

Strategy Adjustment of Ideological and Political Work in Universities Under the Background of Omnimedia

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Abstract: with the rapid development of science & technology and economy in China, new media technology in China are becoming more and more influential. A new media era has formed as a result of the combination of traditional and new media. With the continuous development of new media and the challenges of the new era, the ideological and political work in universities in China is also facing great challenges. Therefore, this paper mainly discusses the concept and connotation of the whole media, and discusses the problems existing in the ideological and political work in the new era. Finally, in view of these problems, this paper analyzes how to adjust the methods and strategies of ideological and political work in universities in the new era of omnimedia

1. Introduction

With the continuous progress of society and the development of science and technology, new information technology emerge in an endless stream, such as the application of the Internet and mobile phones that can be seen everywhere. Today, omnimedia is a combination of new media (mobile phones, the widespread use of the Internet) and traditional media (newspapers, books, radio forms). Omnimedia will have a certain impact on people's daily life and the way of thinking about problems, especially for the ideological and political education in universities. In this era, how to reform ideological and political education and enhance the enthusiasm of students? This paper mainly discusses how to adjust the methods and Strategies of Ideological and political work.

2. The Definition of Omnimedia Era

Omnimedia, literally, is to show the content from multiple angles and in all directions by using such forms as graphics, photoelectricity, etc., and then spread the content through text, image, network, etc., so as to achieve the comprehensive utilization of new media and old media. The concept of omnimedia comes from the company, Martha Stewart Living Omnimedia, in the United States. Its main purpose is to publicize its own housekeeping services. However, the technology at that time was not very developed, which made the use of omnimedia not wide. Today, information technology continues to develop. In order to adapt to the competitive market and meet the needs of customers, it is necessary to change the media form and make traditional media Body and new media blend with each other, achieving the complementary advantages of the new and old media. Consequently, these measures will promote the development of China's omnimedia era, make the publicity model fully popular, and meet the real needs of different groups. At present, the group that use omnimedia most frequently is teenagers, and the occupation of teenagers that use omnimedia most frequently is students that account for 30.6% of teenagers. In this situation, the traditional ideological and political education work does not follow the pace of the times. Therefore, the ideological and political work in universities needs to be comprehensively reformed and follow the new era of omnimedia, in order to achieve the task of imparting knowledge and educating people, which arranged by the CPC and our Country ^[1].

3. The Current Condition of Ideological and Political Work in Universities in the Era of Omnimedia

3.1 The Advantages of Omnimedia

Traditional ideological and political work is difficult because it is hard for students to understand dialectical thinking methods professional terms. However, under the background of the omnimedia era, the means and methods of education in universities have changed, and there are many new contents and forms of Ideological and political work in universities. In the era of omnimedia, colleges and universities use diverse and flexible educational methods, and make full use of the characteristics of the omnimedia. Through the QQ, WeChat Official Account, micro-blog and other forms of mass media, we can widely disseminated the ideological and political content and main ideas^[2] in Universities. This mode can make teachers and students actively participate in the ideological and political work in universities, and also can enhance the activity of Ideological and political work.

3.2 Challenges Faced by Ideological and Political Work in the Era of Omnimedia

Ideological and political teachers in universities always lament that it's difficult for students to learn a good thing, but it's easy to learn a bad thing. In the classroom, college teachers work hard to stop the spread of wrong ideas. The traditional ideological and political education has not kept up with the pace of the times, and the simple way of preaching has been unable to let the educators accept it in this diversified environment. In the omnimedia era, the fast dissemination of abundant information has brought a certain impact on the values of teachers and students in universities, and brought some enlightenment to the ideological and political educators. Therefore, this paper discusses the challenges of Ideological and political work in universities.

3.2.1 Obstruction of Traditional Ideological and Political Work Mode

Before, in the traditional ideological and political education work, students were in a passive position in the classroom with boring atmosphere, which failed to achieve the role of ideological and political education. However, in the era of omnimedia, students' subject consciousness can be magnified infinitely and their own outlook on life and values can be freely published at any time, which makes it difficult to improve the efficiency of Ideological and political work in universities^[3].

3.2.2 Ideological and Political Work in Universities is Impacted by the Complexity of Network Resources

In the era of omnimedia, students can learn about the latest information anytime and anywhere. The Internet is full of all kinds of complex material information, which affects teachers and students all the time. College teachers and students use network tools frequently in daily life, and these frequent network resources are complex and even include some bad ideas. These information will affect the way of thinking of college teachers and students. All kinds of complicated information in the network are eroding the values of traditional culture of our country, affecting the ideal values of teachers and students, affecting the life and behavior of teachers and students^[4].

3.2.3 The Waken Authority of Ideological and Political Work in Universities

In the era of omnimedia, teachers and students in universities can find relevant materials, communicate and learn through omnimedia. Teachers and students can know the outside world without going out. Therefore, few students pay attention to listening in class, which makes it difficult for teachers in universities to know the psychological dynamics of students, which weakens the authority of ideological and political work.

3.2.4 The Lack of Persuasion of Ideological and Political Work in Universities

In the era of omnimedia, college students like to share their feeling and experience of every

moment through WeChat Moments, micro-blog and Tic Tok. Traditional media mainly spread through journalists and editors, but now communicators and audiences are mostly ordinary people. This kind of free communication mode is more in line with the needs of young people in pursuit of freedom. This situation makes young people vulnerable to the influence of the complex world, which leads to the reduction of persuasiveness of ideological and political work in universities.

3.2.5 Virtualization of Life Makes Ideological and Political Work More Difficult

Internet and other all media communication forms have changed the channels of information communication, and also made a series of changes in interpersonal communication. New media has brought virtual space out of reality. Anonymous bad comments and deeds spread on the Internet and the phenomenon of interlacing virtual and reality make college students prefer to live in virtual space. Some students are not even willing to face the reality, and eventually abandon their studies and become serious Internet addicted teenagers. Some students rely too much on mobile phones, computers and other network channels to communicate, which makes the face-to-face communication become difficult. Therefore, ideological and political teachers in universities must think out solutions to this problem ^[5].

4. Studies on the Methods and Strategies of Ideological and Political Work in Universities in the Omnimedia Era

The era of omnimedia has come, people are often at a loss for in the face of a large amount of information. In the ideological and political education in universities, the subject and object of education have changed. Now, the era no longer depends on the form of cramming teaching. If students want to acquire more knowledge, they can improve their ability on network. What teachers need to do is to teach students how to choose the right method, judge which network information conforms to their own values, and make clear the responsibilities and obligations of students. Therefore, ideological and political educators in universities must keep up with the changes of the times, and make the following measures to face the complex omnimedia era ^[6].

4.1 Adhere to the Socialist Core Values and Correctly Disseminate Information

In the process of ideological and political work in universities, we must carry out reforms in accordance with the core values of socialism at all times. Teachers and students of universities in China are the most important successors to realize the great rejuvenation mission of the Chinese nation. In the face of the information bombardment in the era of omnimedia, we should put an end to unhealthy information and actively spread the traditional virtues of the Chinese nation. The key to the reform of ideological and political work is to establish a healthy network environment, reasonably use microblog, QQ, WeChat and other channels to actively publicize the positive energy and health work content, so that teachers and students in universities can have the correct values ^[7].

4.2 Establish the Study System of Ideological and Political Work in Universities

In the era of new media, we need to constantly improve ourselves and create a learning system. In order to develop human society, we need to improve the learning system. Therefore, ideological and political workers in universities need to understand the inner world of college students, communicate with students correctly and equally, encourage college students to actively participate in the practice of new media. According to the feedback of students, teachers can improve the guidance, give full play to subjective initiative, make students actively participate in and actively learn the correct ideological and moral values ^[8].

4.3 Improve Teachers' and students' cognition of Ideological and political work under the background of omnimedia era

Under the condition of omnimedia, teachers and students in universities need to fully understand the connotation of omnimedia, use omnimedia equipment reasonably and integrate omnimedia equipment with ideological and political education. To a certain extent, it can cultivate students'

comprehensive quality and ability, and improve the cognitive level of teachers and students. Today, information dissemination is so fast that college students are deeply involved in it. As an acceptor, college students should avoid radical and extreme words; as a disseminator, college students need to spread useful knowledge, positive energy content, cultivate their comprehensive quality and ability, make comprehensive evaluation of themselves, and actively resist improper information. In this process, teachers need to play a leading role, improve the level of self-awareness, and drive the whole school students to improve their comprehensive quality and ability^[9].

4.4 Improve the ability of teachers and students to distinguish right from wrong

Facing the complicated information in the era omnimedia, college teachers and students need to learn to distinguish right from wrong in this material world and adapt to the diversified era. Therefore, when carrying out ideological and political work in universities, teachers need to correctly examine, analyze and select reasonable ideological and political content, guide college students to establish correct life values and ideological and moral integrity. The omnimedia era is an era of freedom of speech, and ideological and political educators are not the absolute leaders of ideological education. Therefore, ideological and political workers need to redefine their positions, change the traditional way of education, and improve the efficiency of ideological and political work^[10].

4.5 Rational use of new media can improve the voice of Ideological and political work

In the era of new media, most of the educators advocate the disadvantages of mobile phones and networks. Many ideological and political workers in universities think that the new media work will seriously affect the normal learning of students and make teenagers degenerate. In fact, new media is only a kind of media, which has both advantages and challenges. University workers must look at the problem in two parts. The right use of new media technology can give ideological and political work greater voice. For example, universities can establish online branches on network platforms like Weibo, publish relevant ideological and political content, and answer the doubts for teachers and students. This will help students to accept the idea of Ideological and political work, rise the voice of ideological and political work, and help students to establish a correct ideological and moral quality.

4.6 Establish ideological and political work system in Universities

In the process of Ideological and political education, the traditional ideological and political classroom often presents a sense of powerlessness. Ideological and political workers have to improve the ideological and political work system. Traditional ideological and political education often pays attention to recitation of knowledge points and despises the educational connotation of knowledge points, which leads to problems in students' values. Therefore, in the era of omnimedia, college workers must keep up with the pace of the times to achieve the goal of improving students' ideological education. In addition, in order to improve the ideological and political work system in universities, we need to establish a high-quality ideological and political work team, and carry out the training of relevant ideological and political content at fixed time. Teachers also need to master the experiment and application of new media technology, carry out ideological and political work efficiently, improve the awareness of new media, and understand the spiritual needs of college students^[11]. In addition, teachers need to improve the evaluation of Ideological and political educators, strengthen supervision, correct work style, and guide students to establish correct values.

4.7 Reform the traditional media and improve the efficiency of Ideological and political work

In the era of omnimedia, ideological and political workers in universities should not only learn to use new media, but also reasonably use traditional media. Through comprehensive transformation of traditional media, teachers can actively promote ideological and political work. Generally speaking, traditional propaganda channels such as school journals and windows, which can be seen everywhere in the campus, need to be used comprehensively. These traditional media are common in college students' daily life. Ideological and political workers can innovate on the basis of

traditional media to let it play a unique role in publicity and promotion. This transformation mode can enhance the enthusiasm of college students to participate in ideological and political work, and also can perfectly integrate traditional media and new media, so that the college work can keep pace with the times, and enrich campus cultural life^[12].

5. Conclusion

In the era of omnimedia, the content and means of transmission have changed, and the college work has changed completely. In the face of complex information, university workers should choose the right information reasonably and improve the cognition and application of new media. On the one hand, college workers can make use of the advantages of omnimedia to build a scientific ideological and political work system, which can help students identify information. On the other hand, college workers constantly study the latest content of ideological and political work, reform the traditional ideological and political education mode in order to keep up with the trend of the times and establish a scientific and perfect ideological and political education service platform on the basis of the integration of the traditional media and new media. In the process of reforming, the efficiency of ideological and political work got improved, which can encourage the participation of students to ideological and political work. Consequently, students will have a correct outlook on life and values.

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