

The influence of mobile media on ideological and political education in colleges and its countermeasures

Ji yuxi

Heilongjiang Bayi Agricultural University, Daqing Heilongjiang 163319, China

ABSTRACT. *In modern society, with the sharing of network information, the functions of mobile phones continue to expand. While mobile phones are convenient for people's lives and work, they also have a great impact on people. Especially after the epidemic, major schools have adopted online courses one after another. And the new synonym for online courses is increasingly recognized by everyone. Faced with the widespread use of mobile media, mobile media has brought great opportunities and challenges to college students' ideological and political construction. Strengthening the construction of mobile media platforms by major colleges has become a topic of great concern.*

KEYWORDS: *Mobile media, Ideological and political education, Influence*

1. Introduction

With the continuous development of intelligent devices, mobile phone media has become an important medium for people to ingest information and to communicate. The smartphone has already changed the way of learning and lifestyle of contemporary college students. Diversified information acceptance has subtly changed the college students' thinking and life outlook. In response to this phenomenon, college ideological and political educators should actively analyze the impact of the use of mobile media on current ideological and political education of college students, which will improve and strengthen the ideological and political education of college students.

2. The relationship between mobile media and ideological and political education

First, the characteristics of mobile media

As a means of dissemination of new media, mobile media has gradually become a favorite way of information communication due to its advantages in timeliness, flexibility, convenience, and mobile interchangeability. Mobile media is mainly used in mobile phones, tablets and other aspects that are small-sized, easy to carry, and searching for useful information anytime, anywhere. Mobile media can be stored in a variety of forms, and can store video, audio, and text. It is also possible to realize information exchange through application software. Mobile phone media is not like computer media, you must use a network card, wireless WIFI, etc. Mobile phone media can be used anytime, anywhere, as long as there is a mobile signal, and you can get the information you want anytime, anywhere. The application of social software in mobile media makes the communicator of mobile media an independent individual, and everyone can use the information as a carrier to express their opinions and their own views. Through We-Chat, blog and other related accounts, mutual sharing of network resources is formed.

Second, the development trend of mobile media

With the advent of the 5G era, the continuous development of artificial intelligence equipment and the Internet technology is applied continuously. As a dissemination medium for new media, mobile phones will continue to increase the speed of communication to achieve the timeliness of information and to meet the needs of users. In addition, people's requirements for smart phones continue to increase, and users' requirements for mobile phone application software continue to expand. To a large extent, mobile phones have replaced computers, TVs and other related equipment. People can use mobile phones to operate office software, use mobile phones to remotely control home appliances, use mobile phones to edit video and audio, and use mobile phones to attend classes. While mobile media enriches people's leisure activities, it also brings a lot of convenience to people's lives. As a communication tool, mobile phones have enriched people's social interactions. People have expanded their social scope through various application software. Mobile phone media has enabled humans to enter the era of the entire network.

Third, the connection between mobile media and ideological and political education

As a dissemination medium of new media, mobile media has provided a new platform for college students' ideological and political education and has become a new carrier of ideological and political education. Using mobile media can easily and conveniently obtain massive information resources. Students accept multifaceted, complex and diverse knowledge. There are not only excellent political ideas, but also a few incorrect ideas. Therefore, it is necessary to link mobile media with ideological and political education to guide students to establish a good life value system and to guide students in the correct political direction. The mobile media has changed the traditional education, which is teaching by example, learning in the formality way, and learning textbooks. Mobile media has made university students' ideological and political education work flexible and changeable. Educators use mobile phone media as a communication medium to spread ideological and political education to more people and increase the audience, which let ideological and political education combine the characteristics of the times and meet the development requirements of the times.

3. Mobile media is a double-edged sword in ideological and political education

The emergence of mobile media has changed people's daily habits. Therefore, with the continuous development of mobile media, people's education methods are constantly changing. Mobile media is gradually applied to the field of education, such as online courses. How to reasonably apply mobile media to ideological and political education has become a research topic.

First, the opportunities brought by mobile media for ideological and political education

Before the Internet was widely used, the traditional education model was teachers spreading the contents of books and a series of auxiliary information in the classroom for students. It requires the teacher to look through a large amount of information, which is time-consuming and may miss the important content. The continuous application of mobile media makes it more and more convenient for students to acquire knowledge. Whether it is class, homework or homework, it is very convenient. People no longer need to spend a lot of time and energy to master the knowledge they have obtained. Today's students cannot study or work without mobile phones. But how to use the mobile phone correctly? It has become a topic that people focused on. Ideological and political education is a compulsory public course for major colleges, whether it is engineering, liberal arts or art subjects. The teaching content is boring and the courses are single. An excellent educator can understand the hot events that occurred at that time through mobile media, and integrate ideological and political education according to the timeliness characteristics of mobile media, which makes ideological and political lessons lively, interesting, and attract students' interest.

Second, challenges brought by mobile media to ideological and political education of college students

Due to the diversification of online information, it is difficult for college students to ingest information on mobile media. A variety of ideas requires contemporary college students to choose. Distinguishing between good and evil has become a test of contemporary college students by mobile media. It is also a new challenge to college students' ideological and political education. In the process of ideological and political education, using mobile phone media as a communication medium, teachers cannot ask everyone, and they cannot keep abreast of students' mastery. Mobile phones are a communication tool without language and emotion. In the process of ideological and political education, many problems have arisen. But we should also develop some valuable social platforms based on this feature. Due to the anonymity of mobile media, schools can hide their anonymity through the internet to let students open their hearts. At the same time, different social activities can be carried out according to students' interests and hobbies. Let college students have fun and allow mobile media to develop long-term in college students' ideological and political education.

4. How to use mobile media to improve and optimize ideological and political education

The mobile media's characteristics are flexibility and portability, which allows students to access internet anytime, anywhere. While bringing convenience to people's lives, it also causes excessive information. The pronouns, "low head" and "thumb control" appear more and more in people's daily lives. How to use mobile media to improve ideological and political education has become a compulsory subject.

First, the shortcomings and deficiencies in the construction of mobile media websites

In the process of ideological and political education in colleges, the construction of mobile media platforms is too simple, and some colleges do not complete the construction of official blog and We-Chat. We-Chat public accounts are even more diverse, including schools, youth league committees, student unions, and various

societies. The platform cannot push messages in a timely manner, and at the same time, the content of the platform is even less interesting. As far as ideological and political education is concerned, ideological and political education itself is boring and tasteless, the knowledge in the textbook alone cannot increase students' interest in the platform, and may even produce a sense of exclusion. The construction of the ideological and political education platform should be combined with contemporary hot news for political education. The contents of the platform is more interesting and unique. Changing the seriousness of ideological and political education can be close to the daily lives of students.

Second, strengthening the construction of mobile media in colleges

Major colleges should strengthen the construction of mobile media and improve the media quality of college teachers. As a carrier of information, mobile media provides a convenient communication and exchange platform for people. A small number of teachers, under the banner of freedom of speech, have published improper speech on major mobile media. Some negative information, such as telling strange things and complaining, directly affected the ideological and political education of college students and misled the ideological and political direction of college students. In the era of massive information sharing of the mobile media, teachers should constantly educate themselves, keeping pace with the times, and should enrich their academic knowledge.

Colleges should establish their own public platform for mobile phones and use the platform to educate students on ideological and political education. Because social platforms such as We-Chat group and QQ group have personnel restrictions, it is impossible to implement education to every student in the school, which requires colleges to establish their own mobile phone public platform and to optimize the content of the mobile phone platform. Realizing the life and actualization of the platform content, solving the problems of students in life, facilitating students to find the knowledge they need in learning, it can attract college students to pay attention to the school's mobile media platform, and can provide ideological and political education for college students according to the characteristics of this platform, which can promote the self-learning.

At the same time, all major colleges should innovate the teaching mode of ideological and political education, and adopt a combination of online teaching and offline teaching. Online teaching completes teaching tasks. Offline teaching is a discussion platform for college students to share their education experience, which allows students to carry out ideological and political education in the process of learning and surfing the internet to change the unity of traditional special effects.

5. Conclusion

Technology is changing lives, and ideological and political education in colleges should combine national conditions and apply mobile media to education and teaching. Improving and optimizing the education and teaching program let the mobile phone media further assist the ideological and political education in colleges.

References

- [1] Hu Junwei (2014). Research on the influence of mobile new media on the ideological education of college students and countermeasures [J]. Theoretical frontier, no.18, pp.67-68.
- [2] Wu Hui (2015). Innovative thinking of University Ideological and political education based on mobile phone application [J]. Guide of Ideological and theoretical education, no.21, pp.153-154.