

# On the Means of Ideological and Political Education in Colleges and Universities under the New Media Environment

**Xiujie Yuan**

*College of Resources and Environment in Shandong Agricultural University, Taian, 271000, China*

**ABSTRACT.** *The 21st century is the era of scientific and technological productivity. Nowadays, new media technology has penetrated into every field of people's production and life, and has brought about profound changes. Under the background of the new era, great changes have taken place in the way and medium of information transmission, which undoubtedly provides new opportunities for the innovation of Ideological and political education in Colleges and universities in China. Colleges and universities in China should firmly grasp the opportunities given by the times and actively optimize ideological and political education in colleges and universities. Based on the discussion of "Ideological and political education in Colleges and Universities under the new media environment", this paper puts forward the ideological and political education strategies in Colleges and Universities under the new media background, hoping to help educators optimize ideological and political education in Colleges and universities in China, improve the quality of Ideological and political education in Colleges and universities, and then lay a solid foundation for the overall development of students.*

**KEYWORDS:** *New media environment, Colleges and universities, Ideological and political courses, Educational means, Educational effectiveness*

## 1. Introduction

With the arrival of the new media era, people's life has also changed dramatically, and their thinking consciousness and behavior habits have also changed. College students are about to enter the society, which is not only the high-quality talents carefully trained by the state, but also the main force to promote the construction and development of the country. Therefore, it is necessary to standardize the ideological values of college students through the participation of Ideological and political classroom learning activities, so as to firmly plan the future development path, avoid the external bad factors to their own problems, and promote their future development with correct values and good moral quality. Therefore, how to ensure the orderly development of classroom teaching activities under the new media environment has become a key research issue.

## 2. Overview of New Media

As a product of the information network era, new media, including network media, mobile media, etc., mainly rely on network technology, digital technology, mobile technology, etc. in terms of information dissemination, through mobile phones, computers and other terminals to provide users with media forms of information and entertainment dissemination. Nowadays, new media can be seen everywhere in our daily life, such as official account of WeChat, micro-blog account, live broadcast platform, etc. Compared with the traditional media, the new media has broken the limitation of time and space in information dissemination. The scope of information dissemination is wider, and it can interact with users. The content of information is richer, and the timeliness of information dissemination is stronger. It has truly realized that "scholars don't go out and know what's going on in the world". But the new media also has some limitations in information dissemination, such as information dissemination is more casual, less rigorous, lack of depth and authority. In general, the rapid development of new media relying on the Internet has brought new opportunities for the innovation of teaching methods and means. Taking ideological and political education in Colleges and universities as an example, this paper discusses and analyzes the use of its educational means, which has a more positive significance for promoting the quality of Ideological and political education in Colleges and universities [1].

### **3. Specific Characteristics of New Media**

#### **3.1 Interactivity**

New media, with its unique interactivity, can effectively improve the effectiveness of information transmission, and at the same time, it is not constrained by communication channels. As long as people have needs, they can use the Internet platform to obtain data resources. So the new media has changed the traditional media technology's mode of one-way data transmission, so that the receiver and the transmitter of the data can complete the data transmission activities quickly, at the same time, ensure the equality of the status of the two, break the situation that the traditional data receiver can only rely on the transmission of the data resources of the transmitter, and receive the data unilaterally, so that the two can interact in a timely manner in the network platform And dialogue, so as to reflect the interaction of new media and ensure the timeliness and effectiveness of data transmission.

#### **3.2 Privacy and Sharing**

In the process of data resource transmission, traditional media is usually limited by the speed limit and channel selection, so it can not protect the privacy of data transmission, and the first transmission channel also affects the sharing of data resources, resulting in serious waste of resources. The new media technology, which can complete the data transmission in real time, can facilitate the transferor and the receiver to obtain the data quickly. When there is information demand, it can quickly complete the data transmission activities through the use of various network platforms, and it can facilitate them to upload the data resources to the network platform at any time, which not only reflects the sharing of new media, but also the real-time transmission of data In the process, it is also protected by strict transmission, so the privacy of users is also constantly improving.

#### **3.3 Individualization**

New media pay more attention to the user experience of data, so it has strong personalized characteristics. The emergence of new media can make people break the shackles of time and space, and meet their own demand for data resources at any time. Therefore, more attention is paid to the user experience of data, which has strong personalized characteristics [2].

### **4. Advantages and Disadvantages of Ideological and Political Education in Colleges and Universities under the New Media Environment**

#### **4.1 Advantages**

##### **(1) Enrich the Means of Ideological and Political Education**

Under the traditional mode of Ideological and political education, the ideological and political education of college students is mostly carried out in the form of class meeting discussion, which is the most important way of communication between students and ideological and political educators. However, the form of class meeting is single and limited by time, space and other factors, so the quality of information communication between students and educators is difficult to guarantee, Educators are unable to perceive the real ideas of students and carry out targeted ideological and political education for students. In the new media environment, ideological and political education in Colleges and universities can make good use of various information exchange platforms, such as wechat, Weibo, QQ In the non face-to-face situation, students are more likely to open their mind to ideological and political educators, and teachers are more likely to find students' inner confusion in time.

##### **(2) New Media Education Can Break through the Limitation of Time and Space**

It is conducive to the formation of equal working relationship between teachers and students. In this way, educators are no longer “leaders” of students, and students are no longer “subordinates” of teachers. The educational environment is more relaxed, equal and harmonious. Students' enthusiasm for learning is more easily mobilized, and they are more likely to actively participate in Ideological and political education.

##### **(3) New Media Education is Not Bound by Teaching Mode**

Under the traditional mode of Ideological and political education, educators can only carry out periodic

education for students. Students' ideological changes are difficult for ideological and political educators to master. New media education is very flexible, which can provide teachers with measures and platforms to master students' ideological movements in time, which is conducive to educators to discover students' ideological deviation in time, Then we can make the countermeasures to solve the problem in the first time, and effectively prevent the occurrence of conflict events[3].

## **5.2 Shortcomings**

(1) In the New Media Environment, Classroom and Educators Are No Longer the Only Way for Students to Acquire Knowledge

The network computer can completely replace the classroom and teachers in some aspects. Therefore, the position of teachers in students' mind is weakened, students are easy to lose their respect and respect for educators, which is not conducive to the implementation of Ideological and political education. In addition, the new media will also strengthen the personality of students. Therefore, the problem of students' unregulated is becoming increasingly serious. If students are stubborn, it is likely to cause incalculable consequences.

(2) The New Media Environment is Very Easy to Influence Students' Thoughts, and Then Affect Students' Ideas

First of all, there are various uncertain factors in the network environment. The network world is not restricted by legal and moral concepts, and students are easy to relax themselves. Secondly, some students are too infatuated with social networking sites, which leads to the separation of students from the group communication in real life, which not only affects students' communication ability, but also easily leads to students' character isolation. Finally, in the era of new media, the boundaries between countries are no longer clear. Western countries' Outlook on thought, life and values can be transmitted to Chinese college students through the Internet, and affect the establishment of their correct "Three Outlooks" [4].

## **6. Ideological and Political Education in Colleges and Universities under the New Media Environment**

### **6.1 Relying on New Internet Media to Conduct Hot Spot Search and Stimulate Students' Interest in Learning**

Although classroom teaching is still the main position of Ideological and political education in Colleges and universities, the ideological and political educators in Colleges and universities must be clear about their own severe challenges. In order to effectively stimulate students' attention to ideological and political education in Colleges and universities, in the process of Ideological and political education in practice, teachers should not only follow the textbook content, but also search for the latest current hot issues by using new media according to the actual education content, and combine the two effectively, so that ideological and political education in Colleges and universities can keep pace with the times and make ideological and political content more close to learning Students' real life can effectively stimulate students' interest in learning. For example, when teaching the content of "the great rejuvenation of the Chinese nation", teachers can help students popularize the connotation of Sino US trade frictions, the reasons why the United States provoked trade frictions, and the analysis of the international background of Sino US trade frictions by using the latest "Sino US trade war" hot information released by China news.com, so that students can fully understand the face of the rejuvenation of the Chinese nation Through the combination of current affairs and hot spots, students can make a comprehensive understanding of Ideological and political knowledge points and effectively improve the effect of Ideological and political education[5].

### **6.2 Build a High-Efficiency Self Media Platform for Ideological and Political Education, and Make Ideological and Political Education More Active and in-Depth**

At present, college students have become one of the mainstream groups in the use of new media. Therefore, in order to effectively improve the quality of Ideological and political education in Colleges and universities, it is necessary for ideological and political educators in Colleges and universities to "take the initiative". By building their own self-Media platform, colleges and universities should seize the new position of Ideological and political education based on network new media, and improve the scope and timeliness of Ideological and political education. In the application of new media, teachers can establish the official account of Ideological and political education in universities through WeChat, micro-blog and so on. The University Commission is

responsible for the operation and management of accounts, pushing the latest news of current events in some countries through this account, and releasing some official news dynamic information of schools. Meanwhile, in order to effectively attract students' attention, the official account can integrate into life, interesting stories, practice, and other sections when carrying out ideological and political education propaganda. As far as possible, every concept is integrated into the ideological and political education concept, so that ideological and political education in universities can be enriched, so that students can choose information reasonably based on their interests and hobbies. Ideological and political teachers in universities can interact with students through official account and push some classroom education materials through official account to students, so as to attract more students' attention. At the same time, in the life section, teachers can also push some social news, such as a student is unable to extricate himself from the debt crisis because of the "campus network loan", a student is detained by the administration because of spreading illegal information, etc., which plays a certain warning role to students and guides them to establish correct values, which not only realizes the goal of Ideological and political education in Colleges and universities, but also improves the number of colleges and universities Social influence of media platform[6].

### **6.3 Strengthen Practice and Perfect Mechanism**

In order to ensure that teachers can better realize the application of various new media, on the one hand, colleges and universities need to strengthen the training of new media technology, promote the quality of new media of Ideological and political educators, ensure that teachers can reasonably use new media technology, and use it in their own ideological and political education work, so as to effectively improve the effect of Ideological and political education. On the other hand, colleges and universities should improve the evaluation mechanism. With the development of new media, higher requirements are put forward for ideological and political education in Colleges and universities. The traditional evaluation mechanism of Ideological and political education in Colleges and universities is not suitable for the ideological and political education in the new media environment. Therefore, colleges and universities need to fully integrate the reality of Ideological and political education based on new media, through the development of a perfect evaluation mechanism, so as to provide a certain reference for educators to constantly update their educational ideas and methods, which has a more positive meaning for the improvement of Ideological and political education quality in colleges and universities [7-8].

## **7. Conclusion**

To sum up, in the context of the current new media environment, ideological and political teachers in Colleges and universities want to promote the orderly development of classroom teaching activities, they need to use information technology, so that students can stimulate the enthusiasm of participating in Ideological and political knowledge learning in the learning activities in and out of class. This requires that teachers of Ideological and political courses have a more clear understanding of the new media environment, actively explore new teaching ideas, and innovate their own teaching methods in combination with the actual situation, so that classroom teaching activities can help students to establish correct ideological values, grow into high-quality talents with both moral and talent, and promote social progress under the condition of coordinating with the development of the times Step and development.

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