

Research on the Path Innovation of College Students' Ideological and Political Education under the Background of New Media Era

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Abstract: *At present, the traditional ideological and political education in Colleges and universities lacks internal teaching vitality. In order to meet the reform needs of Ideological and political education in Colleges and universities, this paper proposes an innovative research on the path of Ideological and political education for college students in the context of the new media era. By analyzing the new opportunities of College Students' Ideological and political education in the context of the new media era, it is concluded that new media technology can enrich teaching content and enhance students' participation. This paper puts forward the innovative path of Ideological and political education, including building a new media teaching platform and innovative teaching mode, in order to promote the integration of new media technology and college students' Ideological and political education, and inject new vitality into the reform of Ideological and political education in Colleges and universities.*

Keywords: *New media era; Ideological and political education of college students; Path Innovation*

1. Introduction

With the continuous development of science and technology, new media, as a new information dissemination carrier, have been continuously applied in various fields [1]. Among them, the teaching field of colleges and universities also uses new media technology to realize the innovation of teaching methods. Compared with the single information display method of traditional media, new media technology can convey more diverse information methods. Displaying information in the form of network, video, pictures, text, etc. can meet the needs of different user groups. New media technology has enriched the way of carrying and disseminating information, enabling people to understand and record information in a variety of ways. At the same time, in terms of the speed of information dissemination, new media is also superior to traditional mass media. Relying on the communication carrier of the Internet, new media technology can quickly spread information to various regions, not only breaking through the limitations of space and distance, but also enhancing the interaction and communication between people. At the same time, in terms of information retrieval, new media technology also provides advantages that traditional media cannot match. Relying on traditional media for information retrieval requires a lot of energy and time, and the retrieval efficiency is low, which can not meet the needs of people to obtain information quickly. Through new media technology, we can realize the rapid retrieval of information and effectively improve the speed of people acquiring knowledge. Therefore, we can integrate new media technology into college students' Ideological and political education, and inject new vitality into the teaching reform of Ideological and political education. Using new media technology, college students can broaden the channels of knowledge acquisition, which is no longer limited to the previous offline classes. Through online classes and other forms, they can supplement and learn knowledge at any time in different places. In the process of teaching, teachers use multimedia technology to show students learning related multimedia materials, which is conducive to the promotion of teaching links, enhance students' learning impression, and improve students' learning enthusiasm. At the same time, new media technology is also conducive to better classroom interaction with students, inject vitality into the classroom, and draw the distance between students and teachers [2].

2. Research on the innovation of college students' ideological and political education path under the background of new media era

2.1. Opportunities for ideological and political education in colleges and universities

2.1.1. Enrich teaching content

In the traditional ideological and political teaching courses for college students, teachers' teaching depends on the content of the syllabus planning, resulting in the teaching content has not changed much. While solidifying students' thoughts, it also solidifies teachers' teaching thinking, which is not conducive to the reform of teaching methods [3]. Because the traditional teaching method mainly relies on textbooks as the teaching carrier, teachers have less room to give play to the limited content in textbooks, and can only teach on the basis of textbook content, which leads to the flat learning content accepted by students, the lack of depth in content, and the inability to achieve diversified content teaching. In the context of the new media era, teachers can use diverse technologies to obtain more and richer teaching content than under the traditional teaching mode. Through new media technology, ideological and political teaching resources among colleges and universities can be shared to the greatest extent. The specific sharing path is shown in the Figure 1.

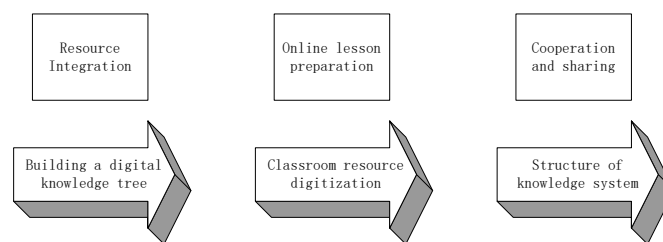


Figure 1: Sharing path of teaching resources in colleges and universities

Under the background of new media, ideological and political teaching teachers in each college can obtain the best teaching resources, and combine their own teaching methods to transmit the content of ideological and political teaching to college students [4]. It not only enriches the teaching methods and content of teachers, but also improves the classroom experience of students. Through new media equipment, students can learn richer ideological and political knowledge content, improve students' knowledge reserves, and improve students' values and quality levels. Teaching knowledge to students by teaching different teaching contents is conducive to improving students' enthusiasm for learning in ideological and political classrooms, enhancing teaching attractiveness, and meeting teaching needs in various situations.

2.1.2. Enhancing Student Engagement

The Internet provides more possibilities for college students' Ideological and political education, including the innovation of new classroom forms. Through new media technology, the ideological and political class of college students is no longer limited to the traditional offline class. Through the form of video online class, it can break through the limitations of time and distance, so that students can learn ideological and political knowledge at any time and place [5]. In addition, new media technology has also improved the efficiency of classroom teaching. Through mobile phone software, it can achieve efficient roll call and sign in, save class time and achieve intelligent management of students. At the same time, teachers can also make students willing to actively participate in classroom teaching by answering questions online or correcting homework, which is not only conducive to promoting students' learning of Ideological and political knowledge, but also helpful to improve students' grades.

2.2. Innovation Path of Ideological and Political Education in Colleges and Universities

2.2.1. Build a new media teaching platform

In the context of the new media era, the premise of innovation in the ideological and political education of college students is to change the concept of teaching, so that teachers' teaching thinking is no longer limited to the teaching content specified in the traditional teaching syllabus, and realize the innovation of teaching concept. On this basis, a new media teaching platform can be built, the ideological and political teaching of college students can be moved from offline to online, and the advantages of new media can be used to improve students' desire for learning and knowledge. Colleges and universities can build new media ideological and political related websites to realize the ideological

and political education of students in a subtle way [6]. Some new media teaching platforms are shown in Figure 2.



Figure 2: New media teaching platform

In the process of browsing the website, students can acquire ideological and political knowledge by watching videos, pictures and other ways, and this method is also conducive to promoting students' independent thinking, and promoting students to use divergent thinking to learn and absorb ideological and political content. In addition to ideological and political websites, colleges and universities can also build ideological and political teaching platforms to upload all ideological and political teaching resources to the platform, which is convenient for students to browse and study. Building a new media teaching platform is conducive to reducing teachers' teaching pressure and enriching teaching methods for teachers; For students, it is conducive to broaden the channels and ways of students' learning and improve the efficiency of students' learning. By combining online and offline classes and integrating teaching theories in the context of the times, we can effectively promote the reform of College Students' Ideological and political teaching and improve their ideological and moral education.

2.2.2. Innovative teaching mode

In the process of integrating new media technology into college students' Ideological and political teaching, although the teaching method has changed, the core of teaching has not changed. The core of teaching is always that teachers teach ideological and political content to students through teaching methods, so as to improve students' Ideological and moral level and improve students' moral concepts. Therefore, when using new media technology, teachers need to adhere to the fundamental teaching principle, that is, they should not reverse the positioning of teachers and students in the classroom and promote the innovation of teaching mode. Give full play to the various possibilities of new media technology and apply it to all links of teaching. For example, teachers' seminars can be held to explore the possibility of integrating new media according to each teaching step in the teaching plan, and through brainstorming, the teacher seminar is shown in Figure 3.



Figure 3: Teacher Seminar

In this way, we can realize the innovation of teaching mode, inject new teaching vitality into college students' Ideological and political education, and promote the continuous development of Ideological and political education.

3. Conclusion

The innovative research on the ideological and political education path of college students in the context of the new media era proposed in this paper proposes a specific and feasible innovative path by analyzing the opportunities encountered by college students in the ideological and political classroom in the context of the new media era. It is conducive to promoting the construction of ideological and political education classrooms in colleges and universities, improving students' ideological and moral education, and at the same time putting forward new requirements for teachers' teaching concepts. It can be applied to the practice of new media ideological and political education reform in colleges and universities, and provides new ideas for the integration of new media technology into ideological and political education research.

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