

The Integration of New Media Technology into the Teaching of Ideological and Political Courses in Universities in the New Era

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Abstract: *In the new era, new media technology has developed rapidly, which makes information dissemination methods and pathogen transmission more abundant. In such a situation, there have been significant changes in the internal and external environment of ideological and political course teaching in universities, prompting universities to improve innovation in education and teaching, especially with the widespread use of new media technology. When teachers use new media technology to teach ideological and political courses, they should innovate their methods and explore efficient and reasonable models. Based on this, this article mainly focuses on the integration of ideological and political curriculum teaching and new media technology in universities in the new era, in order to provide theoretical reference for the smooth development of related research.*

Keywords: *New Era; Universities; Ideological and Political Courses; New Media Technology; Integration*

1. Introduction

With the development of new media technology, people's lives and learning methods have undergone significant changes, especially after the widespread popularity of smartphones. The mobile internet has developed rapidly, and traditional educational materials represented by paper textbooks are no longer able to meet the teaching needs of ideological and political courses in universities under the new media environment. Therefore, current universities are increasingly emphasizing the good integration between new media technology and ideological and political course teaching, ensuring continuous innovation and reform of teaching methods. Weibo, learning APPs, WeChat, and other platforms belong to new media platforms. By fully utilizing them in the teaching activities of ideological and political courses in universities, not only can the advantages of new media technology be fully utilized, but also the knowledge content of ideological and political courses in universities can be presented to students in a more vivid and vivid way. In this way, it can effectively compensate for the shortcomings of traditional teaching methods and create a new situation in the teaching of ideological and political courses in universities.

2. Characteristics of new media

2.1 Timely and efficient

Compared with old media, new media has broken the restrictions of time and space, ensured the constant acceleration of information content transmission, and greatly improved the influence of information content. In the era of new media, people can receive information from various regions anytime and anywhere through internet technology and electronic products.

2.2 Communication and interaction

For old media, its communication is one-way. Newspapers and television are the communicators of information content, while the people are the recipients of information. In the new era, new media technology has developed rapidly, enabling recipients of information to become disseminators of information. In such a situation, people can share their favorite and favorite information on social platforms, which has sparked heated discussions^[1]. At the same time, information recipients can discuss

the same information content on the same platform, achieving continuous collision of thinking.

2.3 Diversified presentation

New media technology has achieved diversification in the presentation of information content. In the new media environment, disseminating information can be political news, civil disputes, and entertainment news, as well as entrepreneurship, employment, and environmental protection related content. In the actual dissemination process, it can be achieved not only through a good combination of images and text, but also through audio and video methods^[2]. By presenting diverse features in this way, the actual information disseminated can be more diverse and rich.

2.4 Distinctive personality

Old media attaches great importance to the dissemination of information content, while new media pay more attention to personalized services and listen to the voice of the people. For example, Weibo has personalized settings, mainly reflected in the comment section, where people can express their opinions and fully express their thoughts and viewpoints. The personalization of WeChat is mainly reflected in the circle of friends. The people can share their feelings and status at any time. Compared with old media, the new media has a very distinctive personality and is favored by the people.

3. The importance of integrating new media technology into the teaching of ideological and political courses in universities in the new era

3.1 Realizing the integration of multiple educational resources

At present, in the process of constructing teaching resources for ideological and political courses in universities, ideological and political textbooks remain the most important carrier. For the knowledge of ideological and political courses, their authoritative and systematic characteristics are very obvious. However, based on the analysis of knowledge point updates, the speed is relatively slow, resulting in low timeliness of the knowledge content in the textbook. When universities carry out ideological and political course teaching, teachers overly rely on textbook content, resulting in a relatively single teaching content and lack of good interaction with students. With the rapid development of new media technology, a good combination of this technology and ideological and political course teaching can fully reflect the visibility characteristics of the ideological and political course knowledge content, ensure that education and teaching activities are carried out through WeChat official account, as well as the richness and diversity of teaching resources, in order to realize the upgrading and transformation of ideological and political course teaching. At the same time, paper textbooks mainly rely on images and text to disseminate knowledge points. New media technology can achieve the transmission of information through audio, video, and images. Therefore, the presentation of information is dynamic, which can greatly enhance the infectivity and attractiveness of the teaching content of ideological and political courses in universities. In the rapidly developing environment of new media technology, teachers need to innovate teaching methods, ensure a good combination of diverse teaching resources, and meet the actual needs of ideological and political courses in universities^[3].

3.2 Strengthening two-way interaction between teachers and students

Under the traditional teaching method of ideological and political courses in universities, teachers mainly use large class teaching methods. Therefore, there is relatively little interaction and communication between teachers and students. In addition, classroom time is limited, and the two-way interaction between teachers and students will be affected by factors such as time and space. At the same time, the communication and interaction methods and means between the two parties are relatively single^[4]. However, in the context of the rapid development of new media technology, applying this technology to ideological and political course teaching activities allows teachers to fully utilize learning apps and WeChat in classroom activities, strengthen good communication between teachers and students, and not be constrained by factors such as time and space. For new media teaching platforms, they usually have a message function, which enables timely communication and communication between teachers and students. In this case, teachers can more accurately and timely grasp the ideological and learning status of college students. Only then can they carry out targeted ideological and political course teaching activities based on the personalized characteristics and actual

development of college students. In addition, for ideological and political education platforms, college students can also search for keywords to find suitable learning content, or seek help from teachers anonymously. Therefore, in current ideological and political course teaching activities in universities, college students will have a stronger sense of participation, which can create a good and harmonious teaching atmosphere. Through learning specific knowledge points, college students are encouraged to actively participate in specific activities, so as to achieve a good combination between new media technology and ideological and political course teaching^[5].

3.3 Meeting the comprehensive development needs of college students

When universities carry out ideological and political education activities, the application of new media technology can help college students establish correct concepts, enhance their sense of responsibility and mission, and help them establish a sense of morality. This is an important component of the comprehensive literacy that college students possess, and also a fundamental condition for promoting their comprehensive development^[6]. The formation of these health awareness mainly relies on the important role played by the teaching of ideological and political courses in universities. Therefore, in the current teaching activities of ideological and political courses in universities, teachers should prevent college students from being influenced by negative thoughts in society. Through specific educational and teaching activities, college students can form a positive attitude, establish a healthy and friendly concept, and continuously improve their sense of mission and responsibility, so that they can put all their energy into the process of learning professional knowledge, in order to achieve significant improvement in professional and comprehensive qualities^[7].

3.4 Better expression of the demands of the times

In the past educational conditions, the teaching content and methods of ideological and political courses in universities were relatively dull and boring, and the updating speed of their content was relatively slow, especially the lack of timely supplementation of current political information, resulting in the inability of ideological and political course teaching to fully showcase the demands of the times in a timely manner. However, by combining new media technology with ideological and political course teaching, the application of new media technology can achieve better integration of more teaching resources, fully leverage its advantages, and timely supplement current political news in ideological and political course teaching activities, so as to strengthen education for college students, and fully meet their learning needs.

4. The integration and changes of ideological and political curriculum teaching and new media technology in universities in the new era

In the new era, universities should integrate new media technology into the teaching of ideological and political courses, and clarify the specific changes that have occurred, in order to ensure actual teaching effectiveness, and cultivate the ideological and political literacy of college students.

4.1 Modernization of teaching philosophy

In the new era environment, in the process of combining new media technology with the teaching of ideological and political courses in universities, teachers should pay attention to the use of mobile electronic devices, search for more teaching resources anytime and anywhere, and receive new educational concepts, in order to comprehensively understand and master the teaching logic behind various teaching methods. With the development of new media technology, the teaching philosophy of many teachers in universities has undergone significant changes. In this situation, more teachers have changed their teaching methods and models, transitioning from traditional indoctrination teaching to student-centered teaching. Under this new model, college students can mobilize their own learning initiative and enthusiasm, and teachers should also play the role of organizers and guides in actual teaching, playing the role of organization and guidance. Under the practical guidance of the teaching philosophy of ideological and political courses, most teachers in universities have realized the importance of the teaching task of cultivating morality and cultivating talents in actual teaching. In this way, teachers can strengthen the participation of college students in the teaching activities of ideological and political courses. Therefore, teachers' teaching philosophy should be constantly updated, fully pay attention to students' development demands, and combine with students' personalized

development needs, in order to ensure the implementation of the principle of cultivating morality and talents, and fully integrate it into the teaching activities of ideological and political courses.

4.2 Diversified teaching methods

In the traditional teaching of ideological and political courses in universities, teachers often use indoctrination methods, causing students to be in a rigid and boring environment, resulting in low learning desire and enthusiasm. In the new era environment, after a good combination of new media technology and ideological and political curriculum teaching, teachers can innovate teaching methods, stimulate the learning enthusiasm of college students, and strengthen teacher-student interaction, in order to create an active and flexible classroom environment, and achieve better teaching quality and effectiveness. In the teaching activities of ideological and political courses in colleges and universities at this stage, teachers often use micro classes, flipped classroom and other methods, through the use of Internet technology to provide students with very high-quality resources, and achieve a good combination of audio, video, pictures and other aspects. Students can watch teaching videos before class, and think about and discuss the homework reserved by teachers. In the teaching activities of ideological and political courses, teachers and college students can communicate on reserved issues and continuously encourage college students to express their ideas and viewpoints. With this approach, teachers should listen to the ideas of college students, on the one hand, to help them internalize their knowledge points, and on the other hand, to strengthen guidance for college students and ensure the full implementation of the task of cultivating morality and talent. With the development of new media technology, many new teaching methods have emerged. Through such teaching methods, not only can a harmonious teaching environment be created, but also boring and dull classrooms can be transformed into more relaxed and free to achieve better results.

4.3 Diversified teaching evaluation

In the new media environment, there have been significant changes in both teaching concepts and methods, which will also promote the diversification of teaching evaluation for ideological and political courses in universities. In traditional teaching activities, teachers' evaluation methods are relatively single, mainly relying on exams to evaluate college students. However, with the development of new media technology, teachers' teaching concepts are changing, and most teachers have realized that traditional evaluation methods have certain limitations. For the teaching activities of ideological and political courses in universities, the main purpose is to regard moral education and talent cultivation as the fundamental task, emphasizing the cultivation of comprehensive and outstanding talents. In the specific teaching evaluation process, if teachers use exam results to evaluate college students, it is unfair and can also lead to a dampening of their enthusiasm and enthusiasm. Therefore, in actual evaluation, teachers should shift from valuing results to valuing processes, and the evaluation mechanism should transition from singularity to diversification. In this way, teachers can evaluate college students from multiple aspects, allowing them to ensure the full implementation of the task of cultivating morality and promoting the overall development of college students under the actual guidance of teachers.

5. Strategies for integrating ideological and political curriculum teaching and new media technology in universities in the new era

5.1 Constructing a new media teaching platform for ideological and political courses in universities

In the new era environment, new media technology has developed rapidly. Therefore, when universities carry out ideological and political course teaching activities, they should combine them well with new media technology, continuously enrich teaching content, build new media teaching platforms, and meet the diverse learning needs of college students. Based on the analysis of the current situation of ideological and political course teaching in universities, it is very important for universities to focus on exploring new media teaching platforms. Through the continuous integration and good connection between the new media teaching platform and the teaching content of ideological and political courses, specific content can be presented through information technology methods, especially for key and difficult knowledge. Through the new media platform, these knowledge can be more vividly and intuitively presented to students. In addition, in the process of building a new media teaching platform, universities should pay attention to fully exploring the functions of independent

exploration and interactive communication. In this way, not only can teachers implement diverse methods in place, but also college students can strengthen interactive learning and self-directed learning based on specific learning progress, so that their personalized needs can be met. This not only facilitates teachers and students, but also provides services for them.

5.2 Innovative teaching methods for ideological and political courses in universities

When teaching ideological and political courses, teachers should pay attention to innovation in teaching methods. Only in this way can they attract more college students, concentrate their interests and attention, and ensure the comprehensive development of teaching activities. This plays an indispensable role in cultivating college students' ideological and political literacy and comprehensive literacy. Especially in the current environment of rapid development of new media technology, teachers need to have a comprehensive understanding of new media technology from multiple aspects, achieve a transformation of their teaching philosophy, and ensure keeping up with the times to closely adapt to the pace of the times. In the current teaching activities of ideological and political courses, teachers should implement the principle of putting students first, ensure the teaching quality of ideological and political courses, and significantly improve the moral literacy and ability of college students. Under the practical influence of new media technology, teachers should constantly innovate teaching methods in ideological and political courses, and choose video teaching topics in classroom activities based on the specific situation and development needs of college students. In this process, teachers require college students to watch and think about the video content, identify problems, record problems, analyze problems, and continuously deepen the impression of college students through this method, constructing a comprehensive knowledge structure system of ideological and political courses. In addition, teachers should also combine textbook content with video content well during teaching, pay attention to summarizing specific knowledge points, and provide timely answers for college students when they encounter knowledge blind spots. Through systematic and targeted training for college students, they can discover more suitable learning methods for themselves.

5.3 Strengthening the interaction of ideological and political education in the new media environment

In the current context of the new era, teachers should pay attention to the good combination between new media technology and ideological and political course teaching, fully leverage the role of new media technology, and continuously enrich the content of ideological and political courses, in order to achieve innovation in teaching methods, and ensure the smooth development of rich and diverse practical activities. Only in this way can college students actively engage in specific learning, stimulate their enthusiasm for learning, and mobilize their learning initiative. On the one hand, teachers can arrange learning tasks online and use methods such as online roll calling, leaving comments, evaluation, and voting to strengthen continuous communication and interaction between teachers and students. On the other hand, in the teaching activities of ideological and political courses, teachers should pay attention to the use of new media platforms and organize offline communication activities, so that college students can share their learning experience and gains. In addition, universities can also develop apps specifically targeting ideological and political education for college students based on their own actual situation. Through such apps, current political hotspots, social practices, and communication and interaction functions can be reflected, not only monitoring the development and ideological status of college students, but also emphasizing the monitoring of online public opinion. In this way, good interaction between teachers and students can be strengthened to ensure the quality and effectiveness of ideological and political education.

6. Conclusion

Based on the above analysis, with the rapid development of new media technology, teachers in universities should have a comprehensive understanding of the various changes that have occurred in the teaching environment of ideological and political courses under the background of new media technology, pay attention to the reflection of the functions and effects of new media technology, and integrate it with ideological and political course teaching, so as to meet the learning needs of college students and achieve continuous innovation in teaching methods, which can ensure the teaching quality and effectiveness of ideological and political courses. In the new era environment, in the teaching process of ideological and political courses in universities, it is necessary to achieve a good

combination with new media technology and meet the comprehensive development needs of college students.

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