

How to Use the New Media Platform to Innovate the Way and Content of Ideological and Political Work

Ni bin

Henan Judicial Police Vocational College, Zhengzhou Henan 450000, China

ABSTRACT. *in the process of close communication with the international community, a large number of new things and new ideas have poured into the daily life of the Chinese social masses, especially some college students, who can access to more different things through the new media, which in essence brings certain challenges to the ideological and political work of colleges and universities. In the process of social modernization, science and technology continue to update, making the Internet technology gradually become an integral part of people's lives. How college counselors find innovative ways of Ideological and political work in this situation has become a very concerned issue. Based on this, according to the author's years of experience in Ideological and political work in Colleges and universities, under the background of the new media era, this paper makes the following discussion on how college counselors innovate the ways and contents of Ideological and political work for reference.*

KEYWORDS: *Counselor; University; New media platform' Innovation; Ideological and political work; Methods and contents*

1. Introduction

With China's deepening reform of the existing economic system, stimulating the prosperity and development of China's social market economy, and further speeding up the implementation of the "one belt and one way" strategy, and closer economic exchanges with the international community, it has brought new opportunities for the development of our national social economy. It will bring certain challenges to the development of thinking. College students are the important pillar of social construction in our country and undertake the important task of national development. Therefore, their own ideological and moral quality is very important. In the process of cultivating college students, colleges and universities should strengthen ideological and political work. In the new media era, with the help of the Internet platform, they should innovate the ideological and political work mode, further deepen the implementation of Ideological and political work content, train and deliver contemporary college students with core quality for the country, and truly play the important role of contemporary college students in national construction.

2. The Challenge of Ideological and Political Work of College Counselors in the New Media Era

2.1 Changes in Students' Thinking

The arrival of the new media era has increased the channels of information resources dissemination, and contemporary college students are the direct beneficiaries. Especially in the background of continuous innovation of science and technology, the communication threshold of new media platform is getting lower and lower. Combined with simple operation mode, it brings a lot of information resources to contemporary college students and enriches their daily life. In the application process of Internet technology, the infrastructure of colleges and universities is very perfect. College students only need to use laptops, desktops or mobile phones to quickly contact with a variety of new media platforms in a short time. Although the richness of the new media platform has brought about qualitative changes to the study and life of contemporary college students, at present, China has not established a more systematic management method and relevant regulations for the new media platform. Therefore, some new media platforms have not effectively screened the information resources and spread some non mainstream ideologies in the process of disseminating content. In this way, the thinking mode of the college students who receive the information has changed significantly, which is no longer limited to the traditional mainstream values in China in essence. Thus, the understanding of the mainstream ideological and political education in Colleges and universities has changed, bringing difficulties to the ideological and political

work of college counselors [1].

2.2 Changing the Way of Education

The emergence of new media platform breaks the space and time limit of traditional ideological and political education. It can use mobile terminals to receive diversified information resources at any time and any place, and speed up the speed of information dissemination, which makes some college students put forward higher requirements for ideological and political education. This is because first, the new media platform has diversified the types of information. The new media platform integrates cultural, military, economic and political content from all over the world. Through a variety of communication forms, such as video, audio, pictures and texts, college students have a wider range of choices, and they can formulate their own choices according to their actual needs. Secondly, the new media platform is information with openness. People can establish their own platform and independently express their own views, which provides great convenience for non mainstream information dissemination. Based on this, in order to carry out ideological and political education, college counselors must break through the traditional teaching mode and enrich the means of education.

2.3 Weakened Moral Constraints

The rapid development of social market economy not only improves the economic income of the social masses, but also provides important basic support for scientific and technological innovation. The continuous development of computer network technology has changed the traditional way of information exchange and information dissemination, pulled the distance between people, and closed the relationship between the masses. At the same time, the in-depth development of computer network technology promotes the continuous change of new media platform, enriches the mode of people's communication, changes from traditional real communication to virtual communication, which makes anyone can hide their real information through new media platform, including personal gender, personal age, real name, etc., although this mode helps people in the virtual world Find the way to vent, but also hide people's ideological and moral, that is, people have ideology, let people out of the moral constraints of the real world. After years of hard study, college students have entered a new learning and living environment, and their psychology is still in a relatively immature stage. It is necessary for college counselors to correctly guide their values, morality and outlook on life. However, in the face of a variety of new media platforms to provide all kinds of information, some college students are very vulnerable to be affected, and then in the case of concealing their own ideological and moral quality, college counselors to carry out ideological and political work has brought great problems.

3. The Opportunity for College Counselors to Carry out Ideological and Political Work by Applying New Media Platform

3.1 Enriching the Resources of Ideological and Political Education

In the age of Internet, people gradually realize the important value of information resources dissemination, which makes a huge amount of information resources, through a variety of new media platforms, adopt uninterrupted, timely update speed and effect for a long time. Contemporary college students are very proficient in the application of Internet technology. Therefore, in this case, contemporary college students can search and contact various forms of ideological fields through various mobile terminals such as laptops, desktops and Internet mobile phones. When carrying out ideological and political work, college counselors can make full use of Internet technology and diversified new media platforms, complement each other, open online open classes, share resources with universities in all parts of the world, expand ideological and political education, enrich the content of Ideological and political education in Colleges and universities, and rationally absorb advanced educational theories, extract the essence and remove the dross. To guide the normal development of Ideological and political education in Colleges and universities [2].

3.2 Enrich the Means of Ideological and Political Education

For college counselors, one of the main forms of application of new media platform in Ideological and political education is to establish their own education platform and enrich the means of education. At the present stage, college counselors usually use QQ group, WeChat group, WeChat public address, micro-blog, forums and so on when using the new media platform to carry out ideological and political education work, and take WeChat

group and WeChat public number as examples to introduce [3] as the main object. Wechat is an inseparable part of the daily life of the masses. In the process of social modernization, the role of wechat is not only limited in the process of communication and communication, but also more and more frequent in the field of education. College counselors can grasp the advantages of wechat, establish wechat group, invite all class members to join wechat group, and carry out ideological and political education in wechat group on a regular basis. In essence, this mode expands the scope of work of college counselors, and students can receive ideological and political education in any place without the limitation of time and place. As the main form of the new media platform in China, WeChat public platform is self-evident in the important role of information dissemination. College counselors can build a WeChat public number, carry out hype on campus, actively attract university students to pay attention to accounts, design different columns and plates, increase interaction modes, and publish different ideological and political education every day. At the same time, it can manage the followers in the background, increase the interaction between teachers and students, and improve the education effect [4].

4. Improve the Effectiveness of Ideological and Political Education

The application of new media platform, in essence, improves the quality and efficiency of Ideological and political education. First of all, the use of new media platform greatly facilitates the process of College Counselors' data collection. Counselors can adapt and quote the content published by other wechat public platforms of the same type, and can also put forward their own opinions on some information. Secondly, college counselors can use the new media platform to release a variety of information resources in time, no longer limited by time and region, to achieve the timeliness of education. Finally, college counselors can expand the coverage of education through the advantage of the new media platform of fast information dissemination, requiring students to use a variety of mobile terminals within the specified time to learn the ideological and political content released by teachers, and improve the effectiveness of Education [5].

5. Effective Ways for College Counselors to Innovate Ideological and Political Education by Using New Media Platform

5.1 Set Up the Educational Idea of "People Oriented"

In the process of traditional ideological and political education, the educational concept of college counselors has significant deviation. They pay more attention to things as the center, take their own educational tasks as the main content of Ideological and political education, ignore the students' feelings, which is not conducive to improving the quality of Ideological and Political Education. In fact, in the actual process of Ideological and political education, counselors are often commanders and authorities, and they are extremely indifferent to their guiding role in Education [6]. Through the application of new media platform, the distance between Counselors and students is drawn in, the actual needs of students are taken as the main basis for ideological and political education, and the "people-oriented" flexible education mode is gradually realized [7]. In the process of using the new media platform, counselors can go deep into the platform that students like, and can more intuitively understand the dynamic of students, master the main forms of students' recent ideological changes, so as to truly play their leading role and do a good job in public opinion guidance [8].

5.2 Strengthen the Construction of Campus Network

College students in China have a very long time in school. In general, college students, whether in school or in daily life, are basically concentrated in the campus. Based on this, we should actively use this point to build a comprehensive network campus and create a good learning platform for students, which should cover the main carriers of inquiry and download of learning materials such as academic materials and literature materials [9-10]. At the same time, it is necessary to establish a comprehensive network platform, which can attract students to download and upload a variety of pictures, words, films and other information with ideological and political education significance in the platform, which plays an important auxiliary role in the ideological and political education of college counselors.

5.3 Pay Attention to the Construction of Network Communication

As I mentioned earlier in this article, the development of science and technology has brought great convenience to people's daily life. The popularization of mobile Internet mobile phones in a wide range has

made significant changes in the communication mode of the social masses. When it is convenient for people's life, it also injects new vitality into education. Based on this, college counselors should actively understand and use network communication tools, fully grasp the application of QQ, wechat, microblog and other communication modes, so as to establish a comprehensive education platform covering learning, communication and entertainment [11-12]. QQ is one of the important modes of Ideological and political education. On the one hand, college counselors can release a variety of educational contents through QQ group, and on the other hand, they can carry out one-to-one psychological education, which has a positive effect on ideological difference education among individual students.

6. Conclusion

All in all, in the process of the new media era, college counselors have encountered both challenges and opportunities in carrying out ideological and political education. In this paper, the significance of the new media platform in education is analyzed in depth, and the challenges and opportunities encountered by college counselors are summarized, so as to put forward effective ways to make scientific use of the new media platform, so as to improve college counselors The effect of Ideological and political education has a positive effect.

Acknowledgments

This paper is the phased research result of the key project of the 2019 education and teaching reform research and practice project of Henan Judicial Police Vocational College, the teaching reform and practice of computer major course in Police School under the background of "Ideological and Political Courses" (Project No.:JG201900301).

This paper is the research and practice of the implementation path of "curriculum ideological and political education" in Police Colleges from the perspective of morality and Humanity -- Taking the major of judicial information technology as an example (subject No.: 2019-ZD-02), a key research project of Henan Judicial Police Vocational College in 2019.

References

- [1] Bai Wenzheng (2016). Path analysis of improving the timeliness of Ideological and political education of College Counselors in the era of new media. *China training*, no.24, pp.233-234.
- [2] Jiao K, Nan L, Fan G S (2015). The Innovation of the Ideological and Political Education Work in New Media Age[C]// Conference on Informatization in Education, Management and Business.no.8, pp.45-46.
- [3] Zhang Shengqiu (2016). Research on the path to improve the effectiveness of Ideological and political education of College Counselors in the era of new media. *Journal of Jilin Normal University of engineering technology*, no.7, pp.27-29.
- [4] Wu Dong (2016). Application of new media in Ideological and political education of college counselors. *Knowledge economy*, no.9, pp.169.
- [5] Zhang Shengqiu (2016). Research on the necessity of enhancing the effectiveness of Ideological and political education of College Counselors in the era of new media. *Journal of Wuzhou University*, no.2, pp.88-91.
- [6] Liu L (2016). A Study on the Innovation of the Work of Ideological and Political Education in Colleges and Universities Under the New Media Environment. *Journal of Chongqing Electric Power College*, no.3, pp.75-76.
- [7] Ji Haiju (2013). Research on Ideological and political education in Colleges and universities in the new media era. *Nanjing Normal University*, no.9, pp.90-91.
- [8] Tian xuye (2014). The influence of new media on the ideological and political education of college counselors. *Chinese out of school education*, no. S1, pp.43-43.
- [9] Zhang Lu (2014). Influence of new media on Ideological and political education of college counselors. *China Press*, no.2, pp.88-89.

- [10] Ling-Ling Wu (2013). On the college counselor's innovation in ideological and political work in the new media era--Based on web2.0environment analysis[J]. Journal of Agricultural University of Hebei, no.11, pp.75-76.
- [11] Zhang Ziyu, Shen Qiang (2013). The application of Ideological and political education by college counselors in the new media environment. Jilin agriculture, no.1, pp.184.
- [12] Zhang Dawei, Shi Juhong (2015). The value analysis of new media in the ideological and political education of counselors--Based on the empirical research of some universities in Shanxi Province. China education informatization, no.3, pp.32-34.