Exploration of Innovation in Online Ideological and Political Education for College Students in the Era of Media Integration

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Abstract: Ideological education in universities is a practical activity that provides political, ideological, moral, and psychological education to the educated. The rapid development of new media technology has brought rare opportunities. New media, due to its openness, flexibility, speed, interactivity, and multilateralism, not only enriches the means of ideological education for college students, but also provides a broad platform for its development. As a special form of ideological education, online ideological education is a brand new social engineering that urgently needs the guidance of relevant scientific theories. Ideological education is a historical process that must keep up with the pace of the times, ensure its cutting-edge nature, and achieve its guiding role. At the same time, Ideological education is in a large social ecological environment, and only by maintaining a positive interaction with the ecological environment in which it operates can the sustainability of development be ensured. The combination of political education and talent education can promote college students to combine lofty ideals with the spirit of seeking truth, and stimulate their own consciousness, initiative and enthusiasm to study hard to meet future challenges while paying attention to their self-cultivation, moral ideals and personality quality. In the era of new media, universities must fully utilize the educational function of ideological and political work in universities under the guidance of new media thinking, which has become a problem that should be faced and solved in ideological and political propaganda work in universities.

1. Introduction

New media has become an indispensable part of college students' life, which has a far-reaching impact on students' concepts and values. How to combine the development of new media with the needs of college students perfectly, adhere to the correct orientation, improve the guiding ability, and expand the mainstream ideological public opinion is the main direction of current research[1]. New media is a great leap in the history of communication. The new media era values not only the use of the media itself, but also a new media thinking, that is, the individualization of the subject, the truthfulness of the individual and the multidimensionality of the information trend. Ideological education in colleges and universities is a practical activity of political, ideological, moral and psychological education for the educated, and the rapid development of new media technology has brought rare opportunities[2]. On the one hand, because of its openness, flexibility, rapidity, interactivity and multilateralism, the new media not only enriches the Ideological education means of college students, but also provides a broad platform for its development. On the other hand, the new media has brought severe challenges to the Ideological education of college students, especially the educational environment, management mode and content. With the rapid development of new media, Ideological education has entered an era of unlimited choices. In order to adapt to such changes, Ideological education in colleges and universities should be studied and strengthened in the new media era[3-4]. Network not only brings good development opportunities to the Ideological education of college students, but also brings great practical challenges. In the new media era, colleges and universities must guide the Ideological education of college students and practice the socialist core values with the help of new media thinking[5].

2. The Impact of New Media on Ideological Education for Contemporary College Students

Compared with the traditional ideological education model, the content, form, method, and carrier of online ideological education have undergone significant changes. Therefore, the main body of ideological education for college students should change their concepts, improve their understanding, conduct in-depth research on the internal laws of online ideological education, and keep up with the times to improve the work of online ideological education. This article studies the difficulties faced by online ideological education for college students, as shown in Figure 1.
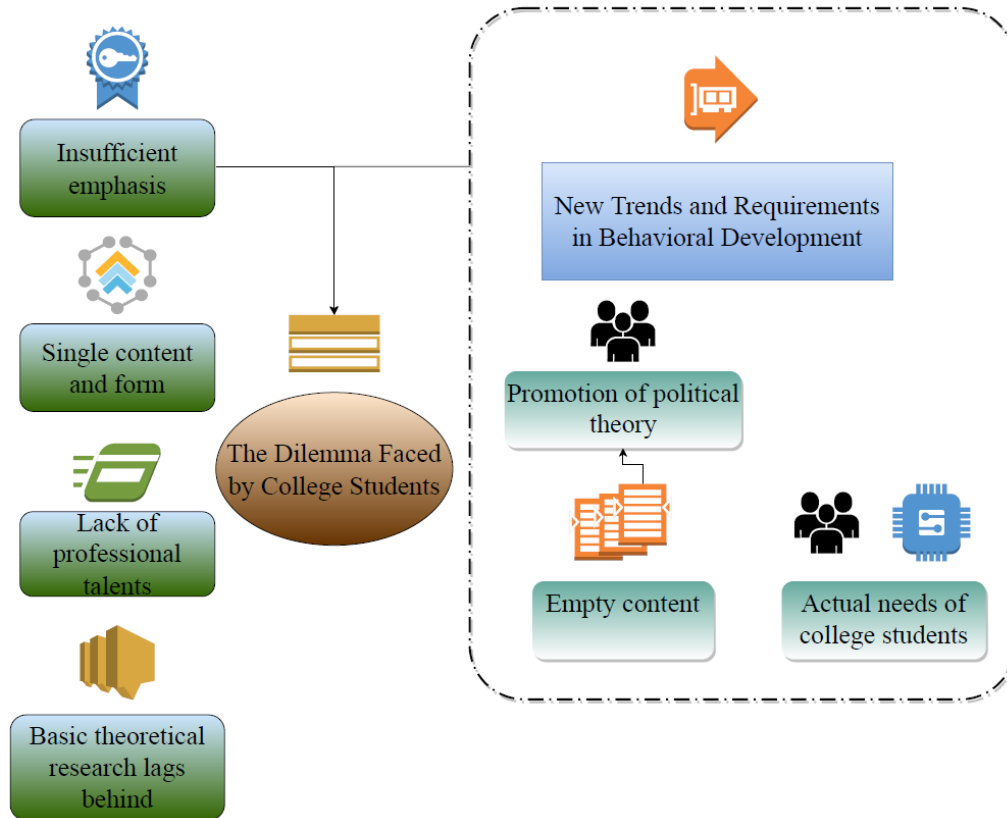

Fig.1 The Dilemma Faced by Online Ideological Education for College Students

There is a lack of understanding of the current network laws and regulations in China, a lack of theoretical understanding of network ethics, and an inability to accurately grasp network ethics in practice. This makes it difficult to effectively guide college students to comply with network laws, regulations, and network ethics, seriously affecting the effective implementation of network ideological education in universities. In this regard, this chapter mainly focuses on analyzing the impact of new media on the ideological education of contemporary college students, mainly from two aspects: positive and negative impacts[6].

2.1 Positive Impact

In the past, ideological and political education methods were carried out through classroom teaching, lectures and other ways in addition to traditional media channels. The information audience was narrow, the communication effect was uncertain, and the information was spread in one direction. The emergence of new media greatly changed the traditional way of information dissemination. The disseminators on the new media come from all walks of life, including government officials, public intellectuals, film and television stars, and grassroots people in order to achieve their career, college students must first establish lofty ideals and aspirations, establish the idea that adults must be the first to become talents. Introducing new media into ideological and political work not only enriches the methods of ideological and political teaching, but also actively spreads mainstream values on a large scale with the help of the communication advantages of new media[7].

As a special form of ideological education, online ideological education is a brand new social engineering that urgently needs the guidance of relevant scientific theories. Ideological education is a historical process that must keep up with the pace of the times, ensure its cutting-edge nature, and achieve its guiding role. At the same time, Ideological education is in a large social ecological environment, and only by maintaining a positive interaction with the ecological environment in which it operates can the sustainability of development be ensured. At the same time, the combination of political education and talent education can encourage college students to combine lofty ideals with the spirit of seeking truth. While paying attention to their self-cultivation, moral ideals and personality quality, they can stimulate their self-consciousness, initiative and enthusiasm for studying hard to meet future challenges[8-9]. Thus, college students' independent consciousness and individual thoughts are greatly stimulated. As long as there is a network, college students can freely communicate with others on new media and share the truest feelings in life.

2.2 Negative Influence

College students are currently in an important period of forming worldviews, outlooks on life, and values. Their physiology and psychology are not yet fully mature, and their ability to resist negative information is very limited. Out of a sense of novelty and curiosity, it is easy to cause deviation in value orientation and distortion in psychological cognition[10]. In fact, due to the wide audience and rich information content of new media, some foreign negative cultures are exerting a subtle impact on students through this channel. Especially with the increasing degree of national openness, some Western ideas are affecting students' worldviews and values, which poses new challenges for the current ideological and political work on university campuses. In the virtual environment of new media, college students can fully unleash their imagination, showcase their individuality, enjoy themselves, and experience completely different roles from reality.

The virtuality, convenience, and unconstrained nature of new media greatly encourage students' mentality of luck and indulgence. Whether it's taking the bus, queuing for meals, or attending classes, whenever they have spare time, they habitually take out their phones to log in to various new media platforms[11]. Many college students' first thing after waking up and last thing before going to bed is to browse Weibo and WeChat. If ideological and political work in universities cannot keep up with the situation in a timely manner, expand and consolidate new media positions, and still remain stuck in traditional teaching channels, this is not only due to the backwardness of technical methods, but also the problem of teaching ideas and educational concepts not keeping up with the times, and the serious lag in understanding technology[12].

3. Innovation of Ideological and Political Education Methods for College Students in the Era of Media Integration

3.1 Establishing the Strategic Position of College Students' Network Ideological and Political Education

Teachers are only one of the sources of students' information receiving channels, and students no longer passively accept this single source of information. Ideological workers in colleges and universities change their ideas in time, give up their identity authority, learn to talk to charge by setting up authentication accounts and cooperating with operators, so as to achieve full coverage of mobile terminals. This service is not only instant, but also all-round. Specifically, on the one hand, we should improve our understanding of new media and strive to learn and master new media tools such as the Internet. Set up a team of Ideological educators who have a high level of political theory and are familiar with new media to meet the challenges brought by new media in an all-round way. On the other hand, we should grasp the "pulse" of contemporary college students' thoughts and behaviors.

3.2 Innovative Regulatory Methods for Ideological and Political Education of College Students

Timely review the controversial focus comments, promptly clean up the content that violates national laws, regulations, and relevant management departments' explicit prohibitions, and monitor and resist attacks from hostile forces abroad in a timely manner. Ideological workers in universities should learn to turn "blockage" into "sparsity", strengthen ideological guidance for college students, guide campus ideological trends with mainstream thinking, clarify false statements with authoritative information, and play the role of student cadres. Provide specialized knowledge inquiry services for ideological and political education, or regularly send relevant knowledge information, in order to further enhance students' understanding of ideological and political education and improve their theoretical application ability. Through the popularization of relevant knowledge[13]. The propaganda work of universities should combine new media tools such as online media and mobile phones, innovate work concepts, broaden work horizons, and promote propaganda work and ideological education work. The implementation can mainly be carried out from three aspects, as shown in Figure 2 for details.
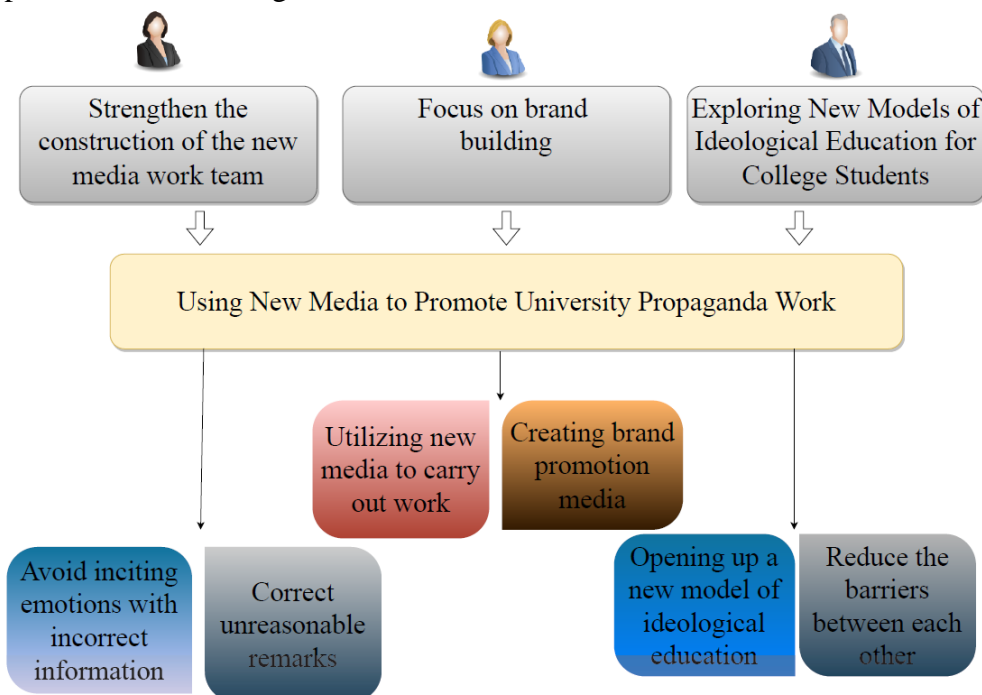

Fig.2 Using New Media to Promote University Propaganda Work under the New Situation

For ideological educators, good media literacy is an important assessment standard for their competence in the job. Colleges and universities should strengthen the re education of ideological educators, incorporate media literacy education into teachers' professional qualities, and then use university teachers as a medium to penetrate into students' ideological education.

3.3 Enhance the Attraction of College Students' Online Ideological and Political Education

The "click rate" of most universities' online Ideological education websites is low, mainly because the content and form of the websites are single. In terms of content, we must constantly increase the share of educational information in the network, and make the campus portal strengthen communication and interaction with students, and realize the combination of explicit education in class and implicit cannot keep up with the situation in a timely manner, expand and consolidate new media positions, and still remain stuck in traditional teaching channels, this is not only due to the backwardness of technical methods, but also the problem of teaching ideas and educational concepts not keeping up with the times, and the serious lag in understanding technology.

Through humanized account duty operation, students can be effectively provided with interactive consulting services, which can not only meet the individual needs of students, but also meet the deep interactive needs of the whole student group. This mode of instant broadcast and individual interaction is just beyond the reach of traditional ideological and political education. Ideological

educators should also learn media moral awareness and legal concept, guide college students to correctly apply new media, abide by media norms and ethics, enhance their value judgment, and open up the student barrier for Ideological education in colleges and universities, so as to get through the final block of correct value orientation.

4. Conclusions

With the development of network technology and the deepening of network ideological education practice, network ideological education has shown a trend of socialization, standardization, and personalization. As a special form of ideological education, online ideological education is a brand new social engineering that urgently needs the guidance of relevant scientific theories. Ideological education is a historical process that must keep up with the pace of the times, ensure its cutting-edge nature, and achieve its guiding role. At the same time, Ideological education is in a large social ecological environment, and only by maintaining a positive interaction with the ecological environment in which it operates can the sustainability of development be ensured. Ideological workers in universities should fully utilize the positive function of the "butterfly effect", effectively grasp students' enthusiasm for public opinion, spread positive energy, timely eliminate negative information and its impact, grasp the dominant power of campus public opinion, and strengthen mainstream ideas. Only by utilizing new media platforms to strengthen ideological education and vigorously promote mainstream values can we truly and effectively curb the spread of various negative ideological trends. It can fully mobilize the enthusiasm of students' thinking, engage in more educational channels with teachers, and create a larger space for ideological activity, which is welcomed and accepted by students.

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