

# *Research on Ideological and Political Education of College Students in the New Media Era*

**Jia Lixia**

*Erdos Ecological Environment of Career Academy, Mongolia, 017100*

**Keywords:** Ideological and Political Education; The New Media Era; College Students

**Abstract:** In recent years, network information technology has developed rapidly, and new media technology has been widely penetrated into every corner of colleges and universities. The network platforms such as WeChat, Weibo and QQ have become the main communication tools for contemporary college students. The development of new media has provided unprecedented opportunities and challenges for ideological and political education in Colleges and universities. From the perspective of new media environment, colleges and universities lay the foundation for students' all-round development by improving their ideological and political education level. In this context, through the advantages of new media technology, how to make up for the shortcomings of ideological and political education has become the main topic of research. Firstly, this paper analyses the characteristics of the new media era. Secondly, this paper analyses the current situation of ideological and political education in the new media era. Finally, some measures of ideological and political education construction are put forward.

## **1. Introduction**

New media is a new concept developed from old media. It is mainly based on new technologies such as digital technology, network technology and mobile technology. New media provides information service to audiences on the basis of digital network information. Simply speaking, new media is a kind of communication mode after network and digital transformation. Compared with traditional media, new media has unique advantages, such as liquidity, openness, timeliness and virtuality. It has a wide range of dissemination, faster dissemination speed and more advanced dissemination technology. New media are emerging in new forms, such as micro-blog, micro-mail, QQ and e-mail. New media has brought great convenience, but also has a wide impact on Ideological and political education in Colleges and universities.

## **2. The use of new media by college students**

In this paper, 3000 questionnaires were sent out and 2980 were actually recovered, of which 2930 were valid questionnaires, the recovery rate was 99%, and the effective rate was 98%.

### **2.1 Percentage of the media most frequently contacted**

College students mainly obtain information through new media, which accounts for 86% of the

total, while traditional media such as radio, television and newspapers only account for 12.3% of the total. The results are shown in Figure 1.

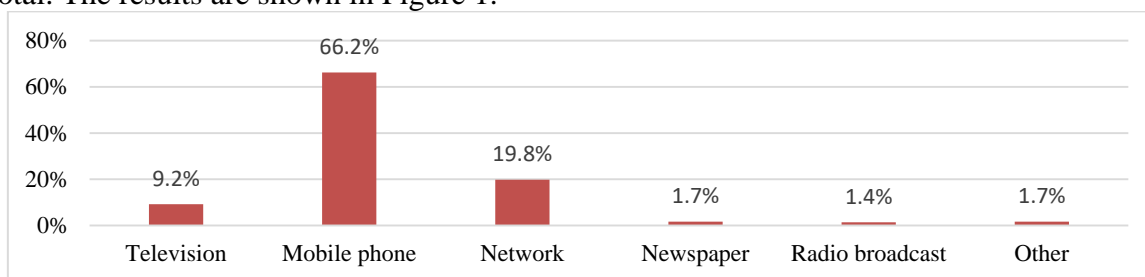


Figure 1: The percentage of the media most frequently contacted

Mobile phones and network-based new media have been widely introduced into the campus, and traditional media has gradually been replaced by new media. On the one hand, it is the result of technological innovation in the information age. On the other hand, the new media meets the needs of college students in life and learning. New media can provide fast and convenient retrieval and services.

## 2.2 New media forms most frequently contacted and used

New media have various forms, such as QQ, Weixin, Weibo, Web pages, posting bars and forums. In the new media that college students often come into contact with, 81.2% of the students surveyed thought QQ, 92.5% chose Wechat and 72.4% chose Web pages. The results are shown in Figure 2.

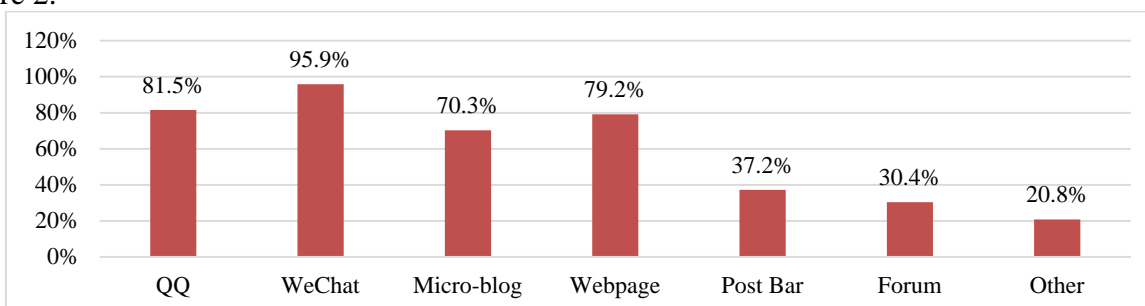


Figure 2: The percentage of new media forms most frequently contacted and used

## 3. The influence of new media on students' ideological and political education

### 3.1 The influence of new media on college students' learning

New media has changed the learning style and habits of post-90s College students. Traditional learning methods mainly depend on classroom teaching. When confronted with problems, students can only ask after class or go to the teacher's office. The immediacy and richness of the new media make college students' learning and solving no longer confined to classroom teaching. The answer can be obtained in a few seconds through a powerful search engine. Even for the chapters taught by teachers in class, we can find relevant video teaching in the network, and we can read them independently and repeatedly where we do not know or fully understand. So, 72.0% of students agree that the Internet is beneficial to learning, and 28.0% of students disagree. The results are shown in Figure 3.

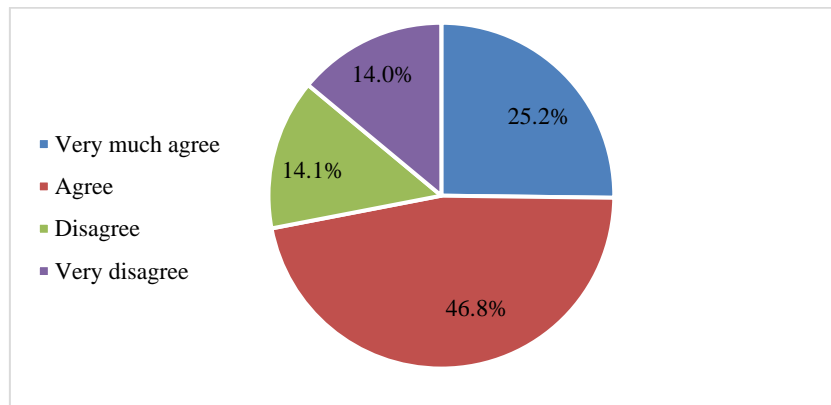


Figure 3: The influence of New Media on College Students' Learning

### 3.2 The influence of new media on college students' thoughts

With the use of new media, college students' thoughts are deeply influenced. New media can help college students to express their ideas and attitudes more fully. Under the network background, college students' ideas are also affected. New media can enhance college students' thinking, such as thinking activity, responsibility consciousness, ideological rationalization, political sensitivity, modernization consciousness. The results are shown in Figure 4.

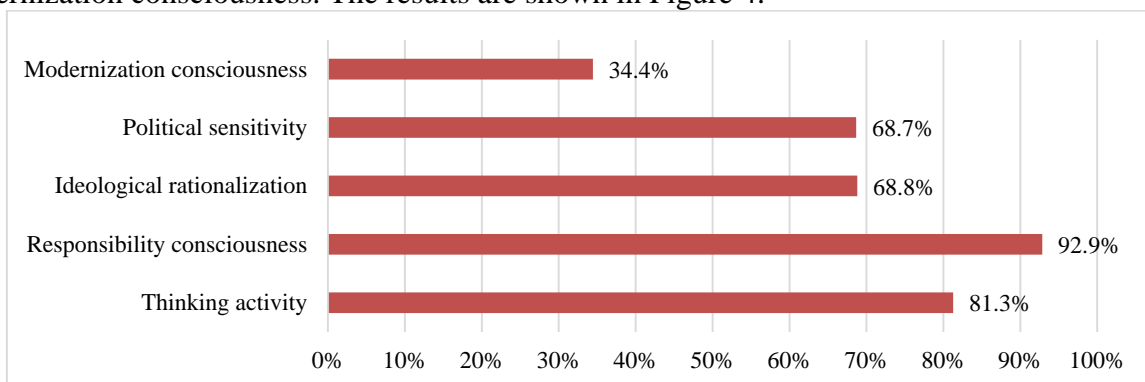


Figure 4: The influence of New Media on College Students' Thoughts

## 4. Ideological and political education strategies in the new media era

### 4.1 Renewal of ideological and political education ideas

New media has brought great impact on traditional ideological and political education, which plays an increasingly important role. College education should keep pace with the times and update the ideological and political education concept in time. Firstly, colleges and universities should establish the guiding ideology of "people-oriented". In the process of Ideological and political education, colleges and universities should always adhere to the people-oriented guiding ideology, including teaching plan, teaching mode, and content. Secondly, teachers should regard their own education as a service, while meeting the needs of students for the purpose. Only in this way can we explore teaching methods suitable for students' actual situation. Teachers should pay attention to cultivating students' ability of self-education and self-service.

## 4.2 Innovation in ideological and political education

The greatest feature of Ideological and political education in Colleges and Universities under the new media environment is its interaction. College students are very fond of this interactive new media. Therefore, through media technology, innovation of Ideological and political education has become very urgent. Firstly, teachers can pay attention to the dynamic changes of students' thoughts through Weixin and Weibo, and publish the interaction to students when necessary. Secondly, teachers should use the tools and carriers of new media flexibly. For example, teachers can make their own teaching content into online video upload. We can also build a special forum and exchange community for ideological and political education, which will provide a platform to communicate and infiltrate the content.

## 4.3 Creating a positive new media cultural environment

At this stage, Weixin, Weibo, QQ, Internet Forum have formed a different landscape in Colleges. Colleges must build a network platform, grasp the initiative, and establish the cultural authority of the mainstream campus culture. Firstly, universities should strengthen cooperation with communication companies. Through the establishment of characteristic media technology, the school can realize the benign interaction with students. Secondly, colleges and universities should strengthen the campus culture construction to enrich the extracurricular life, such as the establishment of interest groups or community organizations. Thirdly, universities should recommend practical and cutting-edge educational resources websites. Schools should guide students to use network resources to improve their comprehensive quality and ability.

## 5. Conclusions

Since China entered the Internet information age, colleges and universities have paid more attention to new media, especially in Ideological and political education. Through the new media technology, colleges and universities can change the ideological concepts of college students in a planned and targeted way.

## References

- [1] Zhang Hao. *An effective way of cooperative education between party building and ideological and political education in colleges and universities* [J]. *Office Business*, 2018 (18): 17.
- [2] Lu Haiyan. *Strategic research on employment promotion of college students by new media* [J]. *Journal of Hubei Correspondence University*, 2016 (01).
- [3] Lai Jinmao. *Research on the educational mechanism of ideological and political education in colleges and universities from the perspective of synergy* [J]. *Journal of Western Studies*, 2018 (10): 34-37.
- [4] Jiang Zefeng. *New methods and approaches of ideological and political education in colleges and universities under the new media environment* [J]. *University Education Science*, 2017, (01).
- [5] Xin Xujian, Liu Yuanxin. *"Five development ideas" leads ideological and political education in colleges and universities in the new media age* [J]. *Higher Education Forum*, 2017, (08): 16-19.