Explore the Challenges and Opportunities of Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: New Media Technology Has Been Widely Used in All Walks of Life Since Its Birth, and Has Been Active in People's Production and Life. for the Ideological and Political Education in Colleges and Universities, New Media is a "Double-Edged Sword", Which Not Only Broadens the Knowledge and Vision of College Students, But Also Brings a Lot of Influence to Their Thoughts and Behaviors. in the Face of a Series of Challenges Brought by the New Media to the Ideological and Political Education in Colleges and Universities, It is Very Important to Actively Explore the Reform Path of the Ideological and Political Education Mode and Promote the Effective Development of Ideological and Political Education in Colleges and Universities.

1. Introduction

The Rapid Rise of Internet and New Media Technology in China Has Led to the Transformation, Transformation and Integration of Many Industries. the Wide Application of New Media Has Brought Great Convenience to People's Life, But Also Has a Significant Impact on People's Thinking and Behaviour. All Kinds of New and Interesting Mobile Applications [1], Such as Wechat, Microblog and Short Video App, Which Are Generated by New Media, Have Great Attraction to Young Students Who Like New Things. More and More College Students Become Their Fans. But At Present, the Lack of Effective Supervision Measures in the New Media Industry in Our Country Leads to the Endless Stream of True and False Information. as the Most Active Group on the Internet, Young Students' Three Outlooks Have Not Been Finalized, Their Ability of Independent Thinking and Judging Right and Wrong is Insufficient, and Their Thoughts Are Easily Influenced and Induced by Bad Information. Therefore, in Order to Cope with the Negative Impact of New Media, It is Very Important to Explore the Reform and Innovation Path of Ideological and Political Education.

2. Challenges of New Media to Ideological and Political Education in Colleges and Universities

2.1 the Traditional Mode of Ideological and Political Education is Facing Innovation

As the New Media Caters to the Needs of People's Leisure and Entertainment Time Fragmentation, the Channels for Contemporary College Students to Acquire Knowledge Gradually Shift from the Traditional Classroom to the Network Media, Which to a Certain Extent Shakes the Important Position of the Traditional College Ideological and Political Theory Course in the Formation of College Students' Values. for a Long Time, Due to the Subjective and Objective Factors Such as Multi Class and Large Class Teaching, Most of the Teachers' Teaching Methods and Teaching Methods Are Relatively Single, and They Often Adopt the Traditional "One Word, One Lecture" Teaching. Its Theoretical Indoctrination Education Method is Relatively Boring, Which Leads to Low Participation of Students, and It is Difficult to Achieve the Teaching Purpose of Ideological and Political Courses into the Mind. and the New Media Just with Its Convenient, Rapid Characteristics to Win the Psychological Identity of College Students. This Means That the Traditional Education Mode Has Been Unable to Meet the Needs of Contemporary College

Students, to the Critical Moment of Teaching Mode Reform, Otherwise Improving the Effectiveness of Teaching is a Piece of Empty Talk[2].

2.2 Teachers of Ideological and Political Courses Are More Difficult to Work

New media technology has been widely used in all walks of life, and the distance teaching and multimedia teaching of Ideological and political courses in Colleges and universities are becoming more and more common. The traditional single theoretical indoctrination education mode has been unable to meet the needs of contemporary college students. Under the new media environment, how to increase the interest and appeal of the ideological and political course is undoubtedly a major problem facing the ideological and political teachers in Colleges and universities. Actively conforming to the trend of the times, limiting the teaching to the traditional mode, not close to the students' psychology and life, will inevitably make the ideological and political education in a passive position and affect the persuasion of its theory, which in an invisible way increases the work difficulty of Ideological and political teachers [3].

2.3 The Public Opinion Environment Faced by College Students is More Complex

In the era of planned economy in China, the information dissemination often has a strictly controlled "filter net", which ensures the controllability and unidirectionality of information dissemination. But at present, new media is developing rapidly, lacking complete management system, and new media has the characteristics of openness and concealment. Both at home and abroad use the regulatory loopholes of new media industry to spread a series of bad information, such as "false news and false reports", which violates the bottom line of social morality and endangers national security. On the one hand, the United States is trying to make full use of the Internet as the core means of modern information communication technology to implement a wide range of public opinion penetration and Ideological Penetration for Chinese youth, so that Chinese youth have yearning for the western world, shake their ideals and beliefs, and create conditions for political subversion; on the other hand, some media in China have the phenomenon of News Professional Ethics Anomie, in order to win popularity and Traffic to obtain benefits, bad media only pay attention to the impact of news, not the authenticity of events.

The quantity and quality of network information are various, which makes it difficult to distinguish the true and the false of network information in the process of dissemination. In addition, the world outlook, outlook on life and values of college students are not mature, and they lack the ability to accurately judge information. Such a complex public opinion environment will inevitably have a subtle impact on College Students' ideas[4].

3. Countermeasures of Ideological and Political Education in Colleges and Universities to Effectively Cope with the Impact of New Media Environment

3.1 Use the Main Channel of Classroom to Strengthen the Guidance of Mainstream Culture

In the big data environment promoted by new media, there are many kinds of network information, the speed of transmission is difficult to control, and the uneven information and young students' ideological collision are inevitable. The emergence of new media can be said to be a revolution. Its application in education even makes people doubt whether the traditional classroom will be replaced. But fundamentally speaking, the new media has brought about the reform of teaching form [5], but has not changed the essence of Ideological and political class teaching. Ideological and political class in Colleges and universities is still an important position of Ideological and political education. Therefore, the ideological and political course in Colleges and universities must adhere to the fundamental task of Building Morality and cultivating people, play a good role in the main channel and main position, carry forward the main melody and embody scientificity everywhere.

In the classroom teaching, the ideological and political teachers must always adhere to the socialist core values as the guide, firm Marxist belief, and use the theory that can stand scrutiny to

help college students establish the correct "three views", and constantly enrich the spiritual world of college students, so that college students in the context of new media to remain true, and gradually improve the screening ability of network information.

3.2 Strengthen the Implicit Education and Improve the Identity of College Students to the Mainstream Culture

General Secretary Xi Jinping pointed out at the Symposium of Ideological and political teachers in Colleges and universities that ideological and political education should adhere to the unity of explicit education and implicit education. The traditional methods of Ideological and political education in Colleges and universities have always been characterized by openness, dominance and directness. In the context of new media, the original two-way communication and interactive communication in the ideological and political process have been widely used. Only with the active participation of the audience can the chain effect of secondary communication and even multiple communication be realized. City brand managers can understand the brand impression of brand audiences through various channels, and form an effective two-way communication mechanism. Second, combine media communication with network interpersonal communication. Media communication activities need to have differences in order to attract the attention of the audience[6], let people actively participate in, further understand the city, identify with the city. The differentiated activities need to adjust the image communication strategy according to the actual situation, and optimize the urban image communication efficiency under the environment of media integration. In the case of domestic city brand communication, Sanya city actively creates city brand activities, such as holding Haitian feast, international marathon race, sailing race, wedding festival, etc., which have attracted extensive attention and greatly improved the popularity and reputation of city brand. From the perspective of urban brand communication audience, guide the audience to actively participate in urban brand communication. There are two kinds of interpersonal communication of brand audience: one is viral sharing, which is only mechanically forwarded, or forced to forward under the drive of certain interests; the other is evaluation forwarding with better brand experience, which helps to form a good reputation, and is also a higher form of internet interpersonal communication.

4. Media Convergence

At the same time, the media integration brings new vitality to the city brand communication and challenges to the brand, which makes the brand communication more complex. At the same time, it also provides numerous opportunities and challenges for the brand communication and widens the space of brand communication [7]. There is a huge development space for media integration. The communication of city brand should make full use of and integrate into it, so as to realize the magnificent turn and perfect integration into the tide of media integration. The influence of the financial media on the brand has greatly changed the communication environment of the brand, increased the strength of two-way communication and multi-directional communication [8], more audiences participate in the construction of the city brand, and make suggestions for the construction of the city brand. Of course, there will be people who express their bad experience of city brand through social media. These negative information feedback is an invisible "double-edged sword" [9]. If handled properly, the city's popularity will be improved, and if handled improperly, the city's brand will be endangered. In the communication ecological construction of city brand, we should also look at the world, pay attention to overseas communication, build a new city brand communication system from the realistic background of media integration in China, adopt new communication means, organically integrate city brand, media integration and global vision, better improve the global communication ability of city brand [10], and realize the globalization of city brand communication Jing. As shown in Figure 1
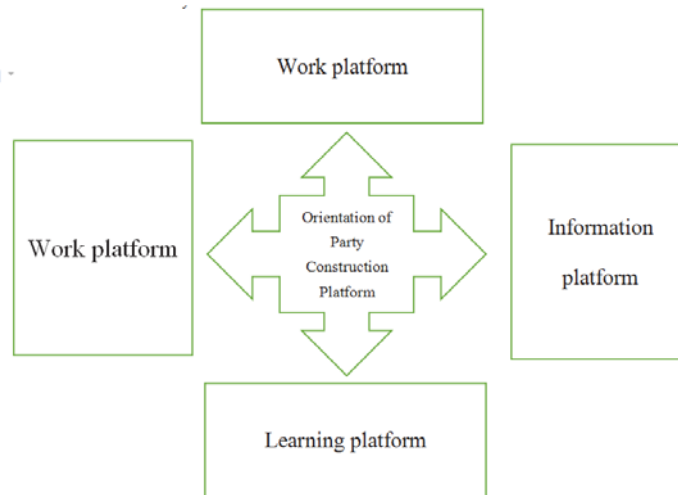
Fig.1 Party Building Platform

5. Conclusion

The media fusion brings the boundaries of transcending space and time [11], which makes the media as a medium of communication fundamentally changed. In this trend of development, the establishment of sustainable urban brand ecology is not only the change of brand communication concept, but also an effective way to enhance brand influence. Media integration has broken the inherent mode of urban brand communication, so it is necessary to re integrate communication resources from a new perspective to help the construction of urban brand. The construction of new ecology of city brand is one of the ways of sustainable development of city brand communication; the construction of new ecology of city brand is an effective way to enhance the soft power of city brand; the construction of new ecology of city brand is an important means to enhance the brand power of a city.

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