

Research on the Integration of Ideological and Political Education with Innovation and Entrepreneurship Education in Universities under the Threshold of Convergence Media

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Abstract: In the age of Convergence Media, the economic market and social environment have undergone great changes. Convergence Media has become an important channel for humans to acquire information and communicate with each other. In this context, ideological and political educators have been committed to using a variety of means and diversified media to implement ideological and political education for the students in college and university. Meanwhile, innovation and entrepreneurship education has become a vital part of higher education in this period, laying a firm foundation for training innovative talents, facilitating the employment of college students, exploring new models for economic growth, and enhancing the economic vitality for development. Innovation and entrepreneurship education is an important breakthrough in the reform of college talent training, and the emergence of Convergence Media breaks the barrier between new media and traditional media, and further realizes the sharing and dissemination of information and resources. So, it is necessary for us to study and discuss the method and tactics for ideological and political education of college students' innovation and entrepreneurship in the age of Convergence Media.

Keywords: Convergence Media, Innovation, Entrepreneurship, Ideological and Political Education

1. Introduction

In recent years of media integration, digital technology and media integration technology have facilitated the acquisition of information and enriched the practical methods of ideological and political teaching in institutions of higher education, opening up new avenues of diversified ideological and political teaching, and are conducive to the communication between teachers and students, thus improving the efficiency of teaching. Simultaneously, the Convergence Media innovates the patterns of information transmission, expands the possibility of ideological and political education, and is conducive to the development of practical teaching of ideological and political courses in institutions of higher education [1-3].

At present, innovation and entrepreneurship courses are generally offered in domestic colleges and universities, and there exists a strong relationship between ideological and political education and innovation and entrepreneurship education. Therefore, to efficiently integrate media technology, ideological and political education with innovation and entrepreneurship education has become a key content at this stage.

2. The Problems in the Integration Process Mentioned Above.

The institutions, also with the government, take measures to encourage the cultivation of innovative and entrepreneurial talents, strengthen the cultivation of college students' abilities, and add innovative and entrepreneurial courses and competition training in the education system. In this process, education in higher education institutions is faced with several urgent problems:

Some higher education institutions do not attach enough importance to ideological and political education in innovation and entrepreneurship education, and the influence and infection of campus

ideological and political education environment are relatively insufficient, such as the implementation and publicity of supporting policies are not in place, the governance power not fully utilized, and the ideological support function of communities is weak [4].

Due to the unbounded nature of the Internet, the amount of information and the speed of transmission far exceed the processing ability of individuals, so the thinking of college students presents the characteristics of fragmentation and lack of systematic and correct values. This phenomenon is especially prominent in the flood of unfiltered information, and all kinds of views collide with information in a disorderly manner, forming a chaotic knowledge ecology, which has an unpredictable impact on college students' "three views". Different voices and arguments on Internet platforms challenge the authority of mainstream media, and students tend to adopt multi-perspective and multi-dimensional thinking modes when facing multi-culture, which scatters the power of traditional education and makes students fluctuate in the choice of values [5].

(2) The teaching staff for innovation and entrepreneurship is still relatively weak. On the one hand, theoretical teaching emphasizes book knowledge and lacks the application of practical cases. On the other hand, there are few practical teaching links, which makes it difficult for students to apply the knowledge they have learned in practical work. Some teachers lack relevant theoretical knowledge and practical experience in innovation and entrepreneurship, and the number of teachers with ideological and political education backgrounds is even less. In the process of education, ideological and political guidance is ignored. Some teachers' levels and quality of teaching also need to be improved. Innovation and entrepreneurship teachers must constantly improve their information technology level, and have both ideological and political quality and innovative and entrepreneurial skills, to continuously enhance students' innovative spirit and practical ability.

(3) Access to policies, information education, and teaching resources is not smooth, the accuracy is not high, and the coverage is not comprehensive enough. Under the background of Convergence Media, the content of ideological and political education is relatively dull and unattractive and fails to connect with students' life experience and their interests effectively, which becomes a major obstacle to carrying out ideological and political education. The monotonous content makes it difficult for ideological and political education to touch students' hearts, which affects students' enthusiasm for learning. When teachers convey the content of ideological and political education, they are often too serious, ignoring the differences of students and the diversity of thinking. When teaching ideological and political theory knowledge, teachers lack the consciousness of combining it with students' daily lives and concrete examples, which makes it difficult for students to connect abstract concepts with their own lives, and thus the practicability of ideological and political education content is greatly reduced.

Therefore, to realize the reformation of innovation and entrepreneurship education in higher education institutions, Active integration of innovation and entrepreneurship education and ideological and political education is necessary, and it is necessary to actively explore new ideological and political models and tactics in innovation and entrepreneurship courses that adapt to the characteristics of massive information and multiple communication in the era of Convergence Media, to increase the efficiency of innovation and entrepreneurship education. To solve the problems of "wide but not deep" and "integrated but not integrated" in ideological and political education. it provides theoretical and practical support [6].

3. The Path and Application Strategy: How to integrate ideological and political education with innovation and entrepreneurship education under the Visual Threshold of the Convergence Media.

It is significant to actively combine innovation and entrepreneurship education with ideological and political education, and explore new approaches to innovate the concept, content, and system of ideological and political elements in innovation and entrepreneurship curriculum. It is an effective measure to continuously improve teachers' abilities and promote ideological and political education to comprehensively lead innovation and entrepreneurship education. Only in this way, our innovation and entrepreneurship education can enable young students to improve relevant skills synchronously, and establish the right values so that they can build deep insight into the significance of innovation and entrepreneurship.

Investigate and research. It is indispensable to explore the advantages of Convergence Media such as information agglomeration, communication characteristics, operation strategy, reposition etc, and interpret the significance of Convergence Media. By expanding the boundaries of communication

channels, we improve communication efficiency, achieve the integration of ideological and political education work with internal publicity resources, media alliances, online and offline activities, integrate campus media with social media, and open up internal and external publicity platforms. While focusing on content creation and career construction, we give full play to the advantages of real-time, field, and reality three-dimensional collaborative education, and pass the ideological and political education content to the students [7]. It is important to make an in-depth interpretation of the ideological and political education of innovation and entrepreneurship in higher education institutions, further expand the new ways of ideological and political education, and create a new way of communication of ideological and political education of innovation and entrepreneurship in the era of integration media [8].

Penetrating education. Convergence Media integrates the advantages of different media to realize resource sharing. Convergence Media can rely on its cross-border communication characteristics to provide support for the smooth development of ideological and political education, especially with the richness of elements and carriers, the use of VR, AI and other advanced technologies to integrate social, cultural and other resources into the ideological and political education system. The educators can use the Convergence Media to promote the effective combination and resource sharing of the content and form of ideological and political education, so as to enhance the effectiveness and guiding power of ideological and political education. In addition, Convergence Media effectively improves the discourse system of ideological and political education through its characteristics of media transformation. Convergence Media can reduce the time cost of information transmission to a certain extent, and gradually let the audience develop a fragmented reading habit. In this context, ideological and political educators can use more concise and vivid communication methods to "integrate", edit a series of short videos of ideological and political education on the Internet and carry forward positive energy works, etc., to provide a new platform for the construction of ideological and political education discourse for college students, and further strengthen the effectiveness of ideological and political education.

From the beginning to the end of the innovation and entrepreneurship course, it should be closely associated with the relevant content of socialist core values. Colleges and universities should establish an evaluation system based on the Convergence Media platform and incorporate skills of using the Convergence Media into the evaluation system [9]. Based on students' learning data and feedback information, the educators should adjust and optimize the educational content to achieve personalized guidance. Universities should also provide interdisciplinary curricula for students, such as new media technology courses integrating computer science, to meet the needs of different students and promote communication and integration between disciplines. This process of information reinforcement will affect students from the beginning of the course to the end. It should be distinguished from the traditional curricula of ideological and political education, and strive to "moisten things silently" so that students can establish patriotic feelings and lofty values in the imperceptible process.

Case teaching. Integrating the Convergence Media into the ideological and political education means linking the ideological and political education with the media in certain forms and means, forming a joint force, providing new support for the integrated development of the ideological and political education and Convergence Media, expanding the dissemination scope of the ideological and political education content, and enhancing its guiding power and influence. Following the communication rules and development characteristics of Convergence Media, educators should take the opportunity to create mainstream media carriers of diverse forms, advanced carriers and strong competitiveness, which not only meets the development demands of this new times, but also meets the objective requirements of sustainable development of Convergence Media, and further promotes the strong integration of Convergence Media and ideological and political education in higher education institution. It is conducive to enhancing the guiding force of ideological and political in the age of Convergence Media. Exploring the inner connection and connotation of the Convergence Media and education is helpful for the majority of ideological and political educators to enhance the effectiveness and guiding power of ideological and political education.

Teachers can collect major news events, hot social issues, and typical cases at home and abroad in real-time, and conduct analysis and discussion in combination with theoretical teaching of ideological and political courses to improve the breadth, depth, and relevance of knowledge. Teachers can select the cases of socialist core values related to innovation and entrepreneurship education and teaching, hence students can learn from the cases, master the necessary skills in the profession and industry, and unconsciously determine their view of life, world outlook, and values. We should try to analyze the characteristics of Convergence Media, understand the differences among the different majors, mine the related ideological and political elements, and finally mine and acquire the related ideological and

political elements for their respective expertise. Under the environment of Convergence Media, the key to the reform for ideological and political courses is to build a comprehensive resource base, including different types of teaching materials from multimedia courseware and handouts to real-time discussion materials, video lectures, and interactive case analysis. Teachers can update the resource base for students to visit and learn. Furthermore, teachers can introduce interactive cases in the resource base in the teaching process, organize students to have group discussions and cultivate students' ability to solve problems.

Promoting learning through competition. In the process of competition, team members need to cooperate closely, solve problems together, and cooperate in the division of labor, which requires them to have good communication skills, team consciousness and cooperation spirit. By cooperating with team members, students can better understand the importance of teamwork and gradually develop effective teamwork skills. Innovation and entrepreneurship competitions can also exercise students' organizational ability and leadership. Participating in the competition requires team members to plan and arrange work tasks in an orderly manner, allocate resources effectively, and formulate clear goals and strategies. In this process, students can not only exercise their organizational and coordination skills, but also give play to their leadership potential and lead team members to achieve the team's goals. Innovation and entrepreneurship competition can also cultivate students' innovative thinking and problem-solving ability. In the competition, students need to face various challenges and problems, they need to think actively and find innovative solutions. Through mutual communication and cooperation with team members, college students can broaden their thinking, cultivate innovative consciousness, and improve their problem-solving ability. Participating in innovation and entrepreneurship competitions can also broaden the horizon of students and enhance their comprehensive quality

In the age of Convergence Media, teachers should use Convergence Media to promote students' interests in innovation and entrepreneurship, organize and carry out innovation and entrepreneurship competitions, build incubation bases, and organize entrepreneurship simulation training and special training. Meanwhile, it is necessary to optimize the structure of teachers, improve the teaching level of teachers, attract teachers with rich experience in practical projects through multiple channels to guide students to participate in innovation and entrepreneurship competitions, build a two-way education platform for teachers, and students, give full play to the advantages of the media to enhance the communication between teachers and students; guide teachers to improve their working methods and traditional thinking patterns, be good at finding innovative points in the era of media integration, and help students deeply understand the connotation of The Times of practical projects.

4. Conclusion

This paper analyzes the problems arising from the integration of ideological and political education with innovation and entrepreneurship education under the background of media integration, and puts forward corresponding solutions. Convergence Media plays an ideological leading role in innovation and entrepreneurship education, further improves the ideological and political transformation of innovation and entrepreneurship education, and enhances students' practical ability. The innovative integration of the two kinds of education can achieve positive interaction, enhance the mutual integration of the two kinds of education, cultivate talents with innovative thinking in the new era, and continuously improve the level of college education.

Under the new situation, as an emerging technology, Convergence Media can integrate the advantages of traditional media and new media, make use of the communication chain between the subject and object of information communication, change the inherent status of the subject and object of ideological and political education, and occupy a vital position in information communication. We should grasp the connotation and connection of the integration of ideological and political education with college students, constantly explore innovative strategies and methods to integrate ideological and political education with innovation and entrepreneurship education under the background of Convergence Media, make full use of the advantages of Convergence Media platform, strengthen information dissemination, interaction and supervision, and guidance to deepen the reform of ideological and political education, and constantly enrich the new content of ideological and political education. It is committed to improving the timeliness of ideological and political education for the students in higher education institutions.

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