

The Development Strategy of Self-media in the Ideological and Political Education of University Students

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ABSTRACT. *With the continuous advancement of science and technology, network technology has become more and more developed. In the context of the multimedia era, self-media has also developed rapidly, and self-media has also penetrated into all aspects of social life. As the greatest support force of new things, self-media is also very common on university campuses, and has even attracted the attention of academia. The new impact brought by the functional advantages of online media on ideological and political education of university students is mainly discussed in this paper, which also points out the current challenges faced by ideological and political education of university students, and proposes measures for self-media to play a role in ideological and political education of university students.*

KEYWORDS: *Self-media, ideological and political education for university students, Influences, Application*

Self-media announces the arrival of the era of personal communication, and also has a profound impact on public opinion. The maturity of self-media has opened up a new way for the ideological and political education of university students. In the new era, the ideological and political education of university students should also keep pace with the times to meet the needs of social development. Facing the task under the background of media education strategy research, ideological and political education workers must deeply understand the importance of self-media to the ideological and political education of university students.

1. Intrinsic association of self-media and ideological and political education

1.1 Self-media communicates with some functions of ideological and political education

Media first appeared as a technical means of information dissemination in China, and later played the social role of public opinion supervision. In the West, the use of self-media is mainly reflected in the value of civic education. In China, the application of self-media in colleges and universities mainly emphasizes that self-media improves traditional ideological education methods, narrows the distance between teachers and students, and promotes the improvement of teachers' professional skills and qualities, as well as improve teachers' thinking level. Due to the application of media in colleges and universities, university students are not restricted by the time and space of the platform, and they can freely and independently post comments and related information to achieve public opinion evaluation, information sharing, self-education and ideological and political education. It has the functions of moral guidance, timely communication and information sharing.

1.2 Similar elements of educational process

Self-media has similar characteristics to the elements of educational process. The information transmission method of self-media is the same with that of ideological and political education, and the media of transmission also have similarities. For example, self-media and ideological and political education have elements such as theme, content, channel, or carrier and object, and information dissemination also requires corresponding carrier. In addition, the development process of ideological and political education also includes teaching content, educational method and elements, which are similar to the content elements of self-media. Therefore, the process elements of self-media and ideological and political education are very similar.

1.3 Network security mechanism

Ideological and political education has promoted the functional innovation of self-media. The content of

ideological and political education often reflects the mainstream ideas and values of contemporary society, as well as the focus of social attention and the latest social trend. As a carrier and method of ideological and political education, self-media communication content will be constantly updated. Secondly, ideological and political education has enhanced the social education function of the media. As an important social education method, ideological and political education transforms individual “natural person” into collective “social person”. Although self-media emphasizes the self, freedom and spontaneity of the transmission theme, from the perspective of ideological and political education, self-media also integrates people into society through the dissemination of information. The continuous communication between the communicator and the information audience is a reflection of the integration of human social activities.

2. The function advantages of self-media provide opportunities for the ideological and political education of university students

2.1 Education carrier of self-media realizing information sharing

In traditional ideological and political education, educational resources are uneven, and the status of both parties is unequal. As a new carrier of ideological and political education, the media overcomes the limitation of traditional ideological and political education media. With this ideological platform, the person in charge of ideological and political education in colleges and universities can better exchange and share learning resources and provide more information, richer content and more timely information for the smooth development of ideological and political education.

2.2 Instant comment function of self-media's realizing public opinion guidance

Under the traditional ideological and political education model, the trainees can only passively accept the information transmitted by teachers, and lack effective communication and interaction method. Teachers does not understand what kind of information the trainee needs, and the effect of ideological and political education is very unsatisfactory. After the self-media application, trainees can make timely comments through the instant comment function information, and teachers can also respond in time, so as to better realize the public opinion guidance effect of ideological and political education.

2.3 Precise push function of self-media realizing supervisory feedback

Self-media has rich content and themes, from national current affairs and social life trivia and personal emotional experience. Firstly, this information is filtered with obvious autonomy and timeliness network operators, and then their media users is realized for self-media users' reading, commenting and forwarding, quickly and effectively disseminating the information of events. Ideological and political education can combine the characteristics of self-media, timely disseminate the content of ideological and political education, screen and supervise the content of information in a timely manner, and realize the supervision of university students' behavior standards and campus moral education construction.

2.4 The dilemma of self-media in the application of ideological and political education of university students

The application of media promotes the improvement of ideological and political education concept. The media is a double-edged sword, which brings opportunities and challenges to the ideological and political education of university students. Traditional ideological education and thinking methods are no longer adaptable, and reform must be carried out. University media provides a broader platform for university students to express their views and feelings, so that they can fully exert themselves and realize their self-worth in the information age. It subverts the dominant position of traditional teachers and realizes real-time interaction between teachers. Therefore, teachers of ideological and political education need to change their concept and role. In addition, self-media has changed the situation of traditional university students' lack of ideological and political education resources. With the active public opinion, the resources and themes of ideological and political education have become more abundant and typical. With the help of the media, the ideological and political education of university students will break the traditional situation and bring the two sides closer.

3. Strategy of the ideological and political education of university students under self-media

3.1 Innovating the management methods, means and carriers of ideological and political education

Firstly, we need to innovate on the legal and institutional level, establish and improve laws and ethics in the Internet field, restrict speculative vulgar business and entertainment. Secondly, carry out technological innovation and identify false information through technical means to provide “hidden protection” information for young people of different ages. The portal should establish the media that is appropriate for youths to watch, and categorize and publish cultures that do not like to read identity information, filtering information or blocking harmful information. Thirdly, government departments and universities should change their idea, standpoints, expand work areas, expand working space, create a good environment for the expression of voice, and gradually reduce the loss of right of speech due to such changes. Fourth, handle the relationship between “guiding” and “counseling” from the source, actively eliminate scattered negative public opinion, and prevent the expansion of the social impact of false public opinion.

3.2 Construct rich expressions of ideological and political education

Self-media is based on Internet technology and has formed a kind of magical culture. Zero distance, barrier-free, and virtualization make it easier to spread and spread cultural charm. However, the traditional indoctrination, rigid teaching style, and explicit education language are no longer accepted by the Internet, and even hated by university students. In the context of network culture, what we need is a variety of expressions that are simple and profound, innovative and inherited, rooted and integrated, rooted and developed. In addition, the synergy of network culture and various comprehensive effects should be emphasized, constantly innovating and expanding capabilities and forms of ideological and political education, using new media products to develop new forms of expression that are easily accepted by university students, such as animation and micro-film, to do the work of ideological and political education of university students well.

3.3 Exploring new expression strategies for ideological and political education

Self-media is virtual, and the virtual network relationship is different from the real interpersonal relationship. It is not only a mirror image of the exchange of ideas and culture, but also a reflection of the times. Administrative personnel should have the ability to learn from others, establish various media interfaces, and establish public opinion release theories and public opinion guidance. Comment on public opinion timely, resolve negative public opinion and clarify false public opinion, make full use of the psychological experience of the audience, study the psychological state understood by educators, and form a wide public participation environment and orderly interaction, which can play the important role of self-media in improving the ideological education of university students in online teaching.

3.4 Carrying out ideological and political education effectively from the attention

Because media opinion carries a huge, dynamic and impact force, we must vigorously train workers, scholars, commentators and journalists. Leaders guide and control the public opinion of participants, and open up a “broad view” of ideological and political education. They respond enthusiastically to ideas, cultural concepts and events. On the other hand, the development of resources should be emphasized and innovated in form and content. The form should follow the students’ vision, respect for gender, establish a new type of information exchange and expression, understand and get the voices of different groups through the self-media platform, realize complete discussion and free discussion process, to achieve targeted, equal exchange and increase each other’s communication methods. And the content spread by self-media should be actively purified and corrected, using the self-media platform to demonstrate the theoretical confidence and road confidence of China. Only in this way can the numerous “self-media” micro-powers represented by Weibo condense into a powerful ideological force and push ideological and political education to a new level.

4. Conclusion

As an emerging information platform, self-media has a very significant impact on the ideological and political education of university students, and provides a new way of education for university students in the new era. It not only enriches the means and carriers of ideological and political education, but also provides a bridge

between educators and educatee. We must actively grasp and use self-media to improve the ideological and political education of university students.

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