

Research on innovative of ideological and political education in colleges and universities under new media environment

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ABSTRACT

Universities are the main positions of ideological and political education work, shouldering the important task of cultivating socialist builders and successors, and the ideological and political education work in universities is related to the overall development. This article analyzes the current situation of ideological and political education construction in universities under the new media environment, and finds that the backward educational concept, the boring educational content, the single educational mode and the imperfect mechanism in the new media perspective hinder the development of ideological and political education in colleges and universities. Therefore, starting from the theory, content and method innovation of ideological and political education, this article puts forward corresponding measures in a targeted way, aiming to provide innovative research ideas for ideological and political education in universities, promote the further scientific improvement of the theoretical system of ideological and political education in colleges and universities, and better grasp the ideological and political education of The Times. Thus, the ideological and political education ecological system with the characteristics of The Times is constructed.

KEYWORDS

New media; Ideological and political education in universities; innovation research

1 Introduction

The characteristics of the times and technical attraction of new media technology in the process of information transmission make it an important way for young students to receive all kinds of information, and the values and world outlook of college students are deeply affected by the communication mode of new media.

This not only brings new opportunities for the development of ideological and political education in universities, but also forces the transformation of the form of ideological and political work in universities, bringing challenges to the ideological and political education work under the background of new media.

Faced with this situation, colleges and universities should take the initiative to explore the innovative development path of ideological and political education under the new era and new technology, seize the good opportunity of the development of new media, integrate complex and diverse information, take the initiative to analyze and cater to the thinking and practical needs of contemporary college students, make full use of the background of new media to provide students with correct ideological guidance, and inject new vitality into ideological and political education under new media.

2 Existing problems in the construction of ideological and political education in universities from the perspective of new media

2.1 Mainstream ideology is impacted in the context of new media

The rapid development of new media technology provides a high-speed and convenient communication method for the majority of media users, greatly improving the efficiency of information transmission. Various ideas and trends of thought have a profound impact on the study and life of teachers and students in universities. Due to their immaturity in thought, young college students lack the critical ability to effectively identify the correctness of network information, especially some wrong thoughts such as extreme democracy and Western reactionary thoughts, which are mixed in massive information resources, making it difficult for young students to distinguish truth from falsehood and lose their ideological defense line. It has a great negative effect on itself^[1].

In the new media era, the environment of ideological and political education in universities is relatively complicated. Some universities fail to keep pace with the times and establish an ideological and political education system that adapts to the situation. They still adopt the traditional content and form of ideological and political education in universities, and abide by the old and backward content in terms of quality and form. It cannot provide them with more choice of resources and initiative. In the new media space of reality and virtual interweaving, harmful information is often hidden in daily information, and the dissemination of new media will expand the negative factors and hinder the development of mainstream ideology, resulting in college students' doubts and rebellious psychology on ideological and political courses.

2.2 The ideological and political education concepts in universities under the background of new media are not advanced enough

In the development environment of new media, some universities fail to fully understand the development direction of the times, and there are obvious lags and inadequacies in coping with the changes of social situation and the needs of theoretical development. The backward education concept will inevitably lead to the difficulty in adapting to the development of the new situation in practical work, and rely on the one-way closed communication flow path and the concept of subject and object asymmetry formed under the background of traditional ideological and political education^[2]. Some ideological and political educators lack the educational concept of openness, equality and interaction, which can not meet the diversified educational goals and needs of educational subjects.

2.3 Within the framework of new media, the objectives of ideological and political education processes in higher education institutions remain ambiguous

With the deep integration of new media and ideological and political education in universities, universities can make use of the openness and flexibility of new media technology to expand the dissemination scope and depth of ideological and political education and increase the attractiveness of students. Under the background of new media, the overall goal of ideological and political education in colleges and universities is to better complete the fundamental task of cultivating morality and cultivating people, and help the educated to establish a correct world outlook, outlook on life and values. To accomplish this goal, coordination and cooperation from all aspects are required. However, in practical work, the grand goal of cultivating qualified successors is often emphasized, while the actual needs of students are ignored. The planning, design and system

operation in the process of new media operation have not been put in place^[3].

3 Innovative development strategies of ideological and political education in colleges and universities under the background of new media

3.1 Ideological and political education concept innovation under the background of new media

3.1.1 Ideological and political education in universities should carry out the educational concept of advancing with The Times

New media has become an indispensable part of the study, life and work of college teachers and students, and has brought comprehensive and long-term influence to the ideological and political education work in universities. Ideological and political education in universities must reform and renew the traditional ideological and political education ideas, keep pace with the times, and grasp the pace of the times. and universities must take the initiative to understand students' cognitive concepts, analyze students' behavioral characteristics, close to students' learning and growth needs, make good use of new media technologies and tools, provide timely help for students' growth and development, and truly give full play to the effectiveness of ideological and political education.

3.1.2 Ideological and political education in universities should adhere to the educational concept of moral cultivation

We should deeply understand the spiritual connotation of "moral education", insist on "moral education" as the central link, and fully embody in the actual teaching operation. College educators should transform the previous single and boring teaching mode, deeply understand the practical needs of contemporary young students, truly play the role of educational guides, guide college students to establish a correct three views, and establish an equal and harmonious dialogue relationship between teachers and students with the help of new media technology in ideological and political education.

3.1.3 Ideological and political education in colleges and universities should adhere to the educational concept of multi-coordination

Under the new media environment, ideological and political education in colleges and universities has opened up a diversified development path. Strengthening the systematic coordination and force integration of ideological and political education in colleges and universities, promoting the cooperation and orderly operation of various departments, which requires the coordinated operation among multiple subjects such as the state, society, schools and individuals, so as to ensure the smooth development of ideological and political education in colleges and universities is an inevitable trend of the development of ideological and political education in colleges and universities in the future.

3.2 Carrier innovation of ideological and political education under the background of new media

3.2.1 Expanding ideological and political education channels with the help of new media

With the intervention of new media, ideological and political education in colleges and

universities is no longer limited to the traditional form of classroom teaching as the main channel, and puts forward higher requirements for education carriers. Faced with the advantages of large carrying capacity and wide spreading range of new media, the educational channels of ideological and political education in colleges and universities have been effectively broadened. In the face of the development needs of the new era, universities should implement innovative thinking, actively expand online channels, use new media carriers, break boundaries, and actively interact with educates. Give full play to the role of the carrier of ideological and political education in universities under the background of new media^[4]. Therefore, the new media carrier, as an important medium for the dissemination of ideological and political education, presents a new development trend, which is an inevitable move to promote the innovation and development of ideological and political education in universities.

3.2.2 Innovative teaching model based on new media platform

The traditional "one-way indoctrination" ideological and political education teaching mode is no longer adapted to the needs of the new media era, and its limitations in knowledge transfer efficiency and students' initiative and participation are prominent. Ideological and political education in the new era should be carried out according to the characteristics of the ideological development of contemporary students, stimulate and cultivate students' interest in ideological and political courses, break the traditional "compulsory" teaching mode, form an equal and respectful interactive relationship between educators and the educated, and optimize and innovate the teaching mode with the full help of new media platforms. Guide and educate college students with the education mode favored by students, and promote the effectiveness of ideological and political education in colleges and universities^[5].

3.2.3 Using new media carriers to enrich educational content resources

With the development of the new era, the country's new policy theories are also constantly integrated into ideological and political education, and the application of new media breaks the traditional independent and single education mode, makes up for the delayed updating of ideological and political content, and enables students to get access to rich ideological and political education content more quickly. The diversified communication forms of new media and the emergence of various new media platforms have enriched the content resources of ideological and political education in universities.

3.3 Improving the overall literacy of educational subjects under the background of new media

3.3.1 Strengthening the overall quality of ideological and political educators

Under the new media environment, the ideological and political education reform in universities in China is constantly advancing, and ideological and political educators in universities must strengthen their political literacy. The emergence of various new media technology means provides convenient information services for college students and maximizes the efficiency of information transmission. Under such a background, college teachers no longer have information advantages, and their subjectivity authority is tested. Facing such a dilemma, contemporary ideological educators must enhance new media literacy and learn to use new media technology to carry out education and teaching. Therefore, college educators should consciously take the initiative to learn media literacy, actively learn the basic theoretical knowledge of new media, change the traditional

sense of identity, communicate with students, understand the media preferred by contemporary students, keep up with the ideological dynamics of students, and give full play to the role of educators in ideological and political education.

3.3.2 Paying attention to media literacy education of college students

In the era of new media with abundant and complicated information, contemporary students, as the beneficiaries of the development of new media, are deeply influenced by their thinking concepts and behavior patterns. Due to the lack of systematic cognition of the nature of media, college students are prone to be misled and attacked by wrong and negative concepts due to the lack of rational judgment in the face of complex and false information. Therefore, universities must attach importance to enhancing students' media literacy awareness education, so that they can complete their knowledge system about new media and cultivate their critical thinking ability in the face of network information.

3.4 Institutional innovation of ideological and political education under the background of new media

3.4.1 Improving ideological and political education in colleges and universities management model

With the arrival of the new media era, the traditional management mode of ideological and political education cannot meet the personalized and diversified needs. It has become an urgent need for the development of college education in the new era to change the management mode, scientifically and reasonably use modern technologies and means such as new media, and optimize the mode of ideological and political education in universities. When conducting ideological and political education management, universities should always pay attention to the real needs of teachers and students, conform to the development trend of the times, conduct standardized management of new media platforms in universities, strengthen supervision over the operation of new media, improve the management ability of college leaders, and optimize the operation system of ideological and political education management in universities. Establish the ideological and political education management concept of "holistic governance" and further promote the scientific management of ideological and political education in universities^[6].

3.4.2 Strengthening the construction of ideological and political education team system

Ideological and political educators are the guides of students' thoughts. Under the background of new media, the construction of ideological and political education team in colleges and universities is particularly key. "Idea is value, thought is power." Ideological and political education teams must have qualified theoretical level and ideological and political quality to help students establish correct ideological concepts^[7]. Teachers should keep up with the innovation of new media technology, pay attention to the current political trends, and improve network technology and media literacy.

3.4.3 Optimize the ideological and political education environment in colleges and universities

The complex environment formed by the development of new media has a significant impact on the construction and development of ideological and political education environment in

universities. To create a good ideological and political education, we should first strengthen the supervision and management of new media platforms, regulate speech, and guide the development of various activities of ideological and political education. Secondly, it is necessary to grasp the needs of college students, guide students in the right ideological direction, resist the penetration of bad ideas and values, promote the orderly development of various environmental construction, and realize the optimization of ideological and political education environment in universities.

4 Conclusion

Universities shoulder the important mission of cultivating qualified socialist successors, on the basis of the advantages of traditional ideological and political education, grasp the pulse of The Times, conform to the actual demands of contemporary students, give ideological and political education a sense of The Times, and enhance the attractiveness and effectiveness of educational work are major issues in the construction of ideological and political education system in universities. While the development of new media has promoted the development of society, ideological education has also brought new challenges. To explore the countermeasures to promote the innovation and development of ideological and political education in universities under the background of new media, and to use new media to better guide college students to establish correct values, optimize education models and methods, and promote the harmonious and healthy growth of college students are the actual needs of the development of ideological and political education in universities under the background of the new era.

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