Current Situation and Countermeasures of Ideological and Political Education in Colleges and Universities in the New Media Era

Zhuo Su

Shaanxi university of Chinese medicine, Xianyang 712046, China

Abstract. in the 21st century, under the background of the third scientific and technological revolution, the continuous development of network technology, new media into People's Daily life, affecting people's way of life, among which college students are the most active group of new media use. Therefore, the development of new media also has a great impact on the ideological and political education in colleges and universities. In the new media era, colleges and universities take college students as the main body, establish a new media education platform, use new media new communication tools to communicate with college students, and guide them to set up scientific values.

Keywords: new media; Ideological and political education; College student.

1. Introduction

With the rapid development of information technology, new media have emerged to deliver and share information to the people. In recent years, the number of Internet users in China has been increasing, the penetration rate of the Internet has been increasing, and more and more people use mobile phones and computers, which has gradually become a part of people's life. College students become the main communicators of new media and the main users of new media. Meanwhile, new media also influences the formation of college students' ideological values. As a talent training base, colleges and universities must implement the ideological education of college students, use new media to guide the ideological and political education of college students, and help them establish socialist core values. However, there are still some problems in the education work of colleges and universities under the new media, this paper analyzes these problems, and puts forward some Suggestions, in order to help the ideological and political education work of college students.

2. Current Situation of Ideological and Political Education in Colleges and Universities

2.1 Lag in Thinking

With the economic development, the Internet penetration rate is getting higher and higher, and now the number of users of computers and smart phones is also increasing. College students as a new media use the crowd, they use smart phones to the Internet, reading some news online, understand the different parts of the funny anecdotes, or you want to search some data or information, from the content of the learning interest, and spread to others, college students become the new media agents, their thought behavior has the characteristics of subjectivity.

However, some colleges and universities still use the traditional thinking and teaching concepts and ignore the subjective characteristics of students when conducting ideological and political education for students. In the process of ideological education teaching, teachers as the subject of the classroom, students as the object of education and teaching, let students together, for students to carry out the traditional unified indoctrination teaching, this teaching model has a certain lag. Adult college students, have their own independent thinking mode, this method of non-computer majors, it is difficult to make them interested in, also easy to cause their antipathy, resulting in a resistance, such as the teaching of drowsy, or just don't listen to, talk to the people around him, etc., which makes the effect of college ideological education work, is not conducive to cultivate college students' ideological education work. In the new era, it is necessary to make use of new media to

clarify the main role of college students, understand what college students think and start from the perspective of students, so as to carry out ideological education on them.

2.2 Backward Value Orientation

With the help of new media tools, the spread of news has solved the problem of time and space limitation, with a wide range and a fast speed. All kinds of news can be quickly spread to people in different regions. Became increasingly complex network environment, the network pornography, reactionary thought, human flesh search engine, network fraud spread all sorts of problems, such as the college students in the group due to the lack of social experience, value idea formation, to objective judgment, all kinds of information can't easy to be induced, interested in bad information, and finally affects the university students establish the correct values.

Therefore, colleges and universities need to guide college students values, help them to have a correct understanding of the new media environment, set up the correct outlook on life and values, but now the views on college students' value orientation guide obvious shortcomings, students lack for the practice of socialist core values, for some bad information lack of identification. For example, some college students use the Internet to slander others in post bars and forums and spread negative thoughts. Some students use new media to cheat in the examination room, which shows that colleges and universities lack the guidance of college students' values.

2.3 Lagging Educational Platform

When ever undertake to the student ideological education work, mainly concentrated in moral character, generally speaking, the teacher told the students in the classroom the deeds of a great man, first set a typical example, and then from the analysis of character deeds out the character with good quality, coupled with small things in life analysis, lets the student can be deeds infection, to study and practice to the real life. However, in class, the general interaction between teachers and students, as well as the interaction between students, will be affected by the teacher's authority, students are often unable to express their own ideas, or some students do not express their ideas, resulting in the lack of trust between teachers and students, communication barriers, hindering the spread of ideological education.

However, in the new era, there are a variety of communication tools such as QQ, WeChat, weibo, forum, etc. These applications can allow teachers and students to interact with each other in the way they like without any time or place, so as to express their ideas freely and reduce the pressure of students in face-to-face communication. Through network communication, college students can find friends who have the same opinions and thoughts with them. Therefore, colleges and universities can also make use of these new media interactive platforms to carry out ideological education for college students.

3. Countermeasures of Ideological and Political Education in Universities in the New Media Era

3.1 Colleges and Universities to Establish their own Ideological and Political Education Website

The development of ideological education needs a good platform. When colleges and universities conduct ideological education for college students, they should not be limited to the 50-minute teaching in class, which limits the effectiveness of education, so they need to broaden the channels of ideological and political education. Colleges and universities can set up the ideological and political education website, on the site, let students to ask questions, you don't understand or want to know what to ask about the other students can also be to their own opinions about problems and then conducted by the teacher to disabuse, guide students to independent thinking, absorbing the essence of Chinese culture, improving the ideological and political quality, gradually correct ideological values.

3.2 Strengthen the Monitoring and Management of Campus Network Public Opinions

Convenient message influence of new media is two-sided, it can help students to understand the different information, understand the state of the state policies, know of what is happening in society, but also spread the uncivilized behavior or speech, and even illegal behaviors, thus, colleges and universities need to strengthen network public opinion to control work, to investigate and punish the bad information, to prevent bad information affect college students' values, at the same time to release the correct information in time to boot. It can also mobilize the subjective initiative of teachers and students to delete the bad information and false information, create a good university network environment, set up the correct ideological and political concept guidance.

3.3 Actively Create Campus Network Culture and Promote the Positive Energy of Campus Network

In the Internet era with a developed network, the communication between college students is not only "face to face" communication, but also "key to key" communication. Nowadays, many college students like to talk with others on WeChat or QQ, send their favorite to their friend circle or QQ space for sharing, and pay attention to the things or people they are interested in on weibo, gradually forming a network culture. Colleges and universities can make use of the Internet network culture, publish articles sharing positive energy, establish network advanced model students, strengthen the guidance of ideological and political work, create a positive campus network culture atmosphere, carry forward the positive energy of campus network.

3.4 Strengthening the Cultivation of Ideological and Political Education Personnel in Colleges and Universities

The development of ideological and political education in colleges and universities cannot be separated from the staff engaged in ideological and political education. In the era of new media, ideological and political education workers are required not only to have good ideological and moral quality and political quality, but also to keep pace with The Times, find new ways of education, expand new teaching ideas, and carry out ideological and political education in a way that students are willing to accept. Of information on the Internet and more complicated, which requires the ideological and political education workers must understand and grasp of the Internet technology skilled, filtered to vast amounts of information processing, pick is able to meet the era of new media on college students' ideological and political thought education content, this presents a problem personnel engaged in ideological education. In addition, many schools do not pay enough attention to the ideological and political work of college students, the pay is not high, many colleges and universities of ideological and political educators are not ideological and political education professional background, are summed up from the actual work experience, the lack of a systematic education system.

Therefore, to pay more attention to the ideological education of college students, it is necessary to strengthen the cultivation of ideological and political education workers. Firstly, colleges can recruit teachers from ideological and political education major, train them in network technology, and improve their application level of new media. Secondly, for those who are engaged in political and ideological education and have no experience in systematic education, they should also organize systematic training and teaching to improve the ideological quality of teachers, so as to combine theory with practice, so as to improve the overall quality of ideological education. Finally, colleges and universities should pay attention to the treatment of educators and retain excellent ideological educators. Through some measures, we can create a stable and efficient team of network ideological and political practitioners, create a good network environment, guide college students to establish correct values, consciously resist bad ideas, and promote socialist core values.

4. Three, Endnotes

With the development of economy and the progress of science and technology, the content of education is not only literacy, education methods are also increasing, and the ideological and political education of college students needs to keep pace with The Times. In the face of the impact of new media on college students' ideological education, colleges and universities should actively take corresponding measures, innovation education teaching mode, make the network interactive platform, to strengthen the supervision of public opinion and promote the positive energy, create a good network environment, increase the cultivation of education workers, let the new media and the combination of ideological and political education work of colleges and universities, to help students establish positive and healthy outlook on life, values and world view.

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