiasm of students in learning ideological and political education. Ideological and political education has its purpose, goal and orientation [8]. Ideological and political education needs multi-channel and diversified communication. College students are full of curiosity about all kinds of new things. Constantly explore and pursue new things, and have the corresponding ability to accept new things.

Among the various new media, Internet technology and mobile phone media technology have become the two new media that have the greatest impact on college students' lives. In the new media era, advanced communication technologies and means bring new opportunities for ideological and political education, making the communication of ideological and political education and new media closely integrated. The arrival of the Internet era promotes the development of China's market economy and brings China into the information age. The Internet provides new opportunities for ideological and political education work, which can better implement our party's ideological education and enable our fine traditional culture to be inherited and developed. In modern society, each of us has the right to choose and use a certain language, and at the same time has the right to express certain ideas. Multilateralism and equality are another important feature of new media, which can greatly enhance the degree of trust between educators and the educated. The dissemination of ideological and political education is a special kind of dissemination. If the dissemination value of ideological and political education is to be maximized, the laws of dissemination must be integrated. In today's society, where new media shine brilliantly, the virtual world based on the real world continues to grow. In the ideological and political education of college students in high schools, the degree of mutual trust between teachers and students is the main factor affecting their quality and level. As the main channel, ideological and political education theory courses in colleges and universities have limited integration with new media. For college students, the wide application of new media has greatly expanded their access to knowledge.

3. Diversified Integration of Ideological and Political Education for College Students

New media technology not only provides rich and timely information and knowledge for college students, but also profoundly affects college students' thinking mode, life style and learning state. The ideological and political education on campus can be integrated into the teaching content and process through the effective platform of new media to systematically carry out ideological and political education. The content of ideological and political education for college students in China mainly includes all-round development education, moral standard education, patriotism education and ideal and belief education. New media has become an indispensable existence in college students' life, and it is also an exchange platform for college students to actively participate in and be willing to support. The new network media makes the dissemination of ideological and political education information faster and more convenient. It has laid a technical and social foundation for the ideological and political education work in colleges and universities and promoted the initiative of ideological and political education in colleges and universities. In the new media era, when colleges and universities carry out people-oriented ideological and political education work, they must adhere to the policy of ideological and political education deployed by the Ministry of Education and regularly update the content of ideological and political education, so that the ideological and political education work in colleges and universities not only meets the requirements of national education development, but also reflects the characteristics of local teaching. The features of new media such as voice, video, and text, which can communicate quickly and quickly, can not only alleviate the problems that contemporary college students urgently need to solve, but also greatly reduce the human, material and financial resources of college education.

Although new media has indeed become the most common way for college students to obtain information, most of them are searching for topic consultation, entertaining gossip, and enhancing self-confidence in the virtual world. The amount of information in the new media is more free in the study life of college students, and the latest news and information can be obtained anytime, anywhere. And learn more about the information you are interested in. In the online world of new media, people no longer have the fetters of identity and status, and have the same opportunities for expression and right to speak. Therefore, college students can express various opinions in the online world of new media. New media network social tools can quickly and efficiently publish the content and information of the Ideological and Political Education. Through the background push or group chat, the speed and efficiency of information dissemination has been significantly improved [9]. Teachers can observe each student's psychological state and changes through the students' published dynamics on social software, or their opinions on things in group chat. When it is found that there are biased ideas and behaviors, teachers can timely implement ideological education and psychological intervention, and give full play to the role of Ideological and political education in Shaping College Students' healthy psychology. In addition to using new media technology to carry out online ideological and political education, ideological and political educators in Colleges and universities should also design scientific teaching topics, and carry out online and offline education at the same time. When carrying out subjective ideological and political education, teachers should organize students to speak freely through grouping, fully exchange their ideas with others, learn their thinking mode, and encourage them to share their views and messages on the new media platform.

4. Conclusion

The Internet era has promoted the development of China's market economy and accelerated China's entry into the information age. New media has gradually become an indispensable platform for college students to communicate and learn, and it is also an inevitable platform for college educators to carry out ideological and political education. The development of new media has brought challenges and opportunities to the ideological and political education in colleges and universities. Ideological and political workers should make full use of the characteristics and advantages of new media to increase the diversity of ideological and political education content. The new media has brought new opportunities and challenges to the ideological and political education of college students. In the new media environment, colleges and universities should make full use of the new media to guide students to make correct cognition towards the new media. Students' learning cognitive ability is closely related to the classroom teaching environment provided by teachers, such as teachers' teaching purpose, teaching attitude, ability to control the classroom atmosphere, language, expression, teaching methods, etc., which will have a very important impact on students' classroom behavior. College workers should actively use the advantages of new media, seize the opportunities brought by new media, and strive to optimize the content of communication on the basis of scientific use of media, so as to play a real role in the dissemination of Ideological and political education of college students.

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