

The Value Dimension and Path Selection of Ideological and Political Education in Vocational Colleges in the Era of Integrated Media

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Abstract: *With the development of information technology, traditional media and new media technologies are highly integrated, and they continue to develop in depth, giving birth to a new media form, namely, fused media. Media integration has become the theme of social development. Compared with traditional media, the ideological and political education of higher vocational college students in the media integration era has the characteristics of multiple integration of educational subjects, deep integration of educational objects, high integration of educational media, and comprehensive integration of educational environment, which brings favorable opportunities such as enriching communication and interaction forms and enhancing students' enthusiasm for participation. We should also pay attention to the challenges in the diversification of educational model requirements, the influence and control of educational subjects, etc. Ideological and political education in higher vocational colleges should explore effective strategies to solve practical obstacles by constantly enriching educational carriers, innovating forms of ideological and political education and strengthening interaction among subjects.*

Keywords: *Integrated Media; Higher Vocational Colleges; Ideological and Political Education*

1. Introduction

China is actively promoting the integration and development of traditional media and emerging media, realizing the effective integration of various media resources and production factors through process optimization and platform reengineering, realizing the integration and intercommunication of information content, technology application, platform terminal and management means, catalyzing the qualitative change of integration and amplifying the efficiency of integrated development^[1]. Ideological and political educators in higher vocational colleges should actively explore new methods, new ways and new modes of deep integration of information technology and ideological and political education, realize informationization, modernization and scientificity of ideological and political education in higher vocational colleges, and provide strong talent guarantee and intellectual support for promoting harmonious social development^[2].

2. Value Dimension of Ideological and Political Education in Higher Vocational Colleges

2.1 Political dimension under the demand of security network awareness

Under the background of the era of media integration, people's values are developing in a pluralistic direction, and the traditional universal values have been strongly impacted. In this environment, students' ideology has changed greatly, so the teaching goal of ideological and political education in higher vocational colleges should be to help students establish correct ideology^[3]. Schools use Marxist dialectical ideology to teach students to distinguish all kinds of information, so that students can learn to take its essence and discard its dross, which embodies the political dimension of ideological and political education in higher vocational colleges, and then promotes the establishment of a system that conforms to socialist core values.

2.2 Social dimension reflected by educational goals

Because students in the new era are necessarily the promoters of future social development and the

main force of social construction, the goal of ideological and political education in higher vocational colleges should be to train students to be qualified socialist successors under the guidance of social value dimension^[4]. This requires ideological and political education in higher vocational colleges to deeply analyze the changes and development of students' ideological concepts in the era of media integration, and to improve students' ideological and moral literacy by using educational methods that conform to the requirements of the times. Schools should innovate educational methods, carry out targeted educational activities and promote the construction process of ideological and political education in higher vocational colleges.

2.3 Personal dimension of self-growth

In the era of media integration, the content of ideological and political education in higher vocational colleges should not be limited to the theoretical knowledge of ideological and political education, but also pay more attention to the all-round development of students' literacy^[5]. In the network age where new concepts and new consciousness are constantly emerging, in order to enable students to maintain correct concepts to judge and receive all kinds of information, higher vocational colleges need to meet students' personal educational needs in the process of ideological and political education to innovate teaching methods, so as to effectively improve students' comprehensive literacy, which embodies the personal value dimension of ideological and political education in higher vocational colleges.

3. Media integration brings new opportunities for ideological and political education in higher vocational colleges

3.1 Enrich the forms of communication and interaction

On the one hand, promote the communication between the two sides of the education subject. In the media age when social communication, information exchange, cognitive integration and emotional interaction are closer, ideological and political educators and students can take the initiative to choose information, and the division between the subject and object of education becomes blurred, and the resistance to the spread of information between educators and students becomes smaller and smaller. In the process of learning, students can share, comment and exchange each other's experiences and opinions with the help of various media carriers, and express their personal ideas, which breaks the disadvantages of "cramming" and "dogmatic reasoning" in the traditional educational model and better solves the problem of poor communication channels between subject and object in the traditional ideological and political education model. At the same time, ideological and political educators can rely on intelligent media technology to more accurately grasp the actual situation of students, the development of educational activities and the feedback of learning effects. Through the full, real-time and continuous dialogue and more effective communication on the educational content, the subject and object of education provide the possibility for them to reach a value consensus and eliminate confrontation differences.

On the other hand, the synergy between different educational subjects is closer. In the era of media integration, the theoretical course of ideological and political education is no longer the only field that carries ideological and political educators and students. All formal and informal educational places are fully connected, and the virtual and real educational fields are fully connected. By absorbing suitable subjects from different fields to complete identity transformation in a timely manner, and constantly expanding the team of educating people in the era of media integration, the ideological and political education of higher vocational college students can be carried out in a larger space-time field. Educators in different fields can rely on the platform of media integration, and on the basis of equality and mutual assistance, build a team of educating people with common ability and complementary work. Facing college students with different cultural attainments, ideological levels and moral qualities, educators can teach at the same time, with one heart and the same direction, which is helpful to activate the educational field that is difficult to radiate under the traditional ideological and political education model. Of course, it is not unprincipled to recruit educators widely, but it is carried out scientifically and orderly according to the value goal and reality of ideological and political education.

3.2 Enhance students' enthusiasm for participation

First, students' learning motivation has been significantly enhanced. The mobilization of students'

learning motivation is the primary condition that affects the effective input of mainstream ideology. The recognition and acceptance of mainstream ideology and the attention and acquisition of other social information contents are not only related to objective factors such as value orientation and social public opinion atmosphere, but also to subjective factors such as students' theoretical cognitive level, information interpretation ability and their own development needs. In the era of media integration, students can more conveniently contact and learn more and more abundant information, and their thinking is more open, their horizons are broader and their thoughts are more active, which stimulates students' deeper learning motivation. Inspired by this learning motivation, students show a positive desire to accept mainstream ideology and a strong interest in learning, but there will also be confusion and doubt. In the end, the students in higher vocational colleges transfer this desire and interest, confusion and doubt to the expectation and study of mainstream ideology.

Second, students' acceptance ability has improved significantly. The internalization effect of higher vocational college students on mainstream ideology is an important link that affects the actual effect of ideological and political education. The internalization effect of mainstream ideology is closely related to students' acceptance ability. In the era of media integration, faced with a huge amount of knowledge and complicated knowledge content, students have stronger acceptance ability, can understand and master the new content transmitted by educators more quickly, and absorb and internalize their own concept consciousness more efficiently. Students no longer receive information simply and mechanically, but selectively seek, process, digest and absorb information. In this process, it is helpful for students to acquire mainstream ideology in a wider range and understand it in a deeper level.

Third, students' desire for practice is stronger. The effectiveness of ideological and political education is not only reflected in students' expressing their true faith in mainstream values through words, but also in their support for mainstream ideology in practice. The era of media integration has created and provided students with a more flexible and diverse practice platform, which has greatly infected and driven students to incorporate mainstream ideology into their own cognitive system, value system and behavior system in practice. Therefore, students bring the mainstream ideology into real life by personally feeling and using it, making it the most powerful supporting force in the growth and development of students in higher vocational colleges.

4. The integration of media brings new challenges to ideological and political education in higher vocational colleges

4.1 The educational model requires more diversification

The era of media integration has brought about remarkable changes in two elements: educational model and educational object. The educational model is mainly reflected in the replacement of traditional media model by media integration model, and the change of educational object is mainly reflected in the stricter requirements for educational content and educational skills. In the era of media integration, with the quantification of information and the convenience of obtaining information, the frequency of updating the content of ideological and political education in higher vocational colleges is also accelerating. For example, some national and international events need to be broadcast live to grasp the educational content and dynamics immediately. This requires that the educational subject should not only have the ability to acquire and screen massive information, but also have the skills to interpret and publicize instant messages anytime and anywhere. These changes are extremely challenging for the educational subject who is used to the educational model under the traditional media model. Secondly, it is a challenge to update the educational content with the help of the media. In the era of media integration, massive information can be obtained conveniently, instantly and through multiple channels. The processing of massive information requires the ability to better understand the educational content, accurately grasp the educational direction and effectively publicize the educational content. If ideological and political educators spend most of their energy on the accumulation of information quantity, it is easy to ignore the improvement of information quality. Under this influence, the educational information that students come into contact with is becoming more and more homogeneous, which is prone to aesthetic fatigue, and may even lead to "topic generalization and value disorder", which weakens the logic of information content and reduces the ideological content of theoretical knowledge to a certain extent, resulting in the problem of "quantity without quality, sound without influence" of educational information, weakening the effective communication effect of mainstream ideology. The integration and development of educational information can neither be arbitrary dependencies nor simple combination and superposition, but

should seek the coordinated development of quality and quantity in the process of promoting the deep integration of educational media. Faced with different educational environments and different levels of student groups, educators need to systematically and comprehensively apply educational information.

4.2 Weaken the influence and control of the education subject

Educational subjects need to be familiar with, master and understand the new changes in ideological and political education, but also bears certain responsibilities for the educational efficiency and effectiveness of the educational object. Specifically, its main function is embodied in two aspects: first, its influence in the process of ideological and political education. Faced with all kinds of information input with high density and strong stimulation, students are more sensitive to the information content with strong emotional impact and sensory stimulation, and tend to be more cutting-edge and fresh. Students may not pay enough attention to the information content transmitted by ideological and political educators, which needs to be pondered repeatedly, and may form a situation of "speaking a lot and having few respondents", which will test the knowledge system, media literacy and educational concept of multi-subjects. At present, diversified ideological and political educators are generally familiar with national policies and policies, and pay close attention to and keep track of the latest theoretical achievements. However, the understanding and sensitivity of network hotspots, key and difficult issues that college students are more concerned about need to be improved. The second is the control over the effect of ideological and political education. The educational subject's control over the content of ideological and political education is mainly reflected in the control over the educational object, including the investigation of the learning effect of the educational object, the influence of daily study life and the supervision of after-school study life. However, in the era of media integration, the diversification of media has brought multi-channel and diversified access to resource information. Through the Internet and mobile phones, online teaching videos of famous teachers all over the country can be obtained conveniently and quickly, and even online interactive communication can be carried out anytime and anywhere. This diversification and convenience of information acquisition channels reduces the influence of educational subjects to some extent. On the other hand, the convenience of obtaining educational resources in the era of media integration also increases the dependence of educational objects on media, but weakens their attention to classroom teaching. Educational objects can make up for the lack of classroom teaching in time through video playback, online learning and live interaction, which stimulates the enthusiasm of educational objects for self-learning and autonomous learning to some extent. This mode change of weakening classroom teaching and relying too much on media learning has brought new challenges to the educational subject to supervise the learning content and learning efficiency of the educational object.

5. The Path Choice of Ideological and Political Education in Higher Vocational Colleges

5.1 Strengthen the foundation and highlight the professional characteristics

Under the background of information explosion and digital wave, ideological and political education needs to keep pace with the times and adapt to the requirements of media communication pattern. Among them, it is very important to integrate the concept of "cultivating people by virtue" into media construction. "Cultivating people by virtue" is the soul and mission of higher vocational colleges, aiming at cultivating students into people with moral sentiments and responsibilities, with excellent moral quality and values. In the era of media integration, schools can integrate this concept into media construction in many innovative ways, so as to lead students to establish correct ideological and political concepts. Adhere to the core values of Marxism and socialism to lead students to grow into talents, enhance students' recognition of mainstream ideology, effectively deal with the impact and corrosion of wrong ideas such as neo-liberalism and historical nihilism, unite value consensus in a diverse and varied media environment, and persist in being correct, so that innovation can have a direction and return.

Highlight professional characteristics and create new contents and forms. Innovation is innovation. On the one hand, it is necessary to carry out supply-side structural reform of educational content. When carrying out ideological and political education in higher vocational colleges, it is necessary to analyze the audience first. Higher vocational students are not solid in theoretical foundation and are not interested in profound theoretical systems. However, they are active in thinking, actively learn vocational skills, do a good job in "course ideological and political education" and integrate ideological and political elements into professional skills learning, and the effect will be better. Actively respond to

the hot issues of public opinion, and concise the topics that can highlight the core values of socialism, so as to synchronize ideological and political education with students' daily life. On the other hand, it should be expressed in a form that students like, are familiar with and commonly use. Modern students, an Internet aborigine, has a strong dependence on the narrative logic and expression form of the media. Only by adopting students' favorite online language, combining students' common micro-expressions and micro-videos, can we better spread the vivid stories that carry forward the mainstream ideology and spread the socialist core values to students accurately, arouse their emotional resonance, carry out ideological and political education without revealing traces, and keep innovating and being correct, so as to have vitality and foundation.

5.2 The combination of old and new content conforms to the development of the times

In the process of informing students of the innovation of ideological and political education content, we should combine the current national conditions, development status and mainstream values of our country, uphold the ideological concept of inheriting excellent traditional culture, select socialist ideology under the background of the new era, use scientific educational content to arm the minds of higher vocational college students, and shape a brand-new spirit for the healthy growth and all-round development of modern students. On the one hand, we can use the media platform to set up a discourse guidance, inform students to carry out flexible discussion and exchange, and ensure that the topic content is in line with students' real life, so as to improve students' enthusiasm for participation. On the other hand, the arrival of the era of media integration does not mean the complete replacement of traditional media, but the complementary advantages of the two. For the content construction of ideological and political education in colleges and universities, the innovation of educational model and the quantification of information brought by media integration are by no means equivalent to completely replacing the educational content in the era of traditional media. On the contrary, the educational content in the era of traditional media should be strengthened. The content of ideological and political education in the traditional media era is the condensation of Socialism with Chinese characteristics's construction achievements and core ideas under the leadership of our Party. It is a highly instructive and ideological compilation of content, which will not change with the development of the media, and it will still become the basic guiding ideology of ideological and political education in colleges and universities in the era of media integration.

5.3 Explore the law of communication and strengthen the guiding ability

On the one hand, Ideological and political education in higher vocational colleges should explore the law of communication, actively integrate into the social environment and seamlessly connect with the needs of social development. First, in the face of social hotspots and major events, we should strengthen the positive guidance for students. On the network platform, it is necessary to strengthen the follow-up report on hot events and transmit mainstream voices to students in time. Actively publicize the party's line, principles and policies to help students establish a correct world outlook, outlook on life and values. The second is to strengthen the cooperation between schools and social media. Through the establishment of media center and campus network in higher vocational colleges, we will cooperate with the media platform in depth to promote the sharing of media resources inside and outside the school and expand the influence of ideological and political education.

On the other hand, to improve the ability of public opinion guidance, we should actively establish a public opinion monitoring system in higher vocational colleges. In line with the new situation of media development, almost all government agencies at all levels in China have established their own public opinion monitoring institutions. The ideological and political education in higher vocational colleges is a systematic project, in which the Party committee bears the main responsibility and the propaganda department of the Party committee is the responsible unit. However, it pays more attention to process monitoring than early warning and effect monitoring for network public opinion monitoring. The era of media integration not only brought a big explosion of ideological and political education data, but also had a new influence on students' thoughts, mainly manifested in their attention, rationality and consensus on network hotspots. We can further summarize and refine the key factors affecting ideological and political education by analyzing the communication channels, communication subjects and communication trends of network information in higher vocational colleges, and classify them according to their importance. Based on this, we can compile a risk monitoring system for ideological and political education in higher vocational colleges, including risk level, degree of harm, scope of influence and countermeasures, so as to strengthen public opinion monitoring and enhance the ability

of public opinion guidance.

5.4 Strengthen the construction of teaching staff

On the one hand, educators should constantly improve their media literacy. The knowledge level of educators determines the effect of ideological and political education in schools, and educators should constantly improve their related skills and knowledge. First of all, ideological and political educators should take the initiative to learn media technology, constantly learn the operating rules of media integration, and understand the application rules of various media languages. Secondly, ideological and political educators should take the initiative to use media technology. It is necessary to transform the technical means of information dissemination into the means of ideological and political education. Finally, ideological and political educators should have the courage to control the media integration system. On the basis of media-melting technology, we should be brave in creating new teaching situations and using new teaching methods, constantly promoting the mutual integration of media-melting technology and its own humanity, and constantly exploring the best matching mode between media-melting technology and ideological and political education. On the other hand, educators should actively innovate educational ideas. The concept of integration in the era of media integration has prompted ideological and political educators to constantly change and innovate their educational concepts at the macro, meso and micro levels. In the process of reconstructing their existing knowledge system, ideological and political educators should keep pace with the times, accept "melting thinking" for top-level design, use "melting ideas" for reasonable deployment, and master "melting means" for scientific policy making, so as to better adapt to the needs of the development of the times and deepen their integration into the era of melting media. First of all, at the macro level, ideological and political educators should strive to achieve the synergy between the "thinking" and the "macro concept" of ideological and political education, and promote the ideological and political education of students in higher vocational colleges around the characteristics of "four media" and the concept of "three all-round education". Secondly, at the middle level, ideological and political educators should apply the concept of "integration" to all aspects of ideological and political work for students in higher vocational colleges. Finally, at the micro level, ideological and political educators should actively change their ideas, use more effective "integration means" to carry out their work, and resolve the contradictions and challenges in the process of ideological and political education by "integration means".

6. Conclusion

To sum up, ideological and political education in higher vocational colleges should be guided by Marxist theory, supported by the Internet, driven by innovation and development, and focused on the construction of teachers, so as to achieve "innovation in change, progress in change and breakthrough in change" under the pattern of media communication, highlighting the important significance of activating the power of media integration and enhancing the effectiveness of ideological and political education in higher vocational colleges.

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