The Influence of New Media on Ideological and Political Education of College Students and Countermeasures

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Abstract: This paper first analyzes the impact of the new media on the ideological and political education of college students, puts forward a variety of problems existing in the current teaching management work, and analyzes the effective countermeasures to solve the existing problems in combination with the requirements of the new media era for the teaching management work in colleges and universities, hoping to play a positive role in the overall development of ideological and political education work in colleges and universities in our country.

Keywords: New media; College students; Ideological and political education; Influence; Countermeasures

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1. Introduction

With the development of the times, the social demand for talents has also changed in an all-round way. At present, college students need to face more fierce competition, and through the development of ideological and political education activities in colleges and universities, it can increase students’ understanding of society, cultivate students’ good values and ideas, so as to improve students’ core competitiveness, which is also the main goal of current college education. The arrival of the new media era has also impacted and affected the ideological and political education of college students to a certain extent. This also requires the ideological and political teachers in colleges and universities to be aware of the problems existing in the current teaching management work, and construct more targeted teaching management strategies, so as to carry out a variety of teaching work smoothly.

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2. The Influence of New Media Era on Ideological and Political Education of College Students

(1) It is difficult to understand the real thoughts of college students.

With the coming of the new media era, the scope and channels of college students’ communication have fundamentally changed. In addition to the interaction with teachers, students also have more ways to contact people and things in society to experience different feelings. Virtual network has also become a new way. The new media era has brought network platforms and electronic equipment to college students, which directly leads college students to devote more time and energy to new media communication. Some college students will be more willing to vent their dissatisfaction and resentment in life to the network. In addition, China’s supervision and management of the network is relatively limited, and the binding effect on college students’ thoughts and consciousness is not obvious. In this case, the ideological and political education work of college students will be more and more difficult, because they cannot grasp the real ideas of students. Many students appear submissive and gentle, in fact, their outlook on life and values are changed by the network environment, which also brings certain obstacles to the smooth development of ideological and political education of college students [1].

(2) Lack of Controllability in Teacher Education

Now, college students have been able to skillfully use new media technology, and they are more willing to receive knowledge and technology that the school will not teach through new media technology channels. Under the new media era, ideological and political education for college students must be able to build effective communication bridges between teachers and students. However, under various restrictions and influences, many teachers make less use of new media than students, which also leads to teachers being often in a passive state in learning new knowledge. In the early stage of the development of new media, the thoughts, knowledge and concepts transmitted by teachers in ideological and political teaching have been well known to students. This will lead to the lack of enthusiasm of students, learning enthusiasm cannot be fully stimulated, and then reduce the quality of Ideological and political education of college students. In the current era, college students pay more attention to new concepts, new culture, new technology and new thoughts. If the teaching mode and teaching content of teachers are difficult to meet the actual needs of students, or can’t meet the interests and concerns of students, then it will lead to the ideological and political education work difficult to carry out smoothly.
(3) It is difficult to effectively manage the information contacted by college students.

The full application of new media technology provides a more effective guarantee for information transmission, and college students can also break through the constraints of time and space, publish and obtain a variety of information on the network anytime and anywhere. However, the source, authenticity and values of the information are difficult to be supervised and managed. Once the students are influenced and bewitched by the bad information, they will have some cognitive deviation. Although colleges and universities are continuously strengthening ideological and political education, they cannot achieve the goal of screening and supervising the information that college students come into contact with, and can only rely on students themselves to identify. College students in our country have also been in a closed environment for a long time, their minds are not mature enough, their own control ability and ideology still need to be improved, and they are more vulnerable to the influence of bad information. This will also bring some obstacles to the development of ideological and political education.

3. The Application of New Media in Ideological and Political Education of College Students

(1) Creating and Constructing a New Media Platform for Teacher-student Interaction

Colleges and universities should be able to pay enough attention to the use of new media platforms, and build a platform for in-depth communication between teachers and students in combination with the overall goal of current teaching activities. At the same time, the school should be able to continuously standardize the management, provide an effective direction for the development of colleges and universities, clarify the current situation and requirements of education management, and build a new media platform that meets the learning and communication needs of students in the school, so as to fully understand the real thoughts of college students and lay a more solid foundation for the development of ideological and political education in the school. Colleges and universities should also use their own new media platform to carry out ideological and political education. Teachers should combine their own teaching requirements, use new media technology to obtain students’ ideas and relevant information, master the real ideas of college students and formulate learning plans that are more in line with the needs of students. Through the new media technology to understand students’ ideological trends, to master students’ interest in learning and thinking trends, can make the teaching content and teaching plan more reasonable. In addition, ideological and political
teachers can also start from the students’ attention to celebrity news and promote the comprehensive development of Ideological and political education in Colleges and universities through celebrity effect. For example, teachers can collect the positive materials of singers or actors that college students generally like as teaching cases, and put them on the new media platform to carry out interactive communication between teachers and students, so as to stimulate students’ interest in learning and promote the continuous improvement of education quality.

(2) Perfect the Ideological and Political Education System of New Media

Teachers’ teaching content in the new media era often lacks due controllability. When using new media tools to carry out ideological and political education, a more standardized ideological and political education system should be established to ensure that the teaching direction, teaching forms and teaching methods can meet the teaching objectives, thus promoting the efficient implementation of ideological and political education in colleges and universities. On the other hand, it is also necessary to optimize and improve the teaching management system in combination with the teaching management situation of colleges and universities and the actual needs of students, clarify the application authority and application standards of new media technology, master the learning requirements of students, and do a good job in the education positioning of teachers. In addition, it is also necessary to constantly improve teachers’ new media literacy, so they can have a stronger control of new media technology, and ensure that they have sufficient judgment over new knowledge, so that they can better communicate with students through new media technology, so as to shorten the distance between teachers and students.

(3) Constantly Improving the New Media Literacy of Ideological and Political Teachers

In order to improve the quality of ideological and political education in an all-round way, we need to strengthen teachers’ media literacy, continuously enrich teachers’ knowledge reserve, and provide teachers with training opportunities for new media technologies. Through continuous learning and progress, teachers can grasp the trends and pace of the development of the times in time and have a deeper understanding of students’ real thoughts and intentions. At present, the speed of students’ acquisition of news and knowledge has far exceeded the speed of teachers’ teaching. If teachers still adopt the traditional ideological and political teaching mode, the whole curriculum system will lose its attraction to students, and it is difficult to stimulate students’ learning enthusiasm and obtain the expected teaching effect. This requires teachers to have a comprehensive grasp of the application of new media technology, To obtain more cutting-edge information with brand-new technologies, to understand the hot content that students pay attention to, and to
learn knowledge that students pay more attention to, and to optimize the teaching system in an all-round way in combination with the main purpose of the current ideological and political education in colleges and universities, so as to provide necessary guarantee for the smooth development of ideological and political education in colleges and universities.

(4) Perfect the Supervision and Management Mechanism of New Media

Colleges and universities should do a good job in guiding the use of new media technology. Although the new media technology can play a role in enriching teaching resources, in many cases, the information contains some false and distorted values of information, while students’ acceptance and choice ability are limited and are easily affected by some bad information. When carrying out ideological and political education in Colleges and universities, it is necessary to continuously enhance the influence of high-tech media technology, give full play to the positive role of relevant technologies, create a better atmosphere for students to use, and enable them to receive more positive education. Not only that, but also to continuously improve the new media education management mechanism, from the perspective of colleges and universities themselves, constantly standardize the management behavior, management characteristics, and on this basis, integrate new media technology to regulate the behavior of both teachers and students. On the other hand, in order to be able to build a more perfect early warning management mechanism, the new media technology has a certain degree of openness, and a lot of information is difficult to be effectively transmitted, which requires colleges and universities to guide students’ emotions in a timely manner, effectively control the bad atmosphere, so as to make the ideological and political education work more targeted and effective.

4. Conclusion

New media has been widely used in the management of ideological and political education in colleges and universities, and has played a more positive role. This also requires colleges and universities to be able to clarify the current education environment, grasp the direction and trend of ideological and political education, establish more correct teaching objectives, and constantly strengthen the use of new media technology from many aspects, improve the perfection and effectiveness of teaching system construction, and provide more comprehensive guarantee for the comprehensive improvement of college students’ comprehensive quality.
Works Cited
