

# Research on the Problems and Countermeasures of Ideological and Political Education in Colleges and Universities under the New Media Environment

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**Abstract:** *New media has brought new opportunities and challenges for the ideological education in colleges and universities, and teachers should grasp the educational value of new media and effectively optimize the ideological teaching methods according to the cognitive law of college students. This paper briefly analyzes the shortcomings of the ideological education in colleges and universities under the new media environment, describes the implementation principles of ideological education in colleges and universities under the new media environment, and explores the effective ways and methods of ideological education in colleges and universities under the new media environment path.*

**Keywords:** *New media environment, Higher education institutions, Ideological and political education*

## 1. Deficiencies in Ideological and Political Education in Colleges and Universities in the New Media Environment

### 1.1 Teachers' lack of attention to the pedagogical use of new media

New media is an important auxiliary tool for ideological education in colleges and universities, but at present many teachers lack due attention to the application of new media, and the use of new media in teaching is not high. Some college educators in the field of ideology and politics have made certain attempts to apply new media, but in the process of education, the new media only play a role in presenting the effect of resources, but do not play a real educational value. In the case of teachers' lack of due attention to the application of new media teaching, it is difficult to guarantee the progress and development of Civic Education, and the quality of Civic Education in colleges and universities under the environment of new media cannot be improved[1-3].

### 1.2 Negative information in new media affects students' values

New media has greatly improved the efficiency of information dissemination, and in the work of ideological education in colleges and universities, many teachers feedback that students are affected by the negative information in new media, which increases the difficulty of ideological education. Under the background of the era of the continuous popularization of the Internet, the threshold of people using the Internet to express their views is getting lower and lower, and various new media platforms play different roles in civic education. Many college students lack the ability to judge by themselves, and their values are immature, so it is easy for them to be influenced by bad information and produce wrong values. In addition, in the era of increasingly frequent cultural exchanges between China and foreign countries, the new media play an important role in the dissemination of information, and many students in the process of contacting the new media are affected by the negative influence of foreign cultures to produce the radical ideas of egoism and money worship, which leads to a greater cognitive perception of students in the Civic and Political Learning deviation.

### 1.3 Students' addiction to new media entertainment affects their learning status

College students have just been released from the depressing high school life, and many of them lack self-control and rely too much on new media at the college stage, which affects their normal study. Many students spend a lot of time browsing short videos outside the classroom, and even in the classroom, they don't listen to the lectures attentively, but get pleasure by browsing short videos, which

leads to a certain impact on the quality of ideological and political education in colleges and universities, and the classroom discipline can't be guaranteed effectively. In addition, while students are addicted to new media, their interpersonal skills are weakening, and they excessively pursue the unreal elements of the virtual world without paying attention to getting along with their classmates and teachers around them, and in the long run, the students' character is prone to become paranoid, which, to a certain extent, hinders the effective implementation of the Civic and Political Education in colleges and universities[4-7].

## **2. Implementation Principles of Civic Education in Colleges and Universities in the New Media Environment**

### ***2.1 Follow the principle of tailoring education to the needs of the individual***

Teaching students according to their aptitude is the basic principle of college civic education, and to carry out college civic education under the new media environment, teachers must pay full attention to the cognitive characteristics and growth rules of students to ensure that students' individualized development can be satisfied. This means that teachers need to constantly adapt to the new media environment, and take the new media as an important carrier and tool for the implementation of education, so as to ensure that the overall quality of Civic and Political Education can be effectively improved. In addition, teaching according to the material means that teachers need to optimize and adjust the teaching form of the new media according to the cognitive characteristics of college students, and effectively expand and extend the educational resources that exist in the new media, so that students can truly become the main body of the Civic and Political Education.

### ***2.2 Following the principle of autonomous development***

People-oriented is an important guiding ideology of ideological and political education in colleges and universities, in the new media environment, the effective innovation of ideological and political education in colleges and universities, teachers should pay extra attention to the cultivation of students' independent ability, so that students can be based on the classroom learning to think and exercise independently, which fully highlights the value of the main body of the students. However, students should be guided according to the focus of the ideological education in colleges and universities, on the one hand, the guiding role of teachers should be played, on the other hand, it is also necessary to highlight the value of student autonomy, so that students can take the initiative to carry out a reasonable exploration of empirical viewpoints, and the new media as the basis for the effective cultivation of students' independent learning ability.

### ***2.3 Follow the principle of integration of theory and practice***

Under the traditional education model, ideological and political education in colleges and universities mainly focuses on theoretical knowledge, and teachers usually emphasize the analysis and explanation of theoretical content, ignoring the cultivation of students' practical ability. In the context of the era of continuous development of new media, the ideological and political teachers in colleges and universities should change their own educational concepts, pay full attention to the close integration of theory and practice, and open up the practice space of students based on new media, so that students can realize the unity of theory and practice. In addition, in the process of promoting the effective integration of theory and practice, teachers should also combine the basic requirements of Civic and Political Education, so that students can have a broad space for thinking and verify the viewpoints in practice[8-9].

## **3. The Effective Path of Civic Education in Colleges and Universities under the New Media Environment**

### ***3.1 Reducing life situations with the help of new media***

Classroom teaching is an important form of ideological education in colleges and universities, in the process of actively promoting the innovation of ideological education methods and methods in colleges and universities, the role of the new media should not be ignored, teachers should try to use new media to create life situations in the implementation of practical education, so that the students can get a more realistic learning experience. New media itself is a carrier of educational resources, when analyzing and

sorting out the relevant knowledge and views of ideology and politics, teachers should reasonably expand the educational resources based on new media, try to verify the views through real cases in real life, and present three-dimensional educational materials such as pictures and videos based on new media. The traditional ideological and political education in colleges and universities mainly emphasizes the explanation and analysis of theoretical views, and teachers can easily ignore the learning experience of students, and the problem of dull atmosphere of ideological and political education needs to be solved urgently. New media-assisted situational teaching activities can constantly highlight the value of the main body of the students, so that the students contact the actual experience of life, the content of the views of the teacher to carry out a profound analysis.

### ***3.2 Building a Blended Teaching Model with the Help of New Media***

Hybrid teaching mode refers to the combination of online education and offline education education mechanism, in the new media environment, teachers should give full play to the online education function of the new media, try to use the new media as a carrier to present microclasses and other forms of educational resources, so that the students can do a good job of independent pre-study before the class, and effectively review outside the classroom, and in this way to improve the overall teaching effect of the Civic and Political Education. This requires that teachers should have a strong ability to develop teaching resources, on the one hand, the use of new media to directly collect teaching resources in the form of microclasses and other forms of teaching resources, according to the learning characteristics of the students to reasonably select the degree of difficulty of the material, so that the students can better enter the learning state. On the other hand, teachers should also pay attention to the development of their own three-dimensional educational resources, try to provide students with learning materials in the form of recording microclasses, so that the 5-15 minutes of microclasses become an important tool for student learning. Based on the basis of online learning, teachers should also make effective role exchange in the classroom, so that students will bring the results of independent learning to the classroom, through this form of highlighting the main position of students, so that students can really take the initiative to explore the knowledge, so that the new media has become an effective tool for the innovation of the means of ideological and political education in colleges and universities.

### ***3.3 Optimizing ideological and political propaganda and education through new media***

High-quality ideological and political education should not only pay attention to the educational activities in the classroom, but also pay attention to the subtle influence on students, teachers should optimize the propaganda of ideological and political education with the help of the new media, so that students can always be exposed to the correct ideological and political viewpoints, and set up the correct values. Teachers should establish an online social platform with the class as a unit, and recommend the educational materials of ideological and political education propaganda based on the online platform, or reduce the learning burden of the students through the form of animation and interesting short videos, so that the students can be happy to accept the ideological and political education. At the same time, teachers should also pay attention to the propaganda of ideological and political education at the school level, presenting the activities of ideological and political education based on the official website of the school, WeChat public number and other platforms, so that students can understand the school's investment in ideological and political education, and change their concepts and views on ideological and political education under the influence of subtle influence.

### ***3.4 Promoting Student Engagement in Extracurricular Practices through New Media***

Participation in extracurricular practical activities can effectively mobilize students' enthusiasm for ideological and political learning. With the assistance of new media, teachers should effectively innovate the extracurricular practice of ideological and political education in colleges and universities, so that students can carry out effective practical activities based on new media. College students themselves have infinite vitality, in the process of promoting extracurricular practice, teachers should let the new media become a platform for students to communicate, and encourage students to make corresponding practice and exploration in the form of ideological and political education and propaganda. According to the main content of the ideological and political education in colleges and universities, teachers can carry out practical activities from various perspectives. Taking the legal propaganda as an example, when organizing practical activities, teachers can encourage students to make use of electronic equipment to shoot scenarios, which embody the ideological and political viewpoints and the spirit of the rule of law, and continuously cultivate the creativity of the students in such a form. On this basis, the teacher can also use the new media platform to vote on the works, the group with the highest number of votes can get the teacher's reward, through this form of continuous

mobilization of students' time enthusiasm[10-13].

#### 4. Conclusion

To sum up, college political education is an important way to cultivate college students' good moral qualities and let them set up correct values. Teachers should make full use of the new media to effectively innovate the means of political education in colleges and universities, so that students can get a richer learning experience and guide them to change from passive acceptance of knowledge to active exploration of knowledge. Teachers should map the learning situation of college students, according to the relevant requirements of ideological education, so that the educational value of the new media can be fully highlighted, try to restore the life situation based on the new media, improve the effectiveness of ideological education by building a combination of online and offline education mechanisms, and through publicity and practice so that students can feel the essence of the connotation of the ideological and political education in a more profound way. Only in this way can the educational value of new media be truly realized, and the development of students' comprehensive quality be promoted by virtue of high-quality ideological and political education activities in colleges and universities.

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