

The Means of Ideological and Political Education in Colleges and Universities Based on New Media Environment

Qiongyu Ji

Wenzhou Vocational & Technical College, Wenzhou, Zhejiang, China

Keywords: Ideological and political education; Colleges and universities; Current situation; New media; Educational strategy

Abstract: In recent years, network information technology has developed rapidly, and new media technology has penetrated into every corner of colleges and universities. Network platforms, such as WeChat, MicroBlog, QQ, etc., have become the main communication tools for contemporary college students, exerting a wide influence. The emergence and development of new media offers unprecedented opportunities and challenges for ideological and political education in colleges and universities. Based on the content and characteristics of new media, this work fully grasps the technical advantages of new media. According to the issues existing in the ideological and political education in colleges and universities, such as outdated educational concept, single way, backward content, etc., the corresponding educational strategy is put forward. Adhering to "full coverage" and "full link", the ideological and political education in colleges and universities has reached a new level.

1. Introduction

Compared with traditional media, new media is a media ideology based on Internet technology, digital technology and mobile communication technology, which can realize diversified and dynamic display. The media, with its flexibility, convenience, universality, etc., attracts the attention of contemporary college students and exerts a profound and extensive influence on their study and life. In the new media environment, the reform and innovation of ideological and political education in colleges and universities can partly change the original single and backward teaching mode, teaching content, teaching methods, etc. The students' learning enthusiasm and initiative are improved, and the teaching effect of ideological and political education is improved. Although new media technology brings all conveniences to the ideological and political education in colleges and universities, it also brings issues such as out of control information release, crisis of interpersonal relationship, dominant position of teacher education being shaken, etc. This makes the ideological and political education in colleges and universities face challenges.

2. Issues Existing in the Ideological and Political Education in Traditional Colleges and Universities

Colleges and universities, the important position of ideological and political education, shoulder the mission of cultivating students' political belief, ideological and moral quality, establishing a correct world outlook, outlook on life and values, and promoting socialist core values. With the continuous development and change of social situation, new media technology has been widely used in various fields of colleges and universities. However, it has not broken the shackles of traditional concepts in the ideological and political education in colleges and universities, and there are many shortcomings, such as the following points.

2.1. Old ideas

Under the influence of examination-oriented education, the thought of "valuing theory over practice" is widespread. Ideological and political education in colleges and universities has been ignored for a time. There is no scientific way to assess students' ideological values, resulting in

strong ability and low quality of students, which seriously affects students' development.

2.2. Single mode

The ideological and political education course has a strong theoretical and abstract knowledge, and the simple knowledge explanation can easily lead to students' incomprehension and low enthusiasm. Combined with the openness of network information in the new media environment, it is easy for students to have doubts about the pure theoretical ideological and political education, resulting in the inconspicuous effect of ideological and political education.

2.3. Content lag

At present, ideological and political education in colleges and universities mainly focuses on the pure theoretical teaching of political education, patriotism, moral education, Marxism, Mao Zedong Thought, Deng Xiaoping Theory, etc. The content lags behind the social reality, does not adapt to the development in the new media era, and cannot meet students' diverse needs. The overall education is in an awkward situation.

3. The Role of New Media in Ideological and Political Education in Colleges and Universities

3.1. Content and characteristics

The core of new media is digital network, represented by smart phones, including optical network media, digital media, communication media (mobile phones), virtual media, etc. With the development of society, new media has become a new master in various fields in the new era, such as politics, economy, culture, education, etc., leading the trend of the times.

In the new media era, opportunities and challenges coexist. The content and space of ideological and political education in colleges and universities can be further expanded, and the educational paths, methods and means are more abundant. However, its pertinence and effectiveness need to be strengthened. It is necessary to explore new ideas and methods of ideological and political education, and introduce new media technology into ideological and political education in colleges and universities. It has the characteristics of "close to students, close to life, close to reality", and conforms to the trend of the times. It is the inevitable trend and internal demand of development in higher education.

3.2. Role and value

Ideological and political education in the traditional media environment must be carried out in a fixed place. However, ideological and political education can realize distance education and real-time education with the support of new media technology in the new media environment, and its main role is shown in Table 1.

Table 1. The role and value of new media in ideological and political education in colleges and universities

Main areas	Concrete embodiment
Teaching methods	In the new media environment, teachers can use MicroBlog, WeChat, Fetion and other means to learn and communicate with students, thus better realizing ideological and political education.
Teaching content	Teachers can use the new media technology to grasp the students' ideological dynamic comprehensively, thus solving students' ideological problems in time.
Interactive exchanges	It can highlight the equality of ideological and political education, and enable teachers to use new media to carry out ideological and political education for students, thus breaking the restrictions of space and time, and realizing equal communication between teachers and students.
Learning atmosphere	It enriches the content of ideological and political education, offers a variety and vivid learning environment for students' ideological and political learning, and effectively improves students' learning initiative.

However, new media can also lead students to contact a lot of unhealthy information. It is difficult for ideological and political educators to control and guide these information completely,

which is not conducive to the stable development of ideological and political education. Especially after over relying on new media, it is easy to affect students' initiative thinking. In the process of ideological and political education in colleges and universities, it needs to do a good job in guiding and designing, and pays full attention to the above issues.

4. The Basic Strategy of Ideological and Political Education in Colleges and Universities under the New Media Environment

4.1. Adhering to "full coverage" and realizing "horizontal to side" of ideological and political education

(1) Updating the concept to keep pace. It should build the theme website of ideological and political education and firmly grasp the initiative of ideological and political work on the Internet. The special website of ideological and political education, which integrates forward-looking, ideological, theoretical, intellectual and interesting features, should be constructed to ensure that the ideological and political education concept is constantly updated and the education work keeps pace with the times. Special websites should be rich in content, updated in time and expanded in coverage. Therefore, it can offer a good platform for understanding the trends of ideological and political work, displaying the achievements of ideological and political work, exchanging the experience of ideological and political work, strengthening the theoretical research, and promoting the healthy development of ideological and political work.

(2) Forming high-quality ideological and political education. It is necessary to integrate online Party school, League school and ideological and political theory courses to stimulate new vitality of online ideological and political classroom. Among them, the online Party school construction is responsible by the Party committee organization department of colleges and universities. Column contents include notice announcement, online classroom, online test, learning garden, etc. Its function is to train students and Party members in the party's innovative theory education and training. Through online learning and testing, students can be guided to correct their motivation to join the party, and strive to improve their theoretical quality and strengthen the party spirit training. The main body of online League school construction is the League committee of colleges and universities. It sets up the League school news, the basic knowledge of League, the work manual of the League branch, the organization and construction of League, the ideological education, the management practice, the activity position, the exchange experience of excellent students, etc. By using the network platform, it should carry out online communication, and expand the time and space and channels of college students' ideological and political work.

4.2. Adhering to "full link" and realizing "vertical to the end" of ideological and political education

(1) Ways and means of adjusting ideological and political education. Official MicroBlog and WeChat can be opened to realize "zero distance" interaction. MicroBlog, WeChat and MicroBase are increasingly becoming important platforms for college students to obtain information and exchange emotions. The information explosion brought by MicroBlog and WeChat and all kinds of positive and negative information make college students at a loss. This requires colleges and universities to actively adapt, build and open official MicroBlog and WeChat, push positive energy content, and actively seize the commanding heights of public opinion. Through MicroBlog and WeChat, zero distance interaction with students, positive communication and explanation of doubts can be realized. It can also build three-level QQ groups, and extend ideological education to each school. QQ group software developed by Tencent is convenient to use and powerful, including QQ group, QQ group forum, etc., which is especially suitable for groups engaged in ideological and political work in colleges and universities. In the process of ideological and political education, the latest ideological and political content can be released through various functions in QQ. It is necessary to do a good job in education and infiltration, so that students can grasp the key points of ideological and political education in colleges and universities in an all-round way.

(2) Creating a good educational environment. In the new media environment, the management mechanism and the effect of education must be improved, which is also an important task of ideological and political education in colleges and universities. On the one hand, it should establish a normal management mechanism and work with other departments to carry out ideological and political education in colleges and universities. Each department has a reasonable division of labor and clear responsibilities, which permeates ideological and political education in college students' study and life. Through regular thematic class meetings, counselors guide students to access the Internet reasonably, avoid serious dependence on the Internet, and achieve effective guidance of ideological and political education. On the other hand, the network supervision mechanism should be improved. It should not only build a campus network supervision system, but also improve the overall quality of the supervision team. It is necessary to set up a special new media management center, which is directly managed by the school propaganda Party committee and the government, and review the information released by the campus network platform. No yellow and violent information is allowed, and firewall is added to create a fresh campus network atmosphere. The early warning mechanism will be introduced into the ideological and political education in colleges and universities to enhance the consciousness and enthusiasm of students' own management in an implicit way. Of course, the quality of the supervision team is also crucial. Teachers need to be comprehensively assessed and evaluated to ensure that they can successfully complete various supervision tasks.

5. Conclusion

In the new media environment, ideological and political education in colleges and universities is facing a good opportunity for development, offering students with various communication platforms. However, it also brings severe challenges, which has a huge impact on college students' outlook on life and values. Therefore, it must give full play to the role of new media technology. Based on "full coverage" and "full link", it should do a good job in the reform and innovation of education concept, education content, education mode and education environment, and form an efficient teaching system based on new media. At the same time, it is necessary to control the new media in the ideological and political education process in colleges and universities, so that students can use the new media with high quality and high efficiency. Fundamentally, the development process of ideological and political education in colleges and universities is promoted.

Acknowledgement

This work is supported by Li Huazhong Master Studio regarding the ideological and political theory teaching for colleges and universities in Zhejiang.

References

- [1] Lu, J. (2017). Ideological and political education in China's higher Education. *East Asian Policy*, 9(02), 78-91.
- [2] Deng, H. (2014). Network Ideological and Political Education of College and Research Analysis. In *Advanced Materials Research* (Vol. 971, pp. 2591-2594). Trans Tech Publications Ltd.
- [3] Huanming, L. (2004). Ideological and Political Education Based on Daily Life [J]. *Journal of Shandong Teachers' University (Social Science Edition)*, 3.
- [4] Zhang, Y. N. (2017). Research on the Innovation of College Students' Ideological and Political Education in Big Data Era. *DEStech Transactions on Computer Science and Engineering*, (icicee).
- [5] LIU, S. H., & WU, S. Y. (2008). Limitations and Options of Field Work for Courses of Ideological and Political Education [J]. *Teaching and Research*, 4, 87-90.