

Research on the Optimization of Ideological and Political Education in Colleges and Universities under the Background of New Media

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ABSTRACT. *The rapid development of mobile communication technology and digital technology has spawned new media such as Weibo and WeChat, which have greatly changed people's lives. Contemporary college students are the main group using new media. Based on the advantages of new media in information dissemination, contemporary college students are affected by this, and their values and psychological demands have also changed. Under this background, the ideological and political education, environment, and carriers of universities have changed. The past ideological and political education mechanism has been difficult to achieve good educational results and needs urgent reform. Based on this, the author immediately conducted a questionnaire survey on our students to understand the problems existing in the current ideological and political education mechanism, and analyzed the causes of the current ideological and political education mechanism problems. Aiming at the problems obtained in this survey, the tactics of optimizing the ideological and political education mechanism of colleges and universities are put forward.*

KEYWORDS: *Ideological and political education; New media; Educational mechanism; Optimization strategy*

1. Introduction

Since the birth of the Internet, it has been growing at an unbelievable speed. Thanks to the development of digital technology and mobile communication technology, new media is affecting our lives and expanding the voice of netizens. College students, as the builders of the country tomorrow, bear the mission entrusted by the times[1]. It is easier for contemporary college students to accept new things, and new media such as WeChat and portal social networking sites have an increasingly greater impact on college students' lives, ideas, and so on. But new media is also a double-edged sword. While it brings convenience to people's life and learning, there are also problems such as information flooding. At the same time, the impact of a large number of Western values on the Internet has also affected the formation of university students' values. Therefore, in the new era, ideological and political education in colleges and universities should objectively look at the impact of the new media on the educational environment, and in response to existing problems, timely formulate new measures and optimize the educational mechanism. In this paper, the author mainly draws on the current ideological and political education mechanism problems and their causes based on the results of the questionnaire survey, and proposes optimization strategies accordingly.

2. Problems in the Current Ideological and Political Education Mechanism of Colleges and Universities

In order to better understand the problems existing in the ideological and political education mechanism of colleges and universities, the author entered our school and randomly distributed 120 questionnaires to 120 students. A total of 120 questionnaires were distributed, 120 were recovered, and the recovery rate was 100%. Among the questionnaires recovered, 116 were valid, and the effective rate was 96.67%.

Regarding the status quo of relationships with ideological and political teachers or counselors, 58 students indicated that they had no connection with the class, and another 26 students said that they had a normal relationship with ideological and political teachers. Close, the rest is a bad relationship with ideological and political teachers and counselors. In terms of the main contact methods with ideological and political teachers, 34 students chose the "face-to-face communication option", 62 students chose the "chat software" option, and the remaining students chose private communication and mobile phone conversations after class. The time survey results of students' extracurricular communication with ideological and political teachers are shown in Figure 1. From Figure 1, most of the time is that students and teachers basically have no extracurricular

communication time. Only 8.62% of students will have extracurricular communication with ideological and political teachers at any time. Regarding the average number of times of contacting ideological and political teachers per week, most students contact the ideological and political teachers less than 5 times, or even once, which fully illustrates the current insufficient communication between students and ideological and political teachers. See table 1.

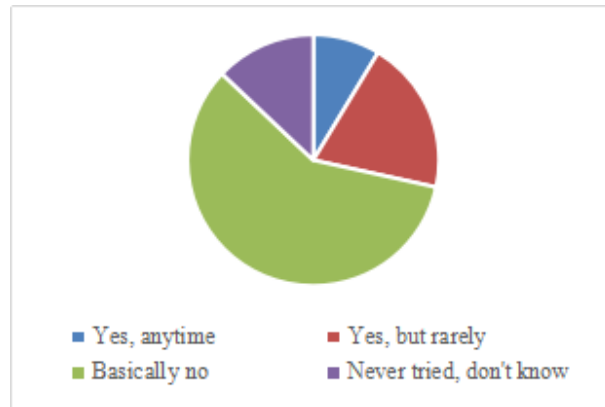
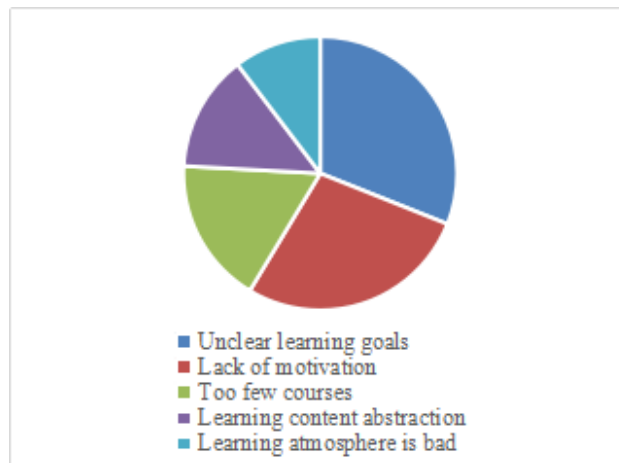


Figure.1 Extracurricular Communication Time between Students and Ideological and Political Teachers

Table 1 the Average Number of Times Students Contact Ideological and Political Teachers Per Week

	≤ 1	$1 < N < 5$	≥ 5	Maybe	Many times
Amount	34	47	12	16	7

On the problems encountered in the study of ideological and political lessons, most students chose to study with insufficient motivation and unclear learning goals, while some students chose to have too few ideological and political courses, abstract learning content, and a small number of students chose to study. The atmosphere is not good, see Figure 2.



Figuer.2 The Biggest Problem Students Encountered in the Study of Ideological and Political Lessons

In terms of the factors that affect the teaching effect of ideological and political lessons, some students choose the teaching level of ideological and political lessons and inadequate preparation before class. Some students choose the lack of school books and materials and few online learning resources. Poor, see Figure 3.

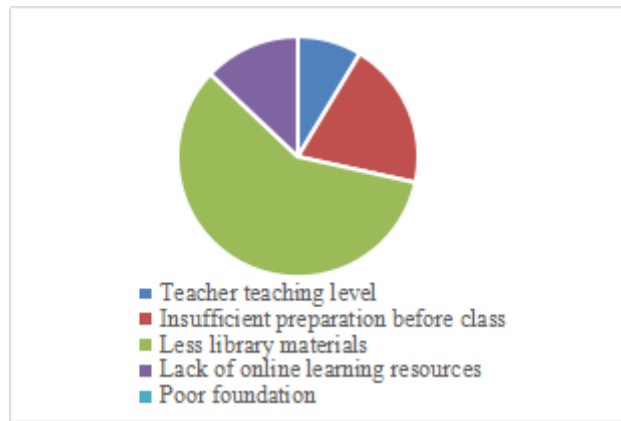


Figure.3 Influencing Factors of the Teaching Effect of Ideological and Political Courses in Universities

From the above survey results, the current ideological and political education mechanism of colleges and universities has the following problems: First, the linkage of the target mechanism is insufficient. In recent years, college students are not only concerned about changes in life and social progress, but also the realization of personal value. However, from the survey situation, there is less communication between teachers and students of ideological and political courses in universities, and the scope of communication is narrow, which makes it difficult for ideological and political teachers to grasp the students' ideological situation, and it is difficult to implement the goal of promoting students' all-round development in the teaching process. At the same time, colleges and universities did not realize that the macro and micro goals of ideological and political education are interrelated. The blind pursuit of employment rate is not conducive to the implementation of the target mechanism of ideological and political education. The second is the lack of stamina for the motivation mechanism of ideological and political education. The motivation of most college students to participate in the ideological and political course is to obtain better test scores, so that they can take the lead in the final evaluation of the excellent and enthusiastic, and they are not active in other ideological and political education activities. Even if some students participate in the ideological and political course, the knowledge of the ideological and political course is relatively abstract, their enthusiasm for learning is not high, and there is still a problem of insufficient motivation. Thirdly, the operating mechanism of ideological and political education is inefficient. Judging from the investigation, some ideological and political teachers did not make enough preparations before class, even using lesson plans from a few years ago for teaching, and did not adjust the teaching content and teaching organization form according to changes in the educational environment, which seriously affected Classroom teaching effect. In addition, some colleges and universities are relatively short of books and materials related to ideological and political affairs, and their learning resources are relatively small, which affects the effect of ideological and political teaching.

3. Causes of Current Ideological and Political Education Problems

The author believes that the reasons for the above problems include: First, the impact of new media on college students' values and excessive entertainment. The emergence of new media such as Weibo has further expanded the channels for students to obtain information and hastened the speed of obtaining information for students. However, the information on the Internet is mixed, and some western negative ideologies and cultures have impacted the ideological concepts of some college students with the new media, making some students' political positions unsteady and making irresponsible remarks on the Internet. Participate in ideological and political education in the wrong trend of thought[2-4]. At the same time, the over-entertainment of new media has also flooded the "three vulgar" cultures of the Internet, and even played a negative role in improving the cultural taste and connotation of college students, causing some students to participate in ideological and political lessons with utilitarian tendencies and insufficient motivation to learn. Secondly, the backward management idea of the school and the imperfect management mechanism make the curriculum tasks of ideological and political teachers heavy, which affects the enthusiasm and teaching level of ideological and political teachers, and ultimately leads to the low quality of ideological and political teaching. The third is the insufficient response of college education organizations. Under the new situation, it is difficult to efficiently use Internet technology to strengthen communication and exchanges between various departments. It also fails to focus on communication with students, students' parents, and teachers, and it is difficult to play collaborative

education[5]. The effectiveness of this has led to inefficient operation of ideological and political education in colleges and universities.

4. Strategies for Optimizing Ideological and Political Education in Colleges and Universities under the Background of New Media

4.1 Innovating the Carrier of Ideological and Political Education in Universities

In the new media environment, ideological and political teachers and counselors should fully recognize the advantages of new media, recognize the impact of new media on college students' thinking and behavior habits, and actively use new media as a carrier of ideological and political education in ideological and political work. First, ideological and political teachers and counselors can use social tools such as QQ and WeChat to enhance students' sense of collective belonging. At present, QQ and WeChat have become social tools commonly used by college students in daily communication. Many colleges and universities use classes as units and departments to set up different WeChat groups or QQ groups. Ideological and political teachers and counselors can usually use these groups. Actively communicate with students, give students more care and understanding, and be good at guiding and strengthening students' collective consciousness in communication. This is obviously more effective than traditional preaching. Secondly, schools, ideological and political teachers, and counselors can also use Weibo to carry out targeted ideological and political education[6]. The operator of the school's official Weibo can initiate discussions on recent social hot topics and topics that students are interested in, so that students can speak freely and understand the student's ideological situation, and can also use their own experience to actively interact with students, thereby Students' thoughts and behaviors have a positive effect. In addition, this is the new media that can be better used in ideological and political education. Colleges and universities should also strengthen infrastructure construction, improve LAN communication facilities, and upgrade software such as computer servers, computer terminals, and database systems.

4.2 Strengthen the Collaborative Operation Mechanism of Ideological and Political Education

Campus cultural environment and teachers' teaching level are one of the factors that affect the operation of ideological and political education in colleges and universities. Therefore, universities must first strengthen the construction of ideological and political teachers and strive to improve the teaching level of ideological and political teachers. On the one hand, colleges and universities should strengthen the training of existing ideological and political teachers, and regularly organize ideological and political teachers to learn the latest ideological and political education theory, educational psychology theory, and new media knowledge, so that teachers can adjust in a timely manner in the new media environment. Teaching content and teaching organization form better mobilize students' learning interest. On the other hand, universities should strengthen the introduction of outstanding ideological and political teachers and counselors, enrich the ideological and political education workforce, and improve the teaching level of the ideological and political workforce. At the same time, colleges and universities should also strengthen the construction of campus culture, use new media to publicize college history, school mottos and school songs, and enrich the school 's spiritual and cultural landscape; The function of culture and education.

At the same time, family and society are also influential factors influencing student values and the effectiveness of ideological and political education in colleges. Therefore, family education as an extension of school education, student parents have the responsibility and obligation to strengthen the guidance and education of their children, actively encourage college students to participate in social practice, pay attention to changes in students' emotions and psychology, and make more use of social media and ideology such as QQ and WeChat Teachers or counselors communicate. The society should correctly view the role of ideological and political education in colleges and universities, and cooperate with schools to strengthen the guidance of college students. Actively cultivate students' spirit of initiative and innovation when they go out of schools to participate in social practice and training. Value and social value.

5. Conclusion

The emergence of new media has deepened the degree of college students' socialization participation, and has also impacted the values of college students. College ideological and political education is facing new challenges. According to the survey, it is found that the current ideological and political education mechanism in universities has insufficient linkages between the target mechanism, the lack of staying power of the ideological and political

education mechanism, and the inefficient operation mechanism of the ideological and political education. And over-entertainment, backward school management concepts, inadequate management mechanisms, and insufficient response from college education organizations. Therefore, colleges and universities need to innovate ideological and political education carriers and strengthen the cooperative operation mechanism of ideological and political education to improve the effectiveness of ideological and political education for college students.

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