

How to Improve the Effectiveness of Moral Education in Colleges and Universities under the Background of New Media?

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Abstract: The new media is a double-edged sword for college moral education. The university has realized the construction of a diversified educational resource platform with the new media as the background, but how to realize the guidance and control of the new media teaching resources becomes the educator behind its optimization. The problem is facing. In view of this, the paper comprehensively expounds the connotation of moral education in colleges and universities, explores and analyzes the opportunities and challenges brought by the new media to colleges and universities, strengthens the rational use of new media through colleges and universities, and promotes the advantages of new media. In-depth integration with college moral education, while promoting the effectiveness of college moral education, and promoting the development and progress of colleges and universities in the direction of modernization.

1. Introduction

With the outbreak of the new round of information technology revolution, modern technology represented by Internet technology and digital communication technology has become a special product of this era, and various new media are emerging, such as blogs, WeChat, Weibo, virtual communities, etc. Such media are collectively referred to as "new media." Different from traditional broadcasting, books and other information media, new media has a very significant cross-temporal and interactive nature in terms of communication form and communication status, and can realize the sharing and interaction of various types of information. At the current stage, the emergence of new media resources has stimulated the deep exchange and circulation of modern ideological and cultural information. In the process of ideological exchange, college students have introduced new media channels of Weibo and WeChat. For college moral education, the role of new media has its advantages and disadvantages. It can realize the diversification of educational resources, improve the quality of teaching and teaching effects, and enhance students' autonomy. From the perspective of educators, the construction, control and guidance of the modern information resources formed under the new media have become the focus and difficulty of the education work. It can be seen that enhancing the rationality of the use of new media and accelerating the construction of moral education in colleges and universities has become an important foundation and prerequisite for the

comprehensive development of college students.

2. The connotation of moral education in colleges and universities in the new media era

The so-called moral education is essentially a kind of education content and direction. Through reasonable use of the conditions in the real social environment, the educators combine the physiological and psychological development characteristics of young individual students to carry out planned and purposeful develop ideological education, moral education, psychological education, political literacy education, and life awareness literacy education, etc., actively reverse the inherent concepts of students' politics, thoughts, outlook on life and values. It is highly consistent with the relevant moral standards and practical standards proposed by various social classes to help students establish correct values.

Moral education is an arduous and complicated systematic project in the process of college education. The effectiveness and effectiveness of various elements in the system and the interaction between various factors determine the final effect of moral education. The effectiveness of moral education refers more to the actual development of ideological and political education, giving full play to the practical effectiveness of various elements within moral education, and to a certain extent, contributing to the completion and realization of educational goals.

2.1. The effectiveness of moral education results in colleges and universities in the new media environment

The evaluation of the effectiveness of moral education is mainly based on the fit of the results of the activities with the goals and plans of the educational organizers. Higher education is influenced by the characteristics of its own development. For example, the comprehensive quality level of students is uneven, which makes most colleges and universities seriously ignore the ideological and political education of students, and the quality and effect of moral education in colleges and universities are generally low when the educational environment is constantly changing. Especially under the impact of modern Internet technology, students and society have been in isolation for a long time. Lack of social practice cannot accumulate rich experience. Most of them are deviated from the actual situation of students themselves. The goal is lack of reliability and effectiveness. It is easy to cause students' beliefs to be unstable, immature, lack of practical spirit, secularized thoughts have serious impact on students and decline in moral standards. The reason for this is that the overall level of humanities literacy and ideological level of college students are not high. In line with social talent training standards.

2.2. Ensuring the effectiveness of the implementation of moral education in colleges and universities in the new media environment

In the context of the new media era, the comprehensive development of moral education in colleges and universities needs to ensure the effectiveness. By combining the characteristics of the new media environment, the psychological characteristics of students, and the characteristics of social development, we can effectively use the rich network resources at the present stage to instill the ideological, moral, and political concepts that are consistent with the real society in the students' minds.

From the perspective of characteristics, virtualization, interaction, speed, sharing, diversification and personalization are all characteristics of new media. Moral education educators should make full use of the characteristics of new media when carrying out moral education, and enhance the adaptability of new media with education work, guide students correctly, stimulate students'

enthusiasm and initiative in moral education, and effectively clarify the standards of moral education activities, and effectively reflect various knowledge, skills and experiences through various standards. Keep abreast of the latest forms of education and education to improve students' acceptance and recognition of moral education. For example, through the effective use of various media, such as mobile phones, mobile media, the Internet, etc., enhance the liveliness of the entire teaching activities. Actively build various online learning platforms, such as MOOC, micro-class, and cloud classes, emphasizing the individualization of teaching settings, adhering to the educational principle of "teaching students according to their aptitudes", ensuring the adaptation to the actual development level of students, and improving moral education quality and effectiveness in colleges and universities.

2.3. The effectiveness of the subject participation of moral education in colleges and universities in the new media environment

Restricted and influenced by traditional educational thoughts, moral education emphasizes the two aspects of ideology and morality and ideological and political theory in the setting of teaching content. It still uses traditional classroom teaching methods in teaching methods, explaining theoretical knowledge and lack of thinking for students. The interest in hobbies and practical preferences is simply to classify moral education and traditional theory courses. Students have been in a passive position for a long time in moral education classrooms. The acceptance of knowledge is often mechanical, and new media technology has not yet been realized in moral education. The comprehensive application in the classroom deviates from the actual needs of students, making students' enthusiasm for participating in moral education activities not high. In order to further improve the effectiveness of moral education in colleges and universities, we should vigorously advocate the "theory + practice" teaching mode, carry out the teaching content that is in line with the new media era and closely related to students' study, life and social practice, and stimulate students' interest in participation and improve the effectiveness of the classroom subject participation of moral education.

3. Opportunities and Challenges Faced by College Moral Education

3.1. Opportunities for moral education in colleges and universities

First, the openness of new media provides a platform for students' moral education. The vigorous development of new media mainly relies on modern computer technology, network technology and digital technology. In the actual development process of new media, a relatively comprehensive network system is gradually formed, which covers rich information resources and convenient information transmission, a wide range of information channels and high-intensity information interaction. Therefore, in the process of developing moral education in colleges and universities, we should actively combine the advantages of new media, and simplify the traditional cumbersome moral education process, and create a favorable environment for the next stage of moral education in colleges and universities.

Second, the convenience of new media promotes the optimization of moral education for college students. For a long time, in the process of moral education in our country, the "one person, one book, one board" classroom teaching mode is more common. This traditional teaching method has seriously restricted the students' imagination and thinking ability. The development also enabled the students to enter the "aging" stage ahead of their thoughts, and raised many objections to the moral education work. With the popularization and application of new media, teachers can realize the timely release of teaching information under the convenient information transmission technology,

which not only enriches the content of moral education, but also makes the teaching form more diversified and completely breaks the double limitation of time and space in the traditional teaching.

Third, the interactive nature of new media information promotes the independent development of moral education in college students. In the current environment, new media has become the mainstream medium. While enriching information resources, it makes information transmission more convenient and faster. Whether it is teachers or students, you can look up or view the required information at any time and any place. In addition, the new media, by virtue of its own interaction, stimulates students' interest and hobbies in moral education, and promotes students to have a more comprehensive understanding and understanding of new media and moral education, and guide students to actively participate in moral education activities and enhance students' autonomy and creativity of learning.

3.2. Challenges in college moral education

First, college students use improperly for new media. The occultity, emptiness and openness of the new media have led to the “fragmentation” and “addictiveness” of students in their studies. For example, students have no cover on the new media platform, published a series of unfair remarks, arbitrarily distorted and fabricated untrue information, and even some students infringed on the privacy and reputation of others under the cover of new media, seriously endangering others. Daily learning and life, this phenomenon is a non-normative behavior in media behavior and moral behavior. When it affects students' physical and mental health, it is very likely to touch the law. In addition, new media is a public platform for entertainment activities, social activities and games among some college students. In recent years, there have been news reports that students have caused excessive levels of illness and even death due to excessive Internet access, posing a serious threat to students' physical health and life safety.

Second, college students do not know enough about new media. In the context of new media, departmental media communicators blindly pursue their own interests, gradually abandon their own media literacy, and carry out indiscriminate dissemination in society without determining the authenticity of information. The content of the disseminated information is mostly false, violent, pornographic, obscenity and other information. Such information is transmitted to the student mobile Internet platform through modern media, which has adversely affected the growth of students to a certain extent, and has caused serious damage to the school atmosphere, which has hindered the construction of a harmonious culture in high-school campuses. At the same time, because college students have not yet penetrated into social practice, they have not accumulated a lot of social experience, lacked deep social experience, and are not good at distinguishing true and false information. It is unlikely to be invaded by bad information. If it fails to curb the spread of bad information in time, it will not conducive to the establishment of a correct outlook on life, values and worldview.

Third, the virtual nature of new media hinders the healthy growth of college students. After entering a new era, the exchanges between people have undergone tremendous changes. Traditional face-to-face or correspondence between letters has gradually been replaced by new media. Students in the new media environment often rely on virtualized social space. It makes communication become unbounded, and some college students appear online dating behavior. This situation is likely to affect students' human-computer interaction in real life to a certain extent, increase students' vigilance and alertness to others, and gradually widen the distance with others. In the long run, they will not be able to make new friends and others. The scope of communication has gradually narrowed. In addition, in the new media social space, students communicate with virtual characters. This virtualization method reduces the students' understanding of the real society, and

makes students commit illegal crimes and even psychological crisis, which is easy for students to produce personality disorder.

4. The Basic Strategy of Strengthening the Effectiveness of Moral Education Work in Colleges and Universities under the Background of New Media

4.1. Actively building a media education base and building a platform for college students' ideological and political education

Colleges and universities should deeply explore and utilize the advantages of new media, accelerate the construction of educational bases based on modern media, and achieve a positive transformation of traditional forms of teaching through the effective combination of network speed and flexibility, and build a suitable online education platform. As one of the internal management structures of colleges and universities, the information technology department should do a comprehensive supervision of new media products to prevent serious erosion of bad ideas. During the development of moral education, colleges and universities should continuously enhance the educators' understanding and understanding of new media, incorporate the rules and characteristics of students' moral education in the context of new media into the scope of curriculum setting, and develop teaching resources and educational models that are compatible with students' learning habits. Accelerate the completion of the active construction of the student's ideological and political education platform, so that students can quickly adapt to the changing needs of new media development.

4.2. Actively strengthening cultural construction and creating a healthy campus culture

With the advent of the new media era, colleges and universities should comprehensively consider the diversified cultural content of modern new media when constructing campus culture, actively integrate into the modern culture of campus network culture, campus mobile phone culture etc. , and constantly expand the scale of campus culture construction, promote the richness of campus culture in content, and achieve comprehensive improvement and optimization of the status quo of campus culture development continuously innovates the traditional campus culture development model, and promotes the continuous extension and expansion of campus culture in definition and function. In addition, under the premise of campus culture construction, actively integrate new media education thoughts into moral education, give students modern, network and information-based moral education ideas, give full play to the carrier role of college campuses in the process of new media communication and development, and realize effectively integrate new media information resources and student moral education information to promote the health and rationalization of campus culture creation.

4.3. Enhancing the media literacy of college students and improving self-management

From an essential point of view, the formation of media literacy is mainly the effective combination of knowledge and ability. It is necessary to use the current actual educational approach and the life experience of the educated person during the actual activity to be able to help students to some extent. Comprehensive judgment and comprehensive understanding of information is a new kind of ambiguity, understanding and expression of media information. Therefore, in the moral education of students, schools should actively incorporate media literacy education, explain media knowledge in a detailed and detailed manner, and hold various educational lectures to apply new media to moral education. At the same time, colleges and universities can employ relevant people in

the social professional field to comprehensively analyze the development trend of new media on the basis of their own social practical experience, and emphasize the good application of new media in moral education, and organize students to conduct intense discussions on media literacy and other content, strengthen the key to student media, help students establish self-discipline, give students the ability to identify information, consciously abide by media ethics, and use media resources in a more rational way.

4.4. Strengthening the construction of new media ideological education team in colleges and universities

In the current environment, new media is the mainstream development of the society. Colleges and universities should continuously enhance their understanding of the media, actively learn and understand relevant knowledge, and establish good communication and interaction with students. According to the actual investigation and research, some teachers in the university interacted with the students less frequently, and the communication activities under the class were almost zero, which made the gap between the students and the teachers deepen. In response to this situation, moral education teachers can use the new media products to penetrate the students, study and understand the students' learning habits, ideological characteristics and psychological changes through the effective use of multimedia technology, and develop a number of optimization strategies based on this. Thereby guiding college students to form a correct "Outlook on life, values, worldview."

5. Conclusion

In summary, with the development of the Internet, human beings have officially entered the era of new media, and actively introduced new media in college moral education. The informationization of educational activities has become the trend of the times. Colleges and universities should pay close attention to the pulse of the times, actively explore the development law of moral education in the new era, and make full use of the advantages of multimedia education through the rational use of media education resources, continuously innovate teaching ways and teaching methods, and explore new methods of the moral education work in colleges and universities with forward-looking ideas, strive to improve the pertinence and timeliness of moral education, and create a new situation in college moral education.

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