

# Research on the Development Strategy of Ideological and Political Education for College Students Based on New Media

**Xing Liang**

*School of Art and Design, Shen Zhen Polytechnic, Shenzhen, Guangdong, China, 518055*

**ABSTRACT.** *As a product of the current modernization, the new media not only brings advanced forms of information dissemination, but also has a positive impact on the development of Ideological and political education of College students. The application of new media technology to ideological and political education in Colleges and universities is mainly carried out in three stages: Firstly, colleges and universities need to master and understand the basic knowledge of new media so as to integrate the advantages and characteristics of new media; secondly, starting with the application of new media technology in Ideological and political education, they need to analyze the formation of College Students' ideological concepts, interpersonal communication ability and their awareness of Ideological and political education. Thirdly, it is about the practical application of new media in Ideological and political education in Colleges and universities. On the one hand, we need to pay attention to the construction of the structure and platform of Ideological and political education integrated with new media; on the other hand, we need to pay attention to the improvement of the teaching staff of Ideological and political education in Colleges and universities.*

**KEYWORDS:** *New Media; College Students; Ideological and Political Education; Development; Strategy; Exploration*

## 1. Introduction

With the development of social economy, new media technology has been widely used in many fields. The gradual popularization of network era has brought many conveniences to people's daily life, especially the practical application of multimedia technology by college students. College students are the group with the largest number of network users at present. Multimedia technology has diversified forms. It not only provides rich resources and information for college students' learning, but also adds various forms to college students' entertainment activities. Therefore, based on the analysis of the impact of multimedia technology on College students, the corresponding solutions are put forward.

## **2. Overview of New Media Related Contents**

Since the rise of modern information is relatively short in terms of time development, there are no specific theoretical sentences to summarize the overview of new media technology. However, according to the current practical application of multimedia technology and the specific content that people know, the main mode of transmission of multimedia technology is to make use of the advantages of modern information technology, so as to diversify the channels of information acquisition and accelerate the speed of transmission. In addition, the current multimedia technology extends a variety of media forms, thus enriching people's daily entertainment and access to information resources<sup>[1]</sup>.

The forms of media communication are quite different from those of modern times in the past, and different contents are described by the following points.

First of all, there are different forms of information dissemination. The traditional channel of information dissemination is one-way, that is, the public can only passively receive multimedia information, such as newspapers; the modern dissemination of information is bidirectional, the public can receive dissemination of information at the same time can also feed back their ideas, the development of modern new media technology is more diversified. Secondly, it is the communication characteristics of modern multimedia technology. Most of the forms of modern media communication can choose to interact with the audience. This form makes modern multimedia technology have a variety of forms and complex characteristics. Thirdly, it is the advantage of modern new media communication. With the rise and development of modern information technology, the speed of new media communication is gradually faster, and the corresponding feedback can be obtained in time after information dissemination.

## **3. Problems Existing in the Development of Ideological and Political Education in New Media**

### ***3.1 Influencing the Interpersonal Communication Ability of College Students***

New media technology not only brings about the improvement of teaching efficiency, but also affects the interpersonal skills of College students. The interpersonal communication ability mainly refers to the communication between people. Although people can communicate through the multimedia network, it is not beneficial to improve the interpersonal communication ability of college students fundamentally through this channel. Such a form of communication will fundamentally hinder the normal interpersonal communication of College students.

### ***3.2 Multimedia Information Affects the Cultivation of Students' Ideological Consciousness in Colleges and Universities***

At present, the network information dissemination has brought improvement to people's quality of life and so on. However, there are many disadvantages and blind corners of monitoring. Because the current development of the network cannot be fully monitored, there are many violent and pornographic information in the network information dissemination, which is not conducive to the healthy development of students. As the main force of network information, students will inevitably see these bad information when browsing network resources, thus affecting the healthy formation of College Students' ideology [2].

## **4. Improvement Measures of Ideological and Political Education in Colleges and Universities Based on New Media**

### ***4.1 Colleges and Universities Need to Establish Ideological and Political Education Institutions***

Schools need to have a certain understanding of the popularity of new media technology and college students' awareness and familiarity with it, so that during the development of Ideological and political education, they can make rational use of multimedia technology to help the smooth development of Ideological and political education in Colleges and universities. For example, in the design of relevant ideological and political education institutions, schools can improve the development of Ideological and political education through the combination of specific contents of multimedia.

### ***4.2 Enlarge the numbers of teachers of Ideological and Political Education in Colleges and Universities***

Teachers are the main core force in the process of teaching. In order to carry out ideological and political education in Colleges and universities, ideological and political teachers need to have a concrete understanding of the innovative development of the integration of multimedia technology into Ideological and political education. Only in this way can we maximize the role of multimedia technology in Ideological and political education. However, the traditional teaching mode still exists in the subconscious of teachers at present. Therefore, in order to make teachers have a new understanding of multimedia technology, we must start from the following aspects. On the one hand, it is necessary to strengthen the training of Ideological and political teachers' practical ability to operate multimedia technology. On the other hand, it is necessary to test teachers' practical application ability and conduct assessment work in the later stage of training.

## 5. Conclusion

With the development of social economy, new media technology is well known to the public. It brings diversity and convenience to people's life and entertainment activities, and also brings great positive effects to the development of many fields of society. Especially for education, the application of new media technology not only improves the teaching quality of colleges and universities, but also plays a certain role in the development of Ideological and political education in Colleges and universities. However, as far as the practical application of new media technology is concerned, it has certain contradictions. Although there are some drawbacks in new media technology, which have a negative impact on the development of Ideological and political education in Colleges and universities, the advantages of new media technology have also brought great progress and development during the ideological and political education in Colleges and universities. Therefore, rational use of the advantages of new media technology to carry out ideological and political education in Colleges and universities is an important measure.

## References

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