On the Innovative Strategies of Ideological and Political Work of College Students from the Perspective of New Media

Hongling Dou

Accounting Department of Shandong Economic and Trade Vocational College, Weifang, Shandong, 261011, China

364943601@qq.com

Keywords: New Media Environment, Ideological and Political Work in Colleges and Universities, Innovation Strategies

Abstract: with the Rapid Development of Information Technology, New Media Plays an Increasingly Important Role in Social Life and Work. in the New Media Environment, Great Changes Have Taken Place in University Education. for More Universities, New Media is Not Only Used in Education, But Also the Communication between Teachers and Students. in Order to Strengthen the Use of New Media, the Scope of Ideology and Political Work is Expanded. New Media is Integrated into Political Ideological Work. New Media Builds a Platform through the Development of Students. This Paper Discusses the Innovation Strategy of Ideology and Political Work of Universities and Colleges in the New Media Environment.

1. Introduction

The Ideological and Political Education of College Students is Not Only Related to the Future of Students, But Also to the Fate of the Country[1]. with the Advent of the New Media Era, the Ideological and Political Education Methods for College Students Have Changed Dramatically. the Ideological and Political Work of Universities and Colleges Has Gradually Broken Away from the Traditional Work Mode of Relying on the High-Speed and Convenient Technology of the Internet and Using New Media as the Carrier. through the Effective Communication of New Media, It Affects the Thinking and Behavior of College Students. Therefore, in the New Media Environment, We Should Make the Ideological and Political Work of the University Adapt to the Times, Give Full Play to the Positive Guiding Role of the New Media, and Improve the Effectiveness of the Ideological and Political Work. in Addition, the Innovation of Ideas and Political Education is an Important Topic of This Paper.

2. The Current Situation of Ideological and Political Work in Colleges and Universities under the New Media Environment

2.1 There Are Certain Limitations in the Understanding of New Media, and the Development Platform of New Media is Not Well Utilized

At present, new media has a wide range of applications. Many college students are used to using new media smart phones, computers, etc[2]. to obtain useful information. Just like many students use the Internet platform to exchange ideas. Most of their spare time is spent on the Internet, just as the information obtained by watching TV, listening to radio and reading newspapers lags behind the times. Compared with traditional newspapers and periodicals, the information dissemination of new media is faster, more timely and more convenient. The new media is convenient, efficient, convenient and fast, and it is easier for students to accept. It can broaden students' vision, increase students' reading space, shorten students' learning time, and have greater openness. However, many ideas and political workers of universities and colleges have certain restrictions on the understanding of new media. Many people think that new media is a pure office application media, lacking the concept of applying new media to concept education. With the continuous

popularization of the Internet, the Internet not only provides convenient conditions for people's study and life, but also affects the physical and mental health of several students' bad Internet information. Some students are lack of autonomy and selectivity and often browse the improper Internet content, which brings difficulties to the ideological and political work of universities. For example, some universities do not use new media as a development platform[3]. We should not make good use of new media for the sake of Ideological and political education. Browse the content of the page that is not sound.
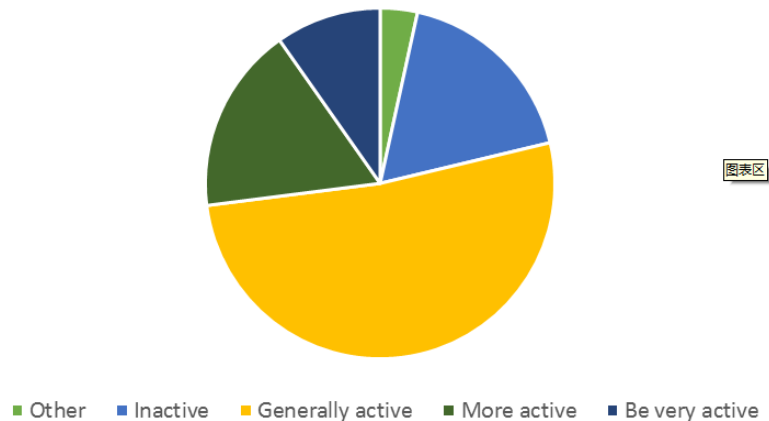

Fig.1 Current Situation of New Media Construction in Colleges and Universities and Its Application in Ideological and Political Work

2.2 Lack of Media for Ideological and Political Work and Lack of Application Ability for New Media

Now, some university's idea and Political Curriculum adopt the traditional education mode. The education methods of Ideological and political educators lag behind the times, and the teaching mode is conservative[4]. In the process of education, new media can not be effectively used in Ideological and political education, because it is a teacher or a student. However, it still has a vague understanding of new media content display methods. It can't judge the security of information effectively. As a result, some students absorbed some negative content, which affected the physical and mental health of the Internet. With the development of the times, the lack of communication media of ideology and political work, as well as the application ability of new media are negligible. The effective development of Ideological and political work has brought serious impact. In the construction of ideology and political work, the lack of ideology and politics leads to the immature methods of Ideological and political education, the lack of understanding of new media, and the lack of media of ideology and political work. It can not meet the ideological and political research results of universities and colleges. In the context of new media, if we can improve the quality of Ideological and political work in universities and colleges, and improve the ideological and political awareness of students, we should play the role of media. For example, in the context of new media, the concept of University, compared with the development of political work, first promotes the campus network, high-performance, healthy and safe network environment, and healthy campus cultural atmosphere of network use, which is necessary to establish. This can subtly improve students' understanding of ideology.

3. The Challenges of Ideological and Political Work in Colleges and Universities under the New Media Environment

3.1 How to Guide College Students to Perceive Responsibility in Their Enthusiasm for Interaction

In the new media environment, everyone may be an audience and an information promoter. In the process of information interaction, everyone can control and the audience can interact[5]. Therefore, two-way is one of the important characteristics of new media which is different from the

existing media. Interaction not only greatly improves the concern that information cannot be spread more widely, but also makes information more thoroughly popular. Whether the audience has expectations, through interaction to show. And so on: online games, wechat, Weibo, QQ, BBS forums, etc., let many college students invest a lot of time and energy in them, become an indispensable part of life. In order to spread and obtain information, the use of new media needs some insight. To avoid some biased thinking and understanding of the conscious or unconscious communication. For this reason, from the sense of responsibility in the interaction of university students' efforts, the way to maintain a reasonable understanding, popularize or accept information, and restrain themselves is the University's ideology, the opportunities and challenges on both sides of political work.

3.2 How to Guide College Students to Distinguish the Positive Energy of Information Dissemination

In the new media environment, information dissemination presents the characteristics of fast, extensive and rich content. With mobile phones and iPads, you can easily access all kinds of information[6]. In the new media environment, the main position of information control has been weakened. We can't ignore the influence of various information stereotypes. In the passive situation, not only the status of educators, but also the unilateral education is denied. In the new media environment, we can hide the real face of netizens[7]. The anonymity of new media makes some participants have no concerns about information dissemination. On the Internet, both sides of information interaction do not know the real face of others. There should always be. Information' senders usually do not take the responsibility of transmitting distorted information. The group of college students is lack of understanding of information rationality. It can't judge the authenticity of information source effectively. If you have information of interest, forward it and make a voice at will. Express your opinions and opinions without knowing the truth. In the new media environment influenced by the layout, how to guide college students to effectively identify the positive energy of information dissemination in the process of information interaction has brought challenges to the ideological and political work of the University.

4. Innovative Strategies of Ideological and Political Work in Colleges and Universities under the New Media Environment

4.1 Innovation of Network Education Platform and Establishment of Ideological and Political Education Network Position

Under the new media environment, the university is a platform of continuous online education, and it should innovate the concept, establish the position of political education network, QQ, wechat, make the most of students' ideology, political education, and integrate online activities of posture content. It combines communication and dialogue with students, as well as various activities and ideological and political education[8]. Ideological and political education experts, the new media function of their work must be proficient, the new media objective, must be used, and, in order to innovate the continuous work mode, in actual work, our new generation of communication tools use wechat, not necessary. QQ and others provide ideological and political education for students. In the era of new media, the ideological and political work of universities and colleges must be combined with online education and offline education. It is not only necessary to understand the ideological trend of students through online learning, but also necessary to make the best use of the Internet for ideological and political education. As the carrier of Ideological and political education, efficient and convenient new media has effectively improved the effectiveness of Ideological and political education. Since then, the ideological and political education in universities has gradually stepped out of the mode of "teaching" and become the mode of "infiltration" education. As an ideological and political expert, it is necessary to change the existing concept of education, fully grasp the convenience of new media, modify the situation, make use of the new media of the Internet and mobile phone, and develop a new media platform for students'

learning efficiency to improve the flexibility of Ideological and political work. Then make it public online. The optimistic and beautiful way of thinking improves the effectiveness of Ideological and political education and achieves the goal of Ideological and political education. The amount of information in new media is very large. The educational concepts of universities and colleges, the active thought innovation of their work, the improvement of students' ability to identify information, the active energy absorption of information, and the improvement of their ideological understanding, and the need to promote the healthy growth of students in a harmonious atmosphere.

4.2 Combining Online Education with Offline Education to Cultivate Students' Ability to Distinguish Knowledge Independently

For the ideological and political educators in universities, the development of new media has both challenges and opportunities. As an excellent ideological and political educator, we should seize the opportunity of the times, effectively use new media, and develop new programs of Ideological and political education[9]. First in the new world, when carrying out ideological and political education, we should combine online education with offline education and use the Internet. In the new media era, it is necessary to use wechat, microblog, QQ and other communication tools for education. In addition, when offline, it is necessary to have a face-to-face conversation with students. We are people-oriented, infect students, let them have a sincere heart, actively talk with students, let students talk in communication, and establish a good relationship between teachers and students. Your own thoughts, consciously or unconsciously, tell your teachers about their value orientation, psychological confusion, etc. Through the combination of online education and offline communication, college students can master your ideas and actions. Through effective communication, ideological education can be carried out more effectively, students' ideology can be improved, students' psychological consultation can be carried out, so as to remind in advance and achieve the purpose of Ideological and political guidance. The amount of information in new media is very large. Faced with many complex information, how to choose, many students have questions. Therefore, in the era of new media, it is necessary for ideological and political educators of universities and colleges to actively guide students' thinking, grasp the advantages of new media, and cultivate the ability of individual identification knowledge. Then, let students know what information is useless, and then select useful information from most of the information we must discard. Students use the network, they absorb useful knowledge, ideology and the digital process of political education, realize the knowledge under the network environment, in order to obtain independent in order to improve the ability of students, it is necessary to learn, and make ideas and political works together with the times. And, please use new media widely. Promote the healthy growth of learning.

5. Conclusion

The idea of University and University, the idea of innovating political work, is the development of the times. At the same time, it is necessary for the media to use new media, ideology, and political work channels, expand the healthy campus cultural environment, establish the abstract image change, and make clear boring efforts. Then, the concept and political education of online entertainment products are integrated, and the concept and political education becomes active. QQ group, wechat group, forum, etc. have expanded through the channel of ideology exchange. The political work space of all kinds of ideologies has expanded, and the ideology and political work experience have continued to innovate. Universities working in government should think about the improvement effect.

References

[1] Sun, Jinming., Shi, Shaodong., Ma, Yijia. (2017). Application of Micro-Agenda Theory in Ideological and Political Education in Colleges and Universities--Taking the Work of Learning General Secretary Xi Jinping Series Important Speech Spirit as an Example. Journal of Higher

Education.

[2] Jill, E., Marshall. (2017). The Recovery of Paul's Female Colleagues in Nineteenth-Century Feminist Biblical Interpretation. Journal of Feminist Studies in Religion, vol. 33, no. 2, pp. 21.

[3] Michael, Gastrow., Glenda, Kruss., Maitseo, Bolaane. (2017). Borderline innovation, marginalized communities: universities and inclusive development in ecologically fragile locations. Innovation & Development, no. 7.

[4] Zhu, Hai-Bo., Zhang, Kun., Ogbodo, U. Review on Innovation and Entrepreneurship Education in Chinese Universities during 2010-2015. Eurasia Journal of Mathematics Science & Technology Education, vol. 13, no. 8, pp. 5939-5948.

[5] Rejeb, H.B., Roussel, B. (2018). Design and Innovation Learning: Case Study in North African Engineering Universities Using Creativity Workshops and Fabrication Laboratories. Vol. 70, pp. 331-337.

[6] Zhao, Dongjing., Hu, Junlin. (2018). Research on the Construction of the Official We Chat Public Platform in Colleges and Universities Based on the Theory of "Agenda Setting. Journal of Higher Education.

[7] Chen, Zhi. (2018). Research on the Current Situation and Countermeasures of Ideological and Political Teachers' Continuing Education in Colleges and Universities in the New Era. Adult Education.

[8] Cassar J A, Torpiano A. (2017). Education in conservation in Malta: challenges and opportunities.

[9] Ying-nan, Zhang. (2017). Research on the Innovation of College Students' Ideological and Political Education in Big Data Era. Journal of Jiamusi Vocational Institute.