

## Research on dual Education of Higher vocational Students' Ideology and Ideology in information Age

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**Abstract:** The Media Convergence development and omnimedia reform create an infinite space for the filling and upgrading of ideological education connotation. Opportunities and challenges coexist. This article builds multi-carrier support systems including culture guidance system supported by spirit carrier, education system supported by curriculum carrier, Media Convergence discourse spread system and matrix education platform, clarifies "what to teach, how to teach, how to spread and how to implement " in ideological education in colleges and universities, to addresses the difficulties faced in the Media Convergence environment such as discourse communication and education work in ideological education in colleges and universities, as well as shortcomings in education work. Meanwhile, the cultural system can be promoted to relevant cultural industries and learning apps through "content management", which can be applied, copied and spread. We should actively guide and enhance college students' enthusiasm for participating in mainstream ideological construction activities, enhance their sense of belonging, sense of identity and centrality, and firm the socialist direction of running schools.

The era of "Media Convergence" environment, in which new media and traditional media are integrated, has come. The "Media Convergence" environment shakes the dominant position of discourse power in the ideological work of higher education but brings newer and more diversified communication channels and platforms. In the environment where opportunities and challenges coexist, we should innovate working methods and use the advantages of Media Convergence communication to strengthen the ideological security of institutions of higher learning with multiple participation and multi-party collaboration. Therefore, the research on ideological safety education in colleges and universities in the context of "Media Convergence" has urgency and significance in both theory and practice.

The influence of the "Media Convergence" environment on ideological safety education in colleges and universities is reflected in many aspects. It brings all aspects of influence and challenge and all-round reform to ideological work in colleges and universities, and changes the original pattern of ideological construction and education — the path and way of ideological education for college students, the platform and means of education, and the demands on ideological workers. In order to adapt to the new changes, grasp the new rules and solve the relevant problems, the ideological safety education in colleges and universities must pay full attention to and give full play to the value of Media Convergence. It is the need not only to consolidate the ideological front construction and build a harmonious campus, but also to prevent risks and complete the transformation of ideological education. This paper takes new ways and measures to ensure the safety of ideology in colleges and universities.

### 1. Current Situation and Existing Problems of College Students' Ideology under the "Media Convergence" Environment

Convergence and development of media and reform of omnimedia create an infinite space for the development, reform, enrichment and enhancement of ideological education in colleges and universities with opportunities and challenges coexisting. Through questionnaires, interviews, etc., the existing problems are summarized. There are generally the following problems in the dissemination of ideology in colleges and universities: the content is mostly news, such as

meetings, leader speech and activity reports and so on. However, the subjective status of college students is often neglected. As a result, there is a lack of interactive communication between the students and the ideological workers. On the other hand, college leaders generally pay more attention to hardware construction and skill training than ideological education and front construction. Ideological education is confined to ideological and political classes without expanding the educational approaches and scale.

We designed questionnaires and survey interviews on topics such as "College students' views on socialist core values, infiltration of western ideology, belief in Marxism and other issues" and "state of college students' attention to national affairs and project-based websites". The results show that on the one hand, under the diversified ideological trend of "Media Convergence", the dominant right of discourse communication is faced with severe challenges because a large amount of information weakens the effect and effectiveness of discourse communication. On the other hand, in the context of "Media Convergence", the problems of ideological identity among college students are prominent. A small number of students who lack ideals and beliefs have vague cognition of socialist ideology; at the same time, they lack enthusiasm to participate in ideological construction. In addition, there are also the following problems in the current ideological and safety education in colleges and universities: the ideological workers lack innovation ability so that they use the working methods following the old pattern; lack of coordination between various departments and the imperfect upper level design lead to weakness in response to public sentiment; Lack of platform support and big data analysis; Lack of clear and definite understanding of carrier's function.

## **2. Path for Ideological Safety Education in Universities to Solve the Problems in the Context of "Media Convergence"**

As a new concept, the research of Media Convergence in ideological safety education needs to be explored. Aiming at the problem, the carrier of ideological safety education is constructed. After that, it is recreated and reconstructed aiming at the content. And with that, the problems, such as that the role of the Media Convergence platform in ideological education has not been brought into full play and the path and mechanism of the education platform are not systematic enough, are solved. Construct systems supported by multiple carriers -- spiritual carrier culture guidance system supported by spiritual carrier, education system supported by curriculum carrier, Media Convergence discourse communication system and matrix education platform. Identify "what to teach, how to teach, how to spread, how to practice" in ideological education in colleges and universities. Solve various problems such as discourse communication and education in the Media Convergence environment. Actively guide and enhance college students' enthusiasm, sense of belonging, sense of identity and centrality in participating in mainstream ideology construction activities. What's more, we should unswervingly adhere to socialist orientation in running schools.

### **2.1 Deeply Cultivate the Content to Build a Media Convergence Culture Leading System and Enhance the Mainstream Ideological Identity**

With controlling the content inheritance and innovation in the form of diversity and with the overall planning and coordination of "three carriers" as the leading principle, we should build a cultural system supported by the spirit carrier (Chinese traditional culture, traditional moral culture, national spirit culture), the activity carrier (red classic activities, volunteer service activities, thematic education activity), the curriculum carrier (ideological and political course, young Marxist series of course, Party lecture and League lecture). Pay attention to the attractiveness and novelty of the content, and turn abstract and boring theories into attractive cases for students. The content is recreated and reconstructed by case, video, fragmentation, story, graphic and "micro" forms which are popular with college students. The mainstream ideology content is embedded in the "Media Convergence", making college students change from passively accepting it to actively identifying with it.

## **2.2 Construct "Media Convergence" Discourse Communication System of Ideology from the Perspective of Young College Students, Change Communication Mode, and Enhance Attraction and Identity**

Through interviews, questionnaires, big data technology and other forms and approaches, the characteristics of discourse expressions of young college students are sorted out and summarized, and the popular discourse and vocabulary of college students are collected and analyzed. Pay attention to the political height, theoretical depth, living temperature to design personalized communication language. Through data collection and big data modeling, a Media Convergence discourse communication system is formed to improve the top-level design of ideological discourse power in colleges and universities. At the same time, grasping the focus of discourse expression and the interaction and involvement of ideas is an important guarantee for ideological communication. Train relevant staff, change the didactic communication mode, achieve instant push and interaction and meet the needs of personalized, focused and differentiated communication. Train to improve the media literacy of "spokespersons", timely paying attention to hot and difficult issues of students, guiding students to speak actively, learning to use the "Media Convergence" platform to "speak actively", and mastering the initiative and discourse power. Promote the transformation of ideology from theoretical system to belief system.

## **2.3 Using the "5+N" Teaching Methods to Promote the Construction of Relevant Curriculum Carrier Education System**

Five online teaching modes (live teaching, recorded teaching, MOOC teaching, seminar teaching and classroom teaching) and N business platforms (Webex, ZOOM, Tencent Classroom, Mosoteach, etc.) combine the advantages of multi-channel "Media Convergence" communication. Diversified ideological education forms such as "intelligence + education" — open classes, themed educational activities, hero and model lectures, quiz, short micro-videos, situational drama interpretation, visiting memorial hall, red photography exhibition, and relevant community activities, etc., are used to build the course carrier brand and form high-quality resources of ideological education. In the form of textbooks, classes and minds, actively promote the understanding of China's unique socialist ideology of the new era, promote the ideal belief and education of socialist basic values. In line with the principle of "inheritance + innovation, theory + practice, indoctrination + penetration", a systematic reform plan including ideas, concepts, standards, methods, contents, technologies, evaluation and models will be formed.

## **2.4 Improve the Working Methods of Ideological Education and Form a Matrix Education Platform by Integrating the Media Convergence Support System**

It is the endogenous driving force for the sustainable development of ideological education in colleges and universities to improve the working methods and guide and help college students to solve the practical difficulties in study and life (such as learning bottlenecks, employment problems, life problems, emotional problems, etc.). Only in this way can we really get the support of students and let the socialist basic values root in the ideology of college students. Timely master students' public opinions by putting people first, making use of the intelligent monitoring and interactive functions of the Media Convergence and paying attention to operability and practicability. Through information integration, high-quality ideological education resources will be distributed with Media Convergence. Guided by the thought of cross-border integration, we should build a multi-platform support with wider coverage, more information bearing, and "carrier joint force", so as to truly realize three-dimensional information transmission and provide a front for ideological education.

## **2.5 Establish a "Concentric Circle" Collaborative Feedback and Adjustment Mechanism Between the Government and Schools.**

Set standards and strengthen the top-level design of collaborative education. Promote the joint efforts of government, schools, society, associations and families to build a "concentric circle" of synergies. A new work mode in which relevant departments under the leadership of political parties

take an active part and the whole society cooperates shall be formed. The risk prevention and control early warning mechanism and risk prevention and control data platform should be established, and the emergency plan should be formulated to ensure the discourse power and control leadership. According to the new characteristics of public opinion evolution, such as the whole process, hologram, full staff, full effect, full domain, full stack, and full attendance, the "user portrait" technology is applied to achieve granulated tracking management of public opinion information and accurate monitoring and evaluation of the whole process of public sentiment event communication development. Cultivate, add and enhance our own media functions, educate and improve college students' media literacy especially their ability to analyze, evaluate and identify various kinds of information, making the cultural system, curriculum system and discourse system more targeted and effective.

### **3. Conclusion**

The environment of "Media Convergence" has brought new problems and challenges to ideological safety education in colleges and universities. Adapting to the new environment and solving new problems are related to socialist-oriented school running and the fundamental task of cultivating people with morality. Against the background, this paper constructs a system supported by multiple carriers, such as the cultural guidance system based on spiritual carrier, the curriculum carrier education system, the Media Convergence discourse communication system and the matrix education platform. Improve the comprehensive coordination function, solve the lack of innovation, systematicness and leadership control; solve the college students' ambiguous cognition problem of mainstream ideology and complete the transformation from theoretical system to belief system. Make use of the intelligent monitoring and interactive functions of the Media Convergence to timely grasp students' public opinions. We should care about the life of college students, change the working methods, and let the basic socialist values take root in the ideology of college students. Meanwhile, the cultural system can be promoted to relevant cultural industries and learning apps in the form of "content management", which can be applied, copied and promoted.

### **Acknowledgements**

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