

# Research on the Mode of College Ideological and Political Cooperation Education in the New Media Era

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**ABSTRACT.** Since entering the information age, the new media technology has developed rapidly, which brings new opportunities to the development of social economy because of its characteristics of fast transmission, wide range of influence and great influence. The rapid development of new media technology, with wide audience, rapid spread and great influence, has brought unprecedented impact and opportunities to the social economy. In this context, the ideological and political education in colleges and universities pursues the maximum development of the educated, emphasizing subjectivity, giving full play to students' enthusiasm and initiative, and tapping students' individual potential and advantages. The ideological and political education in Colleges and universities must integrate the new media technology into the teaching, combine the rich educational resources together, and let the students get comprehensive development through collaborative education. This paper mainly studies the education mode of Ideological and political cooperation in Colleges and universities in the new media era, and how to improve the quality of Ideological and political education, so that the ideological and political education in Colleges and universities meets the development requirements of the times.

**KEYWORDS:** New media, Ideological and political education, Synergism

## 1. Introduction

In the context of the new media era, ideological and political education in colleges and universities pays more attention to the subjective status of educated people, improves the initiative and enthusiasm of students, and not only focuses on improving students' scientific and cultural qualities, but also improving students' ideological and moral qualities [1]. The ideological and political education course is an important course in my country's higher education system and an important guarantee for cultivating socialist builders and successors with professional knowledge [2]. Colleges and universities should infiltrate the concept of ideological and political education in teaching activities, and achieve the purpose of collaborative education through behavior teaching methods different from other disciplines. Curriculum ideology is a new type of education concept formed with the development of the new era under the new media background [3]. This kind of values seeks to allow the educated to achieve maximum development through education, emphasizes the educated subjectivity, pays attention to the educated's enthusiasm and initiative, and attaches importance to the development of students' individual potential and advantages. Colleges and universities should focus on the supply-side reform of the cultivation of high-quality technical and technical talents, attach great importance to the work of ideological and political education, and take effective measures to reverse the reality [4]. Ideological and political education in colleges and universities must integrate new media technologies into teaching, combine rich educational resources, and enable students to develop comprehensively through collaborative education [5].

Since entering the information age, the rapid development of new media technology has brought new opportunities for the development of social economy due to its characteristics of rapid spread, wide range of influence, and large influence [6]. There are many problems in the traditional ideological and political education in colleges and universities, which cannot adapt to the development of the new media era. We must carry out reforms and innovations to build a platform for ideological and political cooperation in universities. New media technology is developing rapidly, with a wide audience, rapid spread, and great influence, bringing unprecedented impact and opportunities to the social economy [7]. At present, there are still many problems such as poor connection mechanism in the collaborative education of ideological and political education in universities, which has become an important bottleneck restricting the effectiveness. Schools need to take moral education as the core, deep research on collaborative innovation theory, optimize and reorganize educational resources, create a good educational environment and atmosphere, and create good conditions for the cooperative education of party building and ideological and political education [8]. The integration of classroom teaching of specialized courses and ideological and political education in Colleges and universities is an important way to construct the pattern of "whole staff, whole process and whole course" to educate people. Under the background of new media, innovative research and practice of talent training is the key to ensure that the talent training

mode of colleges and universities can adapt to the complex and changeable situation, and how to effectively integrate the ideological and political curriculum into the collaborative education system of colleges and universities [9]. Ideological and political education must be through collaborative education, the integration of multiple educational resources, so that the traditional classroom teaching more practical significance.

## **2. Connotation of Synergistic Education of Ideological and Political Education in Colleges and Universities in the New Media Era**

### ***2.1 Problems in Ideological and Political Education of College Students in the New Media Era***

Collaborative education refers to the change of environmental conditions in each subsystem of the school, which promotes the emergence of new order parameters, thus forming an orderly structure in which all educational objectives cooperate with each other, all departments coordinate with each other, and resources are optimally allocated. With the acceleration of China's reform and opening up, college students' independence, innovation and individuality are enhanced, but there are also some problems such as lack of faith, diversification of values, weakening of psychological quality and weak sense of teamwork. Colleges and universities should fully explore the hidden bright spots of ideological and political education from the perspective of combing school history, and fully integrate these bright spots into the content of ideological and political education, so that the educated can realize the profound connotation of ideological and political education content and make it closer to the life of the educated [10]. Most ideological and political workers use preaching methods, which overemphasize standardization and unity, neglect students' subject and individual differences, and fail to give full play to students' initiative, resulting in unsatisfactory educational effect. Under the impetus of new media technology, ideological and political education in colleges and universities shows stronger interactivity and openness. Colleges and universities need to build equal and interactive teaching classrooms under the teaching mode of ideological and political cooperation. In the new media era, the speed of information update and dissemination is very fast. In some respects, teachers and students of ideological and political courses have equal status, and they are both learners of new ideological and political theories.

### ***2.2 The Significance of Synergistic Education of Ideological and Political Education in Colleges and Universities***

In the new media era, teachers can not only carry out the teaching content through the classroom blackboard writing, slide show and other old teaching methods, but also use the new media form to carry out ideological and political education for students. More convenient and efficient teaching methods are applied to the ideological and political class in Colleges and Universities. With the development of the times, the talent training objectives of colleges and universities have changed quietly, and the enhancement of students' innovation and entrepreneurship ability has been gradually integrated into the training objectives of high-quality technical and skilled talents. New media technology provides rich teaching resources for ideological and political education. The latest social hot spots and ideological and theoretical knowledge are added to the classroom teaching, and teachers' teaching cases and courseware are adjusted and updated. Students in the enterprise production training, internship time gradually extended, the main role of enterprise education has become increasingly prominent, especially corporate culture has a subtle positive impact on students. The attraction of Ideological and political education in Colleges and universities is an important factor affecting the teaching effect. In the new media era, there are various forms of media, such as photography, pictures, video, audio, etc. when these new media are integrated into the ideological and political education classroom, they can arouse students' interest in learning.

## **3. College Ideological and Political Cooperative Education Mode in New Media Era**

### ***3.1 Collaborative Education Mode of Ideological and Political Education***

Under the current situation, to mobilize all teachers to undertake moral education duties, it is necessary to comprehensively improve teachers' theoretical level, not only to improve the theoretical level of the courses they teach, but also to improve their ideological and political theoretical level, and to improve the theoretical level of pedagogy psychology. Collaborative education includes collaborative education, collaborative management and collaborative learning. Collaborative education among all elements is a reconstruction of classroom teaching values. Under the concept of collaborative education, college students are no longer just passively accepting, but actively constructing knowledge system, expanding skills and improving personality. In most colleges and universities, ideological and political education is usually separated from professional education, and more attention is paid to the education of professional courses, which leads to the unsatisfactory educational effect of ideological and political courses. Colleges

and universities should strengthen the study of ideological and political theory, improve the ideological and political consciousness and level of all teachers, and send teachers of professional courses, basic culture courses and innovation and entrepreneurship courses to local or provincial party schools for further study in order to broaden their horizons and enhance their ability to integrate ideological and political education and develop related courses.

In some schools that have implemented collaborative education, they are neither included in the teaching plan nor in the ideological education of students. Often, concrete work guidance is confused with collaborative education. It is inevitable that graduates will not be informed of the latest content close to the enterprise and society. It will also lead to vague career orientation, high employment expectation and weak self-adjustment ability of higher vocational graduates. The employment needs of enterprises are changing all the time, and massive data are born. It is necessary to constantly explore and accumulate experience in construction. Figure 1 shows the network structure system of talent employment awareness management.



Fig.1 Talent Employment Awareness Management Network Structure System

Under the present conditions, to achieve the goal of collaborative education, it is necessary to effectively link up the curriculum system, personnel training mode, the integration of teachers and the allocation of educational resources. In the new media era, there is a huge amount of information, and different kinds of information are interrelated, so teachers should guide students to obtain useful information from a large number of complex information [11]. In the process of realizing the coordinated education of ideological and political education and professional education, colleges and universities should pay attention to the flexible application of new media technology, and should not combine the two too strongly. The teaching mode of ideological and political education and professional education can not only cultivate talents with high professional quality, but also cultivate talents with high moral quality for the society. Colleges and universities must grasp and promote the ideological and political education as a whole, actively change their thinking, fully tap and enrich the ideological and political education resources of various courses, and build a collaborative mechanism for the curriculum system of colleges and universities to work together to educate people, so as to effectively improve the effectiveness of ideological and political education.

### 3.2 Realize the Cooperation between Ideological and Political Teachers and Multi-Departments in Educating People

Colleges and universities are a place to teach and educate people. Teaching and educating people are closely combined. Ideological and political education for students is not only the responsibility of ideological and political teachers, but also the student league branches and party branches of colleges, professional teachers of students and counselors should assume the responsibility of ideological and political education. College teachers should actively use multimedia and other teaching methods in teaching, present the content of ideological and political education in a lively form, and actively explore the content of ideological and political education related to the professional knowledge, especially the deeds around the educated. Although the status, functions and ways of action of various courses are different in the university curriculum system, they have their own value characteristics. Therefore, we must adhere to the organic unity of curriculum diversification and comprehensive education, and make full use of and tap the moral education elements of each course according to the characteristics of each course category, so as to realize the integration of college curriculum construction system and college ideological and political theory education system. Ideological and political teachers' ideological education should not only be confined to the classroom, but also take on the responsibility of providing psychological counseling and ideological answering for students outside the classroom.

Schools can consider letting ideological and political teachers take the post of class teacher, and take charge of students' psychological consultation, ideological education and career planning guidance. It is necessary to strengthen professional teachers' sense of mission and responsibility in teaching and educating people, bring the cultivation of moral education consciousness into teachers' daily training system, and build a team of teachers with ideals and beliefs, moral sentiments, solid knowledge and benevolence in all directions, so as to realize the organic unity of education and teaching.

The basic principles of Marxist philosophy and dialectics of nature in ideological and political education contain a lot of philosophical thinking methods. As a professional teacher, these philosophical thinking methods and professional knowledge should be organically integrated in the course of ideological and political practice, and the guiding significance and value of philosophical thinking methods embodied in professional theories and scientific methods should be emphasized. In order to ensure the unity of political and academic rationality in ideological and political education, teachers need to be good at digging and analyzing the ideological basis of academic rationality behind politics, analyze students' political rationality with logical and rigorous academic rational discourse, and consolidate students' political beliefs with the discipline theory of science specialty.

#### 4. Conclusions

In the new media era, the development of new media technology is both an opportunity and a challenge to the ideological and political education in colleges and universities. With the promotion of new media technology, ideological and political education in colleges and universities is more interactive and open. Colleges and universities need to build equal and interactive teaching classrooms under the teaching mode of ideological and political cooperation. College teachers should actively use multimedia and other teaching methods in teaching, present the content of ideological and political education in a lively form, and actively explore the content of ideological and political education related to the professional knowledge they speak. It is an effective means to train successors and builders for socialist construction to complete ideological and political education in the form of curriculum ideological and political education and actively explore the road of collaborative education. In the process of realizing the coordinated education of ideological and political education and professional education, colleges and universities should pay attention to the flexible application of new media technology, and should not combine the two too strongly. The teaching mode of ideological and political education and professional education can not only cultivate talents with high professional quality, but also cultivate talents with high moral quality for the society. Colleges and universities need to grasp and promote ideological and political education as a whole, make use of new media technology to combine teaching with educating people closely, and build a collaborative mechanism of college curriculum system to work together to educate people, so as to effectively improve the effectiveness of ideological and political education.

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