

# Research on the Effectiveness of Ideological and Political Education in Colleges and Universities Based on Mobile Phone Media

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**Abstract:** This paper analyzes the influence of mobile phone media on ideological and political education in colleges and universities, and then studies the effective measures to improve the effectiveness of ideological and political education in colleges and universities through mobile media, so as to provide reference for relevant researchers.

## 1. Introduction

At present, mobile phone has a high popularization rate among college students, it has become an important part of students' daily life, and is also the main channel for students to receive external information. In view of this situation, ideological and political education in Colleges and universities should also make full use of this development opportunity, play the positive role of mobile media, and promote the further improvement of Ideological and political education.

## 2. The Influence of Mobile Phone Media on Ideological and Political Education in Colleges and Universities

With the rapid development of information technology and network technology, smart phones have been widely popularized. At the same time, the influence of mobile phone media on people's lives is also increasing. Mobile media has the characteristics of convenience and efficiency in the dissemination of information. The influence of mobile phone media on ideological and political education in colleges and universities is concentrated in the following four aspects.

First, mobile media can provide more resources for ideological and political education. Because mobile media can rely on the network to achieve rapid access to information, but also has a large amount of information, so it can significantly improve the richness of ideological and political education resources. It can effectively change the problem of single content of ideological and political education curriculum in the past. For example, teachers can use their information resources effectively for teaching through the mobile phone platforms of China Youth Daily, Xinhua and Guangming Daily.

Second, the use of mobile media can enrich the way of ideological and political education in colleges and universities. In the ideological and political education for a long time, teachers and students mainly use the way of face-to-face communication in the classroom. Through the application of mobile media, the flexibility of ideological and political education can be effectively improved, and the form of ideological and political education can be further enriched. So that the time, place and scope of ideological and political education are expanded.

Third, the application of mobile media in ideological and political education in colleges and universities can fully reflect the characteristics of the times of ideological and political education, so that the content of ideological and political education can be closely combined with the changes of the times. It is helpful for students to keep abreast of the latest ideas and principles and policies put forward by our party, and to keep pace with the times in ideological and political education in colleges and universities.

In the fourth aspect, the media of the mobile phone is applied to the ideological and political education of the university, and the higher requirements for the teaching ability of the teachers are put forward. According to the relevant statistics, the penetration rate of the mobile internet in the

university students is close to 100%, and the average daily use time of the mobile phone is less than 20% and more than one-quarter of the students spend more than 3 hours per day[1] on the use time of the mobile phone. Compared with the mobile media, the classroom is not attractive to students. Therefore, in the ideological and political education in colleges and universities, teachers should also take effective ways to attract students' attention when using the mobile media, make them identify with the content of ideological and political education, and reasonably use the mobile media for teaching.

### **3. Effective Measures to Improve the Effectiveness of Ideological and Political Education in Colleges and Universities by Using Mobile Phone Media**

#### **3.1 Rational Use of Mobile Media to Enrich Educational Content**

When carrying out the ideological and political education of the university, in order to achieve the purpose of effectively utilizing the mobile phone media to improve the effectiveness of the ideological and political education, the teacher should improve the application consciousness of the mobile phone media and change the consciousness of the blind rejection of the mobile phone media under the traditional concept. The application value of the mobile media in the ideological and political education of the university is fully realized. At the same time of changing the teaching concept, the advantages of large amount of media information of the mobile phone and the fast propagation speed are fully utilized, the teaching resources are effectively integrated, and the content of the ideological and political education is expanded and enriched. Therefore, the idea of the students is correctly guided, so that it will actively practice the socialist core values and grasp the latest socialist thought theory. For example, teachers can collect the latest national principles and policies and important political news through mobile media, and apply them as teaching resources in classroom teaching. In view of a hot social issue and major events, students can also be assigned after-class assignments to use mobile phones to consult relevant materials, and to discuss them actively in class. For example, in the teaching of ideological and political theory course ideological and moral cultivation and legal basis in a university, teachers can use mobile phone to shoot video and consult relevant information through the combination of group learning and mobile media, and then display it in groups. Through this method, teachers can promote the use of mobile phones to shoot videos and consult relevant information. The students use the media of the mobile phone to learn the process and improve the acquisition and application of the information.

#### **3.2 Strengthen the Construction of Mobile Phone Platform for Ideological and Political Education**

In the report of the 19th CPC National Congress, General Secretary Xi Jinping put forward the requirement of “attach great importance to the construction and innovation of communication means”. Therefore, when colleges and universities use mobile phone media to carry out ideological and political education innovation work, colleges and universities should deeply analyze the actual teaching situation and the needs of students, establish a mobile media platform in line with students' learning characteristics, and regularly publish information reflecting correct values and scientific ideas and theories. Specific through the establishment of ideological and political education website, make full use of relevant mobile applications and forums and other ways. Let students actively participate in the discussion of topics related to ideological and political education by using mobile media. Teachers can also understand students' ideological situation in time through mobile platform, and break through the limitation of time and space, which is more conducive to the improvement of the effectiveness of Ideological and political education.

When using mobile phone platform to carry out ideological and political education, it is necessary for professionals to do a good job in editing and pushing information to ensure that the information content has a correct political stand and positive guidance of public opinion, and can form correct guidance for students' study and life. And we should pay attention to the feedback and evaluation of information content, and make reasonable improvements on this basis. The specific

contents of the release can include the propaganda and promotion of model figures and their advanced deeds, the evaluation of hot issues of current affairs, and the review and memory of major events in the process of the world communist movement and the Sinicization of Marxism [2]. In addition, teachers can also publish the relevant contents of ideological and political education through WeChat and Weibo, which are more popular among college students at present, through the channels such as WeChat and WeChat official account. Or make use of fast hand, second beat and Douyin and other short video platforms to produce and release short films reflecting positive energy and theme, through the comprehensive use of a variety of different mobile media platforms to improve the effectiveness of ideological and political education in an all-round way.

### **3.3 Using the Mobile Phone Platform to Innovate and Assess the Way**

At present, the assessment of ideological and political education in colleges and universities focuses on examining students' memory of theoretical knowledge, and the composition of the assessment results is based on the final closed examination results. The above assessment methods mainly have the following two problems: first, the degree of investigation in the application of students' ideological and political theory is insufficient, the second is that the assessment results are difficult to reflect the students' actual learning situation comprehensively, and some students' classroom performance is not positive, but they can get higher final grades through temporary memory. In the work of ideological and political education in colleges and universities, the application of mobile media innovative assessment method can effectively solve the above problems. One in the assessment of the goal of the formulation, the need. It is important to pay attention to the assessment of the ideological and political quality and the moral quality, so that the students can fully grasp and apply the basic theory of Marxism, can also embody the good moral character in the practical action, and comprehensively improve the theoretical level and the practical ability. And the evaluation index and the assessment system shall be set up reasonably, and the evaluation content shall be quantified. The content of the examination should include the understanding of the knowledge and the grasp of the situation, the ability of the knowledge and the values of the thought. In the way of assessment and evaluation, the process assessment and summary assessment should be effectively combined, and the scientific nature of the assessment should be improved.

In the examination system of ideological and political course based on network platform and mobile phone terminal, it mainly includes the function of network course, network examination and online communication, students can upload homework, practice report and paper, etc., teachers can finish the correction online, and evaluate the achievement [3]. At the same time, we should develop the application or public number based on the mobile phone terminal, cooperate with the network platform to achieve more effective assessment and evaluation, and play a more comprehensive evaluation effect. For example, in June 2018, the Marxism College of Guangxi Normal University officially launched the mobile phone client. To carry out the network examination of ideological and political course. There are different modules on mobile phone platform, such as practice, examination and so on, which have been widely accepted by teachers and students.

### **3.4 Use Mobile Media to Establish Good Communication**

For the current college students, including QQ and WeChat and other mobile communication tools have become the main channels of communication and communication, the basic functions include chat and online transmission of files and so on. Students usually use QQ group, WeChat group and discussion group to exchange information in the class. At the same time, in the ideological and political classroom of colleges and universities, many students also have the bad habit of "playing mobile phones", playing games in class, sending messages or watching videos and so on. Therefore, in the ideological and political education in Colleges and universities, teachers should actively use the advantages of mobile media interaction, establish good communication with students, effectively avoid the adverse impact of mobile phones on teaching work, and solve the problems in the learning process in time. For example, at present, the ideological and political courses in many schools have taken the form of public courses, which can teach students in

different classes in a unified way. Because of the large number of students, it is difficult to communicate and manage. Through the establishment of QQ group or WeChat group, teachers can effectively manage the students in the selected class, keep abreast of the learning situation and homework completion, and communicate separately according to individual problems, so as to give full play to the positive role of mobile media in ideological and political classroom.

### **3.5 Teachers Actively Improve Media Literacy**

For ideological and political teachers in colleges and universities, in addition to the effective application of mobile media in teaching activities, they should also actively improve their media literacy and enhance their ability to use mobile media. For example, colleges and universities can carry out training and exchange activities for ideological and political teachers' media quality, promote teachers to apply the skills of mobile media, and make them better use of mobile media to carry out ideological and political education. Teachers should establish the awareness of learning new things actively, and can discuss the application of mobile media with students in extra-curricular time. At the same time, teachers should also reasonably control the phenomenon that students play mobile phones at will in the classroom to reduce the negative impact of mobile media on Ideological and political education.

## **4. Conclusion**

The media of the mobile phone is a widely accepted media form of the college students, the media of the mobile phone is applied to the ideological and political education of the university, the content and the form of the ideological and political education can be effectively enriched, and the times characteristics of the ideological and political education can be better reflected. In order to achieve the goal of using the mobile phone media to improve the actual effect of the ideological and political education of the university, it is necessary to use the media of the mobile phone to enrich the teaching content, strengthen the construction of the mobile phone platform of the ideological and political education, innovate the appraisal mode through the mobile phone platform, and establish good communication with the students. Teachers should also actively improve their media literacy.

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