

Analysis of the Challenges and Countermeasures of College Students in Ideological and Political Education since the Media Age

Liping Chen

School of Computer Science, Southwest Petroleum University, Chengdu 610500, China

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Abstract: In the context of the media era, college students have more and more ways to acquire knowledge and information, and they can use their own media to express their own demands and desires. However, the information transmitted from the media is not necessarily correct and healthy. Some of the information is chaotic, vulgar, and even has a tendency to oppose the basic principles of the country. It will have a great negative impact on the outlook on life, values and aesthetics of college students. Not conducive to the healthy development of physical and mental health of college students. Faced with this situation, it is necessary to strictly carry out the ideological and political education of college students so that the thoughts of college students can better cope with the impact brought by the era of media and promote the healthy development of college students. Therefore, this paper analyzes the challenges faced by college students' ideological and political education in the era of media, and puts forward some specific countermeasures, hoping to provide a favorable basis for the development of ideological and political education for college students.

1. Introduction

As China has fully entered the era of self-media, self-media has become an indispensable part of the daily life of our people. Using QQ, WeChat, Weibo, Forum, etc., the media can obtain information more quickly, and their own demands and desires. Expressed to achieve more efficient information exchange. However, in the process of information transmission from the media, there are a large number of misinformation, chaotic information and reactionary information, which not only produces the effect of mixing and watching, but also affects the ideological concepts of college students, which has a great impact on the future development of college students. Negative impact. Through in-depth analysis of the challenges faced by college students' ideological and political education in the era of media, it is helpful to find a more reliable response method, so that the level of ideological and political education of college students can be effectively improved, laying a good foundation for the healthy development of college students.

2. The Challenges Faced by College Students' Ideological and Political Education in the Media Age

2.1 The authority of traditional ideological and political educators is challenged

In the traditional ideological and political education of college students, educators gain the trust of students with their own talents and moral qualities, and gradually become the authority of college students. Through a variety of classroom activities and extracurricular activities to carry out knowledge transfer, students can accept the correct ideological and political concepts, and thus promote the healthy development of college students. However, in the context of the media era, college students have more and more access to knowledge and information. After completing classroom learning, they can use the self-media to acquire other knowledge, from passive learning to active learning. Under this circumstance, students' learning styles have undergone major changes, no longer rely on educators, and thus have a greater impact on the authority of traditional ideological and

political educators. It is difficult to ensure the effective implementation of ideological and political education for college students [1].

2.2 Some ideological and political educators have lower quality

When carrying out ideological and political education for college students, the quality level of educators directly affects the efficiency and quality of the entire ideological and political education work, and has a more important influence on the development of ideological and political education for college students. At present, some colleges and universities attach less importance to the ideological and political education of college students, so that the construction of ideological and political education work teams is relatively low, it is difficult to guarantee the ability and quality of ideological and political educators, and even lack the ability to clear right and wrong, seriously affecting the quality of the work of college students in ideological and political education [2]. At the same time, some ideological and political educators have low ability to apply modern information technology. They cannot use information technology to innovate educational methods and educational content, and cannot quickly deal with the massive amount of information in the media. The development of education has brought more challenges. In addition, under the conditions of self-media-based information exchange platform, college students have great resistance to the indoctrination of educators. If the teaching methods and educational content cannot be improved in time, it will definitely affect the smooth development of ideological and political education for college students.

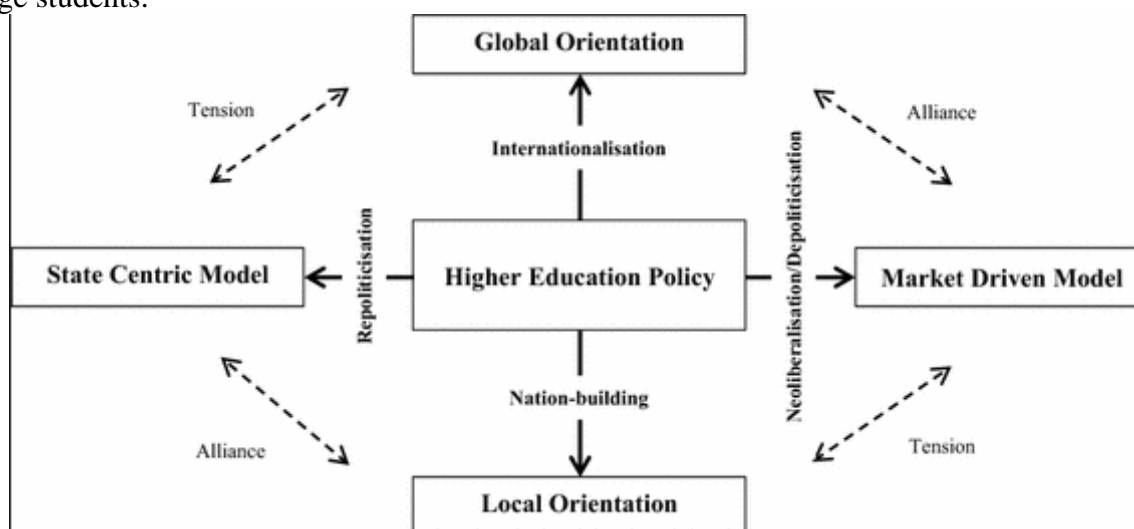


Fig. 1 some ideological and political educators have lower quality

3. The Coping Strategies of College Students' Ideological and Political Education from the Media Age

3.1 Building a teacher-student relationship for peaceful coexistence

According to the ideological and political education of college students in the past, the whole teaching process is dominated by teachers, students are in a passive learning state, and students are not willing to express their own views and opinions, only unconditionally accept the indoctrination of educators, leading to college students the effectiveness of ideological and political education is not high. With the advent of the era of media, to ensure the smooth development of ideological and political education for college students, we must improve the relationship between teachers and students. We must not suppress the ideological expression of college students in a tough way, but to achieve peaceful coexistence. Let college students fully express their own thoughts and thoughts, and facilitate the reasonable guidance of college students' ideas and concepts. In order to achieve this goal, teachers need to change the traditional educational concept, fully realize the impact of self-media on the ideological and political education of college students, continuously improve their knowledge

reserve, communication ability and learning ability, go deep into the group of college students, and listen carefully to college students. Insights to develop targeted ideological and political education. Secondly, we can use information technology to build a special education platform, strengthen information exchange with college students, and integrate the hot events of college students into ideological and political education, so as to improve the interest of college students' ideological and political education and realize ideological and political education for college students [3].

3.2 Improve the overall quality of ideological and political educators

In order to improve the overall effect of ideological and political education for college students and enable ideological and political educators to establish authority, it is necessary to actively improve the overall quality of ideological and political educators so that they can better complete their educational work and gain the trust of students. The development of education provides a favorable foundation [4]. First of all, it is necessary to improve the unified understanding of ideological and political education by ideological and political educators. Only by recognizing the importance of ideological and political education for college students can we work in a more professional manner and ensure the effective implementation of ideological and political education. Secondly, it is necessary to pay attention to the training of ideological and political educators, to cultivate knowledge, technology and ideas, so as to promote the improvement of the ideological and political education of college students, so that students can more recognize ideological and political educators. Finally, it is necessary to improve the selection of young and middle-aged educators, select outstanding teachers with high ideological and political quality, high level of knowledge, and high level of technology to ensure that teachers can use information technology to deal with massive amounts of information, and to develop ideological and political education for college students. Provide a favorable foundation. In addition, it is necessary to improve relevant systems, exert the constraints and incentives of the system, enable educators to strengthen research on ideological and political education, and innovate educational methods and educational content in light of the characteristics of the era of the media, so that the ideological and political education of college students is more Effective.

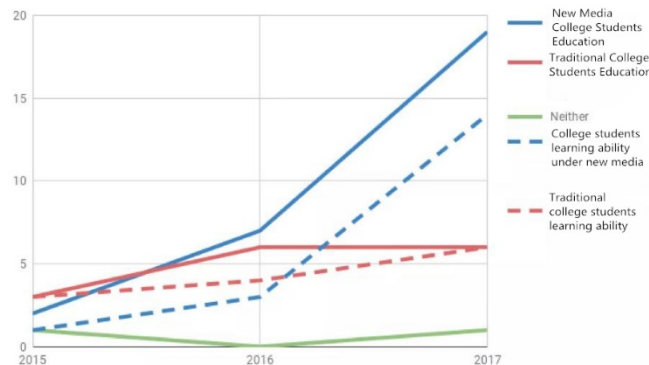


Fig. 2 Improve the overall quality of ideological and political educators

3.3 Establish a sound ideological and political education mechanism for college students

Establishing a sound ideological and political mechanism has a positive effect on improving the ideological and political education level of college students. First of all, it is necessary to formulate a sound self-media platform supervision system, do a good job in daily management and public opinion monitoring, and prevent false public opinion orientation and false information, so that college students can be in a self-contained media environment. Secondly, it is necessary to establish a perfect public opinion analysis system, use the self-media platform to analyze and collect the dynamic changes of college students' thoughts, and then timely grasp the ideological and political conditions of college students, and optimize the educational strategies according to the actual situation. Finally, it is necessary to establish a perfect public opinion handling system. Once we find false information that distort the facts, we need to promptly blame and publish the real situation on the self-media

platform so that students can recognize the facts in time and ensure the health of college students' political thoughts [5]. In short, college students' ideological and political education is a complicated and long process. To ensure the effectiveness of college students' ideological and political education and promote the healthy development of college students, it is necessary to establish a perfect ideological and political education mechanism for college students and timely deal with bad information. Build a good learning and growth environment for college students.

4. Conclusion

In summary, under the background of the media era, the ideological and political education of college students has been greatly impacted, and it is difficult to ensure the effective implementation of ideological and political education for college students. In order to improve the overall quality of college students' ideological and political education, so that they can adapt to the development requirements of the media era, it is necessary to fully understand the challenges faced by college students' ideological and political education in the era of media, and to build a peaceful and coexisting teacher-student relationship and improve their thinking through reasonable and effective ways. The comprehensive quality of political educators, the establishment of a perfect ideological and political education mechanism for college students, improve the ideological and political education level of college students from many aspects, and lay a good foundation for the healthy development of college students.

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