The Effectiveness of College Students' Ideological and Political Education in the New Media Environment

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Abstract: With the development of social economy, science and technology have made great breakthroughs, and a large number of emerging social platforms have emerged in society, such as Youku, micro-blog and video websites, all of which can become publishers and disseminators of media. In the new media environment, it promotes the communication and connection of people's information, and also brings a lot of influence to college students' thoughts. The virtual websites are full of various kinds of information, which has a great impact on college students' ideology, politics, morality, values and so on. Therefore, it is necessary for relevant educators in China's universities to take effective measures. This paper expounds the basic meaning of the new media and new media environment, analyzes the current situation of college students using new media, the opportunities and challenges brought by the new media environment to the ideological and political education of universities, and discusses the strategies to improve the effectiveness of ideological and political education of college students.

1. Introduction

Nowadays, human beings have ushered in the new media era, which has greatly changed everyone's life, learning and working methods. The new media environment has rich and diverse information and convenient information retrieval functions. College students can quickly obtain the desired information and express their opinions. However, because the information source of the new media environment has the hidden nature and the multiplicity of information value, it is easy to have some ideological and political education information that is not conducive to students' mental health and negative, and it is widely spread, so correctly understand and utilize the new The advantages of the media environment can effectively improve the effectiveness of college students' ideological and political education, and can benefit the healthy development of college students' thinking.

2. Relevant Concepts

First, new media. The so-called new media is a concept put forward by traditional media such as radio, newspaper and television. At this stage, the definition of new media by relevant scholars is not clear enough. Mr. Xiong of Tsinghua pointed out that the new media, driven by advanced network technology and computer technology, has gradually formed a new media model, which can be divided into online network media and wireless media. Moreover, with the continuous development of science and technology, new media will show more diversified technical characteristics. Second, the new media environment. Relative to the traditional media environment, relying on the current advanced media technology and equipment, a new media form has effectively utilized the interactive and interactive characteristics of new media technology, which has a great impact on the ideology, consciousness, values, ethics and behavior of the broad audience. The new media environment is a big environment formed under the influence of new media technologies. The main performance is as follows: First, the convenience of information inquiry. In the new media environment, there is a lot of information like Haisha. People can use various methods to

search for information in accordance with their own needs, satisfying the desire to understand knowledge and providing convenience for study, work and life. The occultity of information. Mobile terminals such as smart phones and electronic notebooks store a large amount of information. Under the influence of advanced communication technologies, the information of new media often has a hidden feature, and many information is rapidly spread under the virtualized network environment; Third, the richness of information. The new media environment has brought earth-shaking effects to people's daily lives. The dissemination of various information by means of diversified channels gives people a feeling of being overwhelmed and imperceptibly affecting their thoughts and behaviors.

3. Current College Students' Use of New Media

In recent years, since smart phones, tablets and other electronic products have been continuously put into the consumer market, college students have access to new media through various devices. Especially in the form of mobile phone and network, according to the research, more than 80% of college students own their own computers, and smart phones are also hand-held. At present, college students are on the Internet almost every day and watch the massive information pushed by new media. Although college students still focus on their studies, the general purpose of using new media is also simple. First, they can inquire about available learning materials and information. However, it is worth noting that the process of information retrieval has a certain degree of blindness. During this period, it is inevitably interfered by other information/social hot events and affects its own ideas. The second is professional study. With the advancement of technology, there are more and more e-learning software. At present, the learning career of many college students has not only been limited to a small space in the classroom, but also covers the huge Internet world. On the road, libraries, restaurants, public transportation, department stores, etc., you can use the online platform for professional learning.

4. Opportunities and Challenges Faced by College Students' Ideological and Political Education in the Background of New Media

4.1. Opportunity

First, it enriches the way of ideological and political education. In the past ideological and political work in colleges and universities, it was mainly carried out in the classroom, and professional teachers taught relevant knowledge to achieve. As the main body of education, students have greater passiveness. At the same time, it restricts the ideological and political education mode of college students. The development of new media technology has completely changed this situation. Undergraduate students can also receive corresponding education under the class, and use the online platform to communicate with other students or teachers in real time. Second, it enhances the initiative of college students' ideological and political education. College students already have relatively independent judgment and ideology, and have developed learning habits. Under the new media environment, college students can choose inclined learning contents and methods according to their own needs, which fully reflects the subjectivity of students in Ideological and political education, and creates a relaxed and free environment for college students' ideological and political work. Thirdly, it improves the effectiveness of Ideological and political education. Ideological and political education refers to the education of ideology, and necessary communication is the premise of education. In the past, ideological and political education in Colleges and universities was generally limited to classroom teaching activities. Every time class was over, the ideological and political education of college students would end immediately. Moreover, in the process of teaching, only a few students can express their ideas and opinions, or communicate effectively with teachers. Most students' thoughts have not been effectively educated and guided. In the new media environment, all students can speak freely on the network platform, teachers can also respond to various ideological issues on the platform, at the same time, effectively

understand the ideas of college students and formulate scientific teaching plans. It strengthens the interaction between teachers and students and helps teachers to help students with their ideological problems.

4.2. Challenge

First, it has increased the difficulty of ideological education. At present, college students are the main users of new media. Most college students regard the network as an important means of obtaining information and learning knowledge. Although the new media has the characteristics of information sharing, but the new media platform does not have the function of information screening, which makes a large number of unrealistic, negative and negative information will be disseminated through the new media channels, and become a choice for college students to click on and understand. Although college students have relatively independent ideology, they can basically distinguish right from wrong and judge the truth and falsehood. However, their political thoughts need to be further matured, and they are vulnerable to various negative information. Under such circumstances, how to purify students' educational environment and let students build socialist moral concept has become a great challenge for educators in Colleges and universities. Second, the quality of the ideological and political education team in colleges and universities needs to be improved. Under the new media background, the authority of teachers has been affected to some extent. College students can own relevant ideological and political education information, use the online platform to browse various attitudes and viewpoints, and engage in equal dialogue with teachers. However, the quality of the ideological and political education team in China's current colleges and universities still meets the educational requirements of the new era. First, educational ideas have not been updated. Second, some educators are not strong enough to accept new things. Third, college students are easily immersed in the virtual online world. Nowadays, the Internet is an important life component of college students. Its mutuality, entertainment, and virtuality have made many students lose their sense of reason, can't help but immerse themselves in it, and it is difficult to break free and spend a lot of time "bubbling" the net. Greatly damaged the physical and mental health of college students. According to the survey, students who have been immersed in the Internet for a long time are reluctant to communicate with others and get rid of the real society, and their thoughts and behaviors are gradually alienated.

5. Strategies to Improve the Effectiveness of Ideological and Political Education for College Students in the New Media Environment

5.1. Strengthening the Construction of Ideological and Political Work Platform in Colleges and Universities

In the new media environment, all major universities in China should make full use of various new media technologies in the process of ideological and political education for college students, so that the educational methods are more flexible. At the same time, traditional media should be given enough attention. In order to better improve the effectiveness of ideological and political education for college students, the integration of new and old media should be strengthened. Not only make full use of the advantages of new media, but also build a "single media and use" ideological and political education base based on the actual situation of the school. It mainly includes the following aspects: using the new media platform to enhance the interactiveness of teaching. In the ideological and political work of college students, relevant teachers should use BBS, micro-blog and other platforms to effectively communicate the major events, mainstream media news and student hot spots in the recent society, and encourage students to analyze events in multiple dimensions. Affirmation, and the misunderstandings in the communication will also be corrected and guided in time, truly transforming the new media platform into a means for college students to construct correct and healthy ideas, and let students internalize the mainstream values of society. Thoughts and behaviors have a positive impact. Establishment of Ideological and political education base in Colleges and universities. Under the background of new media, the content of Ideological and

political education for college students should not only realize "entering books", but also be integrated into the media environment. In addition, relevant educators should give full play to the advantages of radio, television, magazines and other traditional media, organically integrate various valuable ideological and political education content, so as to make the ideological and political work of college students more effective. For example, schools can further strengthen the propaganda of the mainstream culture of society when they broadcast "current political news" on a daily basis. By means of new media, we should strengthen the construction of special websites for ideological and political education around university teachers and students, highlight the characteristics of knowledge and ideology, make them become the information base of college students' knowledge, give full play to the public opinion orientation of special websites for education, and make the contents of Ideological and political education permeate College students' daily learning and life in a pluralistic way, and strengthen their recessive guidance. We should constantly improve the personality of College students. Strengthen the construction of campus culture. Under the new media background, relevant educators can use the new media platform to organize rich ideological and political practice activities, such as special debates, hot topic exchanges, academic lectures, etc., so as to promote the construction of campus culture, create a good cultural atmosphere, create a healthy cultural communication environment for college students, and help to form a positive "three views".

5.2. Targeted Ideological and Political Education

In the new era, the ideological and political work of college students should maximize the advantages of new media, organize multi-directional interactive exchanges, and enhance the initiative and enthusiasm of students to participate in Ideological and political education. Relevant educators should make use of new media technology to fully understand the topics and ideological trends closely concerned by college students and carry out ideological and political education activities in a targeted manner. Moreover, the virtuality of the network is utilized to solve practical problems in life, such as "how to maintain normal interpersonal relationships" and so on. Carefully design the corresponding simulation scenarios, guide the students to play their respective roles, actively participate in them, reproduce the complex interpersonal relationship problems in the society, trigger the students' reflection, and thus strictly restrain the self, which is conducive to the improvement of the effectiveness of the ideological and political education work. Of course, relevant educators must constantly strengthen their overall quality, effectively screen social information, design a good educational situation, and generate positive values for college students. Conducting educational work according to the actual situation of students is conducive to improving the effectiveness of ideological and political education.

5.3. Building a Good Educational Supervision Mechanism

To optimize and improve the new media environment in an all-round way is an important prerequisite for the effectiveness of Ideological and political education for college students. Therefore, the relevant educators need to establish an effective educational supervision mechanism in their practical work, so that the mode and content of information dissemination in the campus can be strictly monitored. Preventing the dissemination of bad information has a negative impact on college students' thinking. At the same time, it is necessary for university leaders to strengthen cooperation with family, society, and government departments, and to strengthen the effective management of information dissemination of various new media with the help of all parties. According to the actual situation, the school network spokesperson mechanism and network management team can be established to create an excellent information environment and provide reliable support for the ideological and political education of college students.

6. Conclusion

In short, the new media environment is an opportunity and a challenge for the ideological and political education of college students. Relevant educators must pay high attention to this, fully

understand the current ideological problems of college students in China, focus on improving their educational capabilities, and strengthen the learning and application of new media technologies; School leaders should build an active and healthy network learning platform for college students. In the ideological and political education of College students, they should organically integrate the characteristics of traditional media and new media, enrich the contents and methods of education, strengthen the pertinence of education, enhance the effectiveness of Ideological and political education, and promote the overall development of College students.

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