Challenges and Opportunities of Ideological and Political Education in Colleges and Universities in the New Media Era

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Abstract: The birth of the new media era makes the whole society gradually develop diversity. Students in colleges and universities is exposed to new things more frequently. It also makes their mindset of college undertake greater changes than ever before. Therefore, knowing how to use and comprehensively analyze ideological education opportunities and challenges in new media era and doing a good job in ideological education work have become requisites for efficient and stable development.

Keywords: New media era; Ideological and political education in universities; Opportunities; challenge

1. Introduction

College ideological education uses educational method to guide college students to form advanced ideas which could meet today's social expectations requirements. The generation of new media era put forward a requirement in college ideological instruction education that teachers must summarize current views and ideas that society needs accurately, and impart them students, thus achieving the goal of keeping them in good physical and mental health.

2. Characteristics of ideological and political education in universities

2.1 Clear purposes

People in practices are always purpose - oriented. The purpose of people's practices contains their pursuit of freedom and the perfection of theoretical dimension. People's pursuit of freedom, peace, all good things and good behavior comprises people's practices. Students other people involved in use ideological and political education to gradually develop their consciousness of social development and acquire new survival skills, so as to become talents in need in all sectors. In addition, ideological and political education courses are compulsory for students and learners who want to master certain survival skills and adapt to social development.

2.2 Distinct characteristics of the times

The main characteristics of ideological and political education are socialization and individuation. Difference times demand different ideological and political education, which decides the uniqueness of ideological and political education. In other words, its timeliness shows a process in which its content and methods are constantly changing and innovating. Therefore, for ideological and political education, each new period will have new requirements. In order to make students pay more attention to the development of their personality and participation in practical activities, we must be more strict with students on ideological and political education. The contemporary characteristics of ideological and political education not only reflect the needs of students in the new era and urges them to become talents in the new era, but also make ideological and political education emphasizes the theme of the society and the melody of the times.

3. Seize the Opportunity and Embrace the challenges to improve the effect of ideological and political education in universities

3.1 Change ideas and build professional teachers

According to the opportunities and challenges faced by ideological and political education in colleges and universities in the new media era, we can know that in the specific practice, we need to embrace challenges forwardly and actively grasp the opportunities, so as to ensure the expected quality and effect of ideological and political education in colleges and universities. In this process, teachers must immediately change their previous teaching concepts, fully recognize the opportunities brought by the new media era, explore, analyze and formulate targeted measures, so as to steadily develop ideological and political education in the new media era. Selecting qualified teachers is the prerequisite for carrying out college political education education work efficiently. In the era of new media, if we want to improve college ideological education work quality, we must organize professional faculty. We also need to realize that the construction is not achieved overnight and it takes a long time. It also requires regular training for teachers in which their professionalism and abilities could be improved. Apart form that, we also need to guarantee the unfolding of follow-up work and professionalism of ideological and political education work in colleges and universities.

3.2 Integrate a large amount of network information to expand ideological and political education scale

For contemporary ideological and political education, teaching students basic morality and legal knowledge is no longer the only thing teachers do. On the contrary, how to help students establish a sense of right and wrong and moral values has become a key topic of ideological and political education at this stage. Although with the development of internet technology, students' growth environment become more complex. But we cannot deny the unique value of the Internet in expanding ideological and political education resources. Therefore, teachers should try their best to choose as many appropriate teaching materials as possible from a large amount of network information. Then, these materials and textbooks could turn in to an organic integration, ensuring that teaching catch up with the academic frontiers and timeliness. On the one hand, it could make knowledge more acceptable to students and arouse students' interests in study. For example, in view of the widespread problem of network fraud in the new media era, teachers can combine the legal knowledge in textbooks with cases studies when designing classes, which could help ensure the safe growth of students as well as improve cultivate their legal concepts.

3.3 Establish and improve the mechanism of ideological and political education

We need to constantly establish and improve ideological and political education mechanism based on the unique advantages of current new media era. Besides, we also need to give priority to integration of ideological and political education and daily management of college students. In this process, WeChat and other apps could be used to build a communicative bridge between tutors and students. At the same time, universities can build and improve the system network efficiently with the high efficiency of information dissemination and acquisition of this new media, and then use this platform to publish and update various information of universities.

3.3.1 Integrate WeChat and curriculum

At this stage, as the main group of WeChat users, it is very common for college students to use WeChat for communication and learning. Therefore, in the process of teaching ideological and political theory courses, teachers should enrich the means of ideological and political education by using WeChat. First of all, college tutors should change their educational concepts, innovate the traditional ideological and political education modes, and objectively view the role of WeChat, a new thing in teaching of ideological and political courses.

3.3.2 Establish management group

At present, ideological and political education is mainly carried out by professors and tutors, and student associations are responsible for students' self-management. Through the establishment of management group, tutors could use the group to communicate with the members of the student associations, so as to help themselves to grasp the dynamic changes of students' thoughts and improve the interaction between teachers and students. Therefore, through the establishment of management

group, professors, tutors and student associations can improve the ideological and political lesson teaching effects, as well as enhance the efficiency of student's management work.

3.4 Integrate network developmental thinking and define ideological and political education objectives

With the development of internet technology, the introduction of computer tools into office work has become a major trend in all industries. In order to ensure the employment of college students, improving their basic information literacy is also one of the key educational objectives of ideological and political education. In light of the importance of modern computer network environment, colleges and universities must gradually develop students' network moral consciousness and safety consciousness in training when integrating the network development thinking with ideological and political education. By doing so, students could both consider all kinds of network information objectively and take the initiative to learn various kinds of network technology, ensuring themselves to stay in good mental and physical health. For example, in view of the hot topic of fans' community on Weibo and other social platforms, colleges and universities should actively establish close cooperative relations with Weibo and other media of the Communist Youth League, and give full play to the public opinion effect of social media by setting correct learning examples for students.

4. Conclusion

In a word, ideological and political education in colleges and universities has embraced a new opportunity in the era of new media, but it also faces a very serious challenge. During the specific practice period, universities and ideological and political education teachers must face the challenge bravely, grasp the opportunity tightly, and work out targeted measures to ensure the best educational effect.

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