

Exploration on the Reform Path of College Ideological and Political Education Based on the New Media Era

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ABSTRACT. *In the context of the new media era, ideological and political education in colleges and universities faces great challenges. In order to continuously innovate ideological and political education in colleges and universities, it is in line with the needs of new media for political education in the new era of social development. This paper summarizes the characteristics of the ideological and political education of college students under the background of the new media era and the new media era, points out the dilemma of ideological and political education in the new media era, and puts forward the reform and innovation of network ideological and political education in the context of the new media era. path.*

KEYWORDS: *The new media era; Ideological and political education in colleges and universities; Teaching reform*

1. The concept of new media era and the characteristics of ideological and political education

1.1 Overview of the New Media Age

The new media era is traditional media, and new media is an ever-changing process and concept. It is a form of media developed by traditional media such as radio and television. Through the network information technology, mobile phones, computers, mobile clients, and the media form of communication and sharing for users[1], the new media era can also be called digital media. With the rapid development of the Internet today, new media has been constantly changing and developing with the media. Science and technology have promoted the development of media formats. The new media in the past were television and radio, and today's new media are WeChat, Weibo and others. Social networking sites, etc., new media have advantages and disadvantages in terms of ideological construction.

1.2 Characteristics of Ideological and Political Education in Colleges and Universities under the Background of New Media Era

1.2.1 Massive expansion of ideological and political education content

Based on Internet technology and digital information technology, the new media can receive and disseminate the most cutting-edge information in the world in a timely manner, covering a wide range of content and rich content, which has brought profound influence to the ideological and political education of colleges and universities[2]. New media can not only provide educators with the most advanced educational theory information, but also help to broaden the learning style of college students, so that the teaching efficiency is greatly improved. At the same time, the new media has completely broken the limitations of traditional media in terms of time and space. Through computer networks[3], texts, pictures and other information are transmitted at the fastest speed, and a large amount of information is provided for students to selectively browse anytime and anywhere. This is obviously more in line with the information needs of students, the communication and communication between different information has become more smooth.

1.2.2 Instant sexual transmission

In the process of dissemination, new media information eliminates cumbersome intermediate steps, which greatly increases the speed of communication[4]. The audience can grasp the latest information and communicate effectively in the first time. University educators can also carry out ideological politics to students through the Internet platform. Education and behavioral guidance. Since the new media is not limited by time and space, it can effectively guarantee the richness and timeliness of the ideological and political education content of the network. On the one hand, students can easily and quickly obtain information that meets their

professional learning needs, and the learning process is more interesting and proactive. On the other hand, educators can rely on the new media platform to effectively disseminate new ideas to students and show new ways. The positive value orientation of the media.

1.2.3 Diversified teaching

The biggest feature of new media is that it has changed the single mode of traditional information dissemination, making the information dissemination more extensive. The emergence of new micro-medias such as WeChat and Weibo, which are popular among students, makes classroom teaching no longer a single classroom lecture. The main position of students is more prominent and the educational effect is better[5]. New media can show students blunt and incomprehensible expertise in a more diverse form. By establishing a combination of online and offline modes, students' professional learning interest and efficiency are greatly improved.

2. Under the background of the new media era, it will bring difficulties to the ideological and political education in colleges and universities.

2.1 Bad information affects student values

The network is characterized by extreme openness and virtuality. With the gradual increase of network platforms, more and more network cultures and values that are harmful to students' physical and mental health have quietly sneaked into the network information system. College students have shallow social experience, are susceptible to new things[6], and have high acceptability, which leads to malicious distortion of values and affects students' growth. The virtual nature of new media makes market supervision more difficult and content communication more difficult to control, which brings greater challenges to ideological and political education in online colleges and universities. We often see that many college students indulge in the online world all day, indifferent to real things, utilitarianism and hedonism, are the manifestations of the negative impact of new media.

2.2 Objective environment increases the complexity of ideological content

At present, social public opinion assimilation is gradually intensifying, and the penetration trend of foreign values and ideology is constantly strengthening[7]. As the main recipient and user of new media, college students often bring their own values and orientations due to lack of certain discriminating ability. Partial, causing confusion in values. In addition, the lack of faith has become increasingly prominent, as more and more college students have blurred their recognition of their outlook on life and values, resulting in a moral decline. The massive content of new media dissemination has made many false information and vulgar information indiscriminate, which makes the selection of educational content more difficult. The virtual nature of the network has caused some students to gradually move away from real life and hinder students from forming a sound personality and comprehensive development.

2.3 The lack of pertinence in ideological and political education due to multiple ideas

The continued development of new media is bound to have a broader impact on people's social life. In response to the development of globalization and the changes brought about by new media, universities must propose and implement new educational goals[8]. However, most colleges and universities have not yet formed a new and effective educational method in the face of such changes. In addition, the differences and diversification of college students in ideological and political literacy and value pursuit also put forward higher requirements for the content of ideological and political education in colleges and universities.

2.4 New media communication weakens the authority of ideological and political education in colleges and universities

In the era of new media, "the emergence of new media enables each individual to communicate on an equal footing, and the collision of mutual views also makes college students' thinking more active." That is to say, in the context of the new media era, information dissemination channels are broadened, and students are small. A simple "recipient of information" can also assume the role of "information communicator"[9]. The ideological and political curriculum is also a teacher's "one-word hall", but an "interactive" classroom for teachers and students. In this kind of classroom, college students can realize the role transition between "educator" and "educator". Therefore, the transformation of the one-way output of the mountain into a two-way interactive

educational communication mode has stimulated the vitality of ideological and political education and weakened the authority of the ideological and political education classroom. In addition, the new media era has led to the gradual weakening of the content of educational communication.

2.5 Campus media supervision mechanism is not yet sound

Under the background of the new media era, the ideological and political education of colleges and universities is close to the network technology[10]. In the virtualized network world, college students can communicate anonymously in any way they like. This gave the university students a wider range of learning from the mountains, but also led to the loss of social responsibility of some college students. The small "responsible state" published a malicious negative or even a personal attack on the "keyboard man" emerged in large numbers. In this case, college students whose information screening ability needs to be improved are affected by negative influences only as recipients. They may even become the disseminated misconceptions of communicators, and may even be used by Xiaoliang, leading to criminal incidents of college students.

3. The path of ideological and political education reform in colleges and universities in the new media era

3.1 Deepen the education of socialist core values

The new media era objectively demands the timely updating of the ideological and political education concept of colleges and universities. Colleges and universities should increase the development and update of network technology, optimize the content of ideological and political theory in light of the actual development needs of contemporary college students, and realize the goal of network ideological and political education[11]. The 19th National Congress of the Communist Party of China proposed to start from strengthening the ideological and political identity education of the network, comprehensively optimize the content of ideological and political education in colleges and universities, and strengthen the education of ideological and political morality and socialist core values. Colleges and universities are the main fronts of socialist ideological and cultural exchanges. College students are in the critical period of shaping ideological concepts, and are easily affected by negative network information and bad social thoughts. Therefore, colleges and universities must strengthen their own political positions and, according to the party's guiding principles, cultivate the political consciousness, the overall situation consciousness, the core consciousness and the alignment consciousness of college students.

3.2 Integrate with the times to enter the campus culture

Campus culture is a unique developmental spirit with a high sense of identity. It embodies the characteristics of a school and the concept of educating people. It plays a very positive guiding role in the growth of students. First of all, in the content of network ideological and political education, we must pay attention to the dissemination of advanced network culture content, build a harmonious network world, promote the mainstream culture of the society, and satisfy the spiritual pursuit of students in seeking new ideas and seeking differences. Secondly, we must fully integrate and Utilize existing cultural resources[12], increase publicity through new media platforms, actively carry out meaningful cultural activities, and cultivate students' innovative spirit and pioneering spirit. Focusing on the "One Belt and One Road" development strategy and the "Beautiful China Dream" and other political issues, college students will strengthen their understanding and participation in the national policy, and cultivate students' sense of honor in their home countries. Finally, they need to improve their mental health education mechanisms. In teaching, students attach importance to the cultivation of psychological adaptability, willpower and personality.

3.3 Improve the level of network media literacy of college students

The influence of the wide dissemination of new media on the ideological concepts and behaviors of college students is obvious to all. Colleges and universities must strengthen online media literacy education, disseminate online media literacy knowledge through ethical education, laws and regulations education, and enhance the media literacy ability of college students, so that they can learn to face problems encountered in social life with scientific and rational thinking. Network media literacy refers to other capabilities besides the basic skills of using the network, including information identification and judgment, interpretation and use. Under the impact

of network multiculturalism, college students' learning life has added more fun, and students' access to information has become more extensive. In this case, cultivating students to form a good network media quality will often establish correct students. Values have a strong guiding and restraining role, improve students' self-monitoring ability and negative information resistance, and promote students' healthy growth.

3.4 Build a new model of online and offline unified ideological and political education

Increase investment in technology and use frontier information technology to consolidate the main channel status of ideological and political education classrooms. In the new media era, VR, MR and other technologies are developing at a rapid pace. Various types of education, such as the eight PPs, have sprung up in succession. Major universities should increase capital investment, introduce advanced equipment and technology, and promote the media and ideological and political classrooms. . At the same time, major universities should change the expression of teacher-led role from unilateral and preaching to guiding students' ideological and political learning. In other words, major universities should promote the transformation of teachers from the role of "teacher" to "leader". Enhance the leading role of teachers in ideological and political education. However, it is also possible to neglect the subjectivity of students. You can use the "quiet classroom" to teach online learning methods such as eight PP, so that teachers and students have equal voice in the ideological and political theory classroom, and realize offline classroom communication and online communication. Constructing a system to build a new model of ideological and political education in colleges and universities. In addition, colleges and universities can also enhance the content of ideological and political education by introducing quality ideological and political education products. The real quality education products must be in line with the students' reality. The major colleges and universities can use the student unions and the students of the Youth League Committee as the carrier. They should first train them as the "educators" and "communists" of the students. The relationship between the school management and students will provide an in-depth understanding of the actual needs of students and timely feedback, promote the hierarchical and three-dimensional development of campus media, adapt ideological and political education products to diverse information reception scenarios, and promote the ideological and political education products of campus media. The process of reforming, improving the pertinence and effectiveness of ideological and political education in colleges and universities.

3.5 Improve the supervision mechanism of campus new media management

Major universities can implement professional and efficient information review institutions by implementing the real-name system of campus media, and improve the function of reporting by the masses, thus strengthening the control of media information. At the same time, major universities should also formulate relevant norms to reduce the occurrence of student network small civilizations, such as: small browsing of yellow websites, small dissemination of small legitimate speeches, and the development of a matching disciplinary system to include the use of campus media in the scope of the quantitative assessment system. Incorporate binding force into the school motto, build a campus culture environment of network civilization, and promote the in-depth development of ideological and political education in colleges and universities, and achieve the goal of cultivating "four-owned" citizens. In addition, we must make full use of the surrounding information resources to optimize the new media information environment. The optimization of the new media information environment requires the whole society to work together. Not only should the school study in depth how to integrate ideological and political education into the new media's communication path, the government should also strengthen the monitoring of mass communication and formulate corresponding laws and regulations to create The correct direction of public opinion provides a healthy and uplifting environment for ideological and political education for college students. At the educational level, teachers must constantly innovate and improve educational methods and means, fully mobilize students' enthusiasm for studying ideological and political courses, guide students to form correct values, improve students' ability to distinguish false information, and guide students to consciously eliminate bad information. Intrusion, subjectively further optimize the new media information environment.

4. Conclusion

Under the new media era, the ideological and political education of colleges and universities must adhere to the principle of content optimization, starting from the aspects of network cultural quality education and media literacy education, strengthen the cultivation of students' ideological and moral awareness and network legal awareness, fully integrate and utilize Some educational resources, innovative educational approaches and methods, improve the level of online ideological and political teaching.

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