

# Research on the Innovation of Ideology Education Carriers in Higher Vocational Colleges in the Era of New Media

**Jinling Xie**

*College of Marxism, Jiangxi Medical College, Shangrao, 334000, China*

**Abstract:** *Ideology education is an important part of students' education management in vocational school. Realizing the integration of new media technology and ideology education can ensure the efficient development of education and teaching activities and the level of students' ideology education. Vocational school should strengthen the carrier construction of ideology education, and form the carrier force of ideology education by constructing the pattern of ideology education, promoting the carrier construction, establishing the network public opinion mechanism, etc., so as to better adapt to the new situation and new problems, and form the whole-course education, all-round education and all-round education. When teachers use new media information technology to innovate ideology education and teaching, they should properly combine the ideological characteristics and behavioral habits of students in vocational school at this stage to formulate a more targeted teaching guidance system, so that students can have a comprehensive understanding of the importance of ideology education more quickly. Combining with the new media environment, this paper discusses the effective ways of teaching innovation of ideology education in vocational school.*

**Keywords:** *New media; universities and colleges; Ideology education; carrier*

## 1. Introduction

Under the new economic situation, cultivating people by virtue is the fundamental purpose of education and teaching activities. In order to effectively cultivate high-quality talents, universities at all levels generally attach importance to students' ideology education [1]. Vocational school are the main positions for the country to train higher vocational and technical talents. In the teaching of vocational school, strengthening students' ideology education has a significant impact on the all-round development of social and technical talents [2]. The carrier of ideology education is "a form that can carry and transmit the content or information of ideology education". The carrier of ideological education connects educators and educatees, realizes the bilateral interaction between subject and object, and finally achieves the purpose of education [3]. In recent years, with the advancement of economic globalization and the deepening of socialization, especially with the gradual development of new media, college students' self-consciousness and subjective consciousness are becoming more and more prominent, and their thinking patterns, value orientations, aesthetic tastes, behaviors and manners of life are diversified [4].

With the rapid development and popularization of information technology, new media, with its unique advantages and functions, quickly integrated into the study and life of college students, and had a wide impact on the study and life of college students [5]. Facing the new situation and new problems in the new media environment, the traditional education carrier can no longer meet the needs of ideology education in vocational school in the new era. The characteristics of the new media environment show the necessity and feasibility of carrier innovation of ideology education in vocational school [6]. On the one hand, new media brings convenience to education and teaching in vocational school; on the other hand, it impacts the traditional ideas, contents and methods of ideology education, which is both an opportunity and a challenge for ideology educators in vocational school. With the rapid development of information technology, new media, with its unique advantages, easily gained the favor of the student group, and in a short period of time, it had different degrees of substantial influence on all sides of the student group [7]. Facing the new situation, new problems and new rules of ideology education, the traditional education carrier can no longer meet the needs of ideology education in vocational school. Based on the new media environment, exploring the practice of adapting to the characteristics of ideology education in vocational school is the inevitable

requirement of cultivating high-quality professional talents [8].

## **2. The necessity of innovation of ideology education carrier**

### ***2.1. The status quo of ideology education***

Judging from the actual effects of ideology education in vocational school, there is still a big gap between it and the requirements of modern society for the cultivation of compound talents. Although the students of vocational school have grown up, their ability to understand, judge, and identify things needs to be strengthened. They have not established clear and correct values. When faced with complex and massive network information, it is difficult to accurately filter out their own Favorable information for physical and mental growth. Most of the students in vocational school are born in the 90s and 00s. Affected by various factors, they do not have a more mature three views, and they still have a strong curiosity about new things [9]. According to related data surveys, the new media software currently used by students is mainly chat, portal, shopping, and learning. But no matter what kind of new media software it is, Weibo and WeChat have the highest usage rate among students. In the new media teaching environment, students can access many aspects of social development through online media. In order to achieve effective guidance of students, they can increase social participation and form a positive network environment and ideology teaching environment for students. However, judging from the current status of network construction management, the quality management of the network environment needs to be strengthened. In the network media, some negative thoughts and emotions can mislead students, especially the current network media is an open and inclusive environment. The influence of these negative thoughts on students continues to expand. Based on this, in order to create a good ideology teaching environment for students, it is necessary to encourage the whole society to participate in it to ensure the effectiveness of teaching guidance.

For a long time, ideology education has been listed as a basic course in vocational school, and the main teaching content involves gross, ideology courses, as well as situations and policies. To a certain extent, these ideas and concepts have played a very strong educational nature for students, ensuring that students have formed correct ideas and concepts. But on the other hand, a series of problems have appeared in ideology education. Some students and teachers in vocational school have a fixed mindset. They believe that ideology education is not closely related to other professional courses. This makes ideology education courses The form is single, and the limitations in the teaching process are relatively large, which affects the overall teaching quality. Under the influence of new media, it is difficult for students to truly think about the country's own ideology level. Based on the above situation, teachers must in-depth explore how to innovate the carrier of ideology teaching under new media to improve students' ideology aspects. s level.

### ***2.2. The requirements of the development of the times***

System theory holds that the overall function of a good system is greater than the synthesis of the functions of each part. The viewpoint of system theory provides theoretical support for the research on the carrier force of Ideology education in Higher Vocational Colleges under the new media environment. The carriers of Ideology education in vocational school are interrelated and interact with each other. Giving full play to their joint forces will inevitably improve the effectiveness of Ideology education. Now is an era of continuous innovation, with the rapid development of science and technology, and the emergence of new information and knowledge [10]. With the application and popularization of new media, the traditional carrier of Ideology education in Higher Vocational Colleges seems to be lagging behind, inefficient and difficult to meet the needs of educational development in the new environment, which puts forward new challenges to the traditional carrier of Ideology education in vocational school. The "new" of new media is mainly compared with traditional media. This media form is produced after radio, television, newspapers and magazines. New media mainly relies on the support of network, digital and mobile technologies, and then transmits them to mobile phones, Internet, cable TV, computers and other terminals, so as to spread various media forms of information, entertainment and other services to users.

The effective implementation of Ideology education in vocational school is inseparable from a certain educational carrier. As an indispensable "media" element, carrier is a necessary condition for the establishment, normal operation and function of the process of Ideology education. Educational carrier has certain characteristics of the times. It will change with the evolution of the times and the

evolution of educational environment. Under the traditional teaching mode, ideology education takes classroom teaching as the main form of education. In teaching, teachers are often in the main position of teaching, and more ideology teachers will adopt the full teaching method, which makes students' interest in learning is not high and the efficiency of Ideology teaching is low. In the new era, the rapid development of new media has built a new platform for ideology education in vocational school. In teaching practice, ideology educators can choose appropriate educational content through wechat, microblog, network and other channels, which not only breaks the disadvantages of traditional education, but also greatly mobilizes students' learning enthusiasm. Students choose teaching content independently to ensure the effectiveness of Ideology education. Vocational school should seize the opportunity brought by the progress of new media technology to the development of carrier form, innovate in time and dare to use new educational carriers, make ideology education full of vitality and vitality through carrier innovation, and give better play to the best efficiency of Ideology education in Higher Vocational Colleges.

### **3. Feasibility analysis of carrier innovation of ideological education**

#### ***3.1. Construction path of Ideology education carrier***

The use and promotion of new media bring opportunities for the carrier innovation of ideology education in vocational school, and bring many advantages to ideology education in vocational school. New media has the characteristics of fashion, quickness and diversity. Compared with traditional media, the content, mode and influence of communication created by new media have made great progress. New media has shown many advantages in ideology education. Ideology education is not the work of a certain line or a certain department. To do a good job in ideology education, the whole school must work together with one heart and one mind, and build a big ideology pattern of the whole school. Build a network teaching platform and a network teaching resource center. The content of ideology education in vocational school can be displayed online in various ways, such as text, graphics, images, audio and video, etc. The ideology education can be abstracted into concrete and become boring and interesting, so that the network teaching platform and network teaching resource center can become new classrooms for college students to receive ideology education.

Under the new media environment, higher requirements are put forward for the ideology educators. On campus, teachers of political theory courses, students' administrators and teachers are required to work together to do a good job in ideology work. Off-campus, vocational school are in close contact with enterprises, and have established title classes, apprenticeship classes, etc. Students will also go to enterprises to take part in internships, etc. This requires that the relevant personnel of enterprises should also be included in the ideology team, and the mode of school-enterprise joint education should be established. Teachers of ideology education should make scientific and rational use of new media communication methods, give full play to their guiding role through various channels, make new media give full play to their absolute advantages, avoid all kinds of unfavorable risks as much as possible, provide guarantee for the construction of a good teaching environment, and enable college students to make full use of new media as a channel to master more information, seize more opportunities and avoid detours. Vocational school should strengthen the construction of ideology education team, strengthen the training of subject knowledge, political literacy and network technology, constantly improve the academic level, political literacy and technical ability of the ideology education team, strengthen the system guarantee and implementation, and promote the construction and integration of various carriers so as to truly exert the effectiveness of the ideology pattern.

#### ***3.2. Strategies of ideology teaching for higher vocational students***

In the new era, the continuous development of network technology makes information exchange interactive and personalized. For secondary vocational college students, they can independently choose their favorite consulting information under the support of new media technology, which has a great impact on the traditional ideology teaching mode. For the students of vocational school at this stage, the teaching content of Ideology education is closely related to its teaching quality. If teachers want to effectively improve the actual effect of Ideology classroom teaching, they must first pay enough attention to the effectiveness of the content of Ideology education. Obviously, the traditional single "didactic" teaching mode is difficult to meet students' learning psychology and can not effectively stimulate students' learning interest. In the actual ideology teaching, ideology teachers can not be complacent and bound by the traditional model. Ideology teachers should improve their learning

literacy in new media, consciously strengthen the technical level and tap the innovation points of the times. Based on the above contents, ideology teachers should innovate teaching means, have the courage to practice, and constantly find, analyze, explore and solve relevant problems with a realistic heart, so as to bring correct ideological guidance to students, so as to make the overall teaching of Ideology education meet the needs of the development of the times under the current new media.

Ideology teachers play an important role in Ideology teaching in vocational school. The knowledge reserve, professional quality and moral quality of Ideology teachers have a profound impact on the development of students. As far as teachers are concerned, professional teachers should be established to realize the correct guidance and supervision of students. Under the Internet environment, high-quality ideology education team should be able to make rational and effective use of multimedia equipment for teaching design and make good use of the convenience brought by new media, so as to improve the effect of Ideology education for students in vocational school. In teaching, ideology teachers in vocational school should actively adopt new media technology to build an ideology education platform, carry out ideology education and teaching in an efficient and all-round way in the platform, guide students to form correct ideas and consciousness, and promote students' good physical and mental development. When using new media information technology to innovate ideology education and teaching, teachers should properly combine the ideological characteristics and behavioral habits of higher vocational college students at this stage, and formulate a more targeted teaching guidance system, so that students can have a comprehensive understanding of the importance of Ideology education more quickly.

#### 4. Conclusions

The rapid development of new media is both an opportunity and a challenge for the ideology teaching in vocational school. When developing ideology education and teaching in vocational school, we should first have a more comprehensive understanding of new media information technology. College students are not only the subjects of study in vocational school, but also the subjects of application in new media. In order to protect students from the negative impact of new media, ideology teachers should fully tap the innovation points in new media and innovate teaching methods and teaching concepts by combining ideology teaching contents. In this way, we can improve students' learning effect in ideology education, promote the effectiveness of ideology teaching, improve the quality and efficiency of ideology education teaching in vocational school, and comprehensively cultivate students' good quality and moral cultivation. And give full play to the teaching advantages of new media, enhance students' ability to resist the adverse effects of new media, so as to guide students to establish correct ideas and move towards a better life.

#### References

- [1] Wang Xianjun. *Innovative research on ideology education in vocational school under the new media environment*[J]. *New Media Studies*, 2016, 2(004):77-78.
- [2] Luo Xu. *The dynamic formation of the "carrier force" of ideology education in universities in the context of new media*[J]. 2021(2015-4):103-105.
- [3] Ma Jun, Ding Lili, Si Zhenlong, et al. *Carrier innovation of ideology education for college students in the new media environment*[J]. 2021(2013-2):147-150.
- [4] Chen Yanfen. *Analysis on the effectiveness of improving ideology education in vocational school under the new media environment*[J]. *Education and Occupation*, 2017, 000(010):109-111.
- [5] Mao Wei. *Research on the Innovation of Ideology Education Carriers in Higher Vocational Colleges under the New Media Environment*[J]. 2021(2014-4):79-82.
- [6] Huang Haiyan, Yang Dachun. *Practice of ideology education in vocational school in the era of new media*[J]. 2021(2014-25):90-92.
- [7] Liu Wei. *An analysis of the carrier of ideology education for college students in the new media environment* [J]. 2021(2018-30):133-134.
- [8] Li Shumin. *Research on the carrier of ideology education for college students from the perspective of new media*[J]. 2021(2016-4):12-14.
- [9] Zhang Zhen. *Analysis of the carrier of ideology education for college students under the new media environment* [J]. 2021(2016-2):118-123.
- [10] Ding Liqiong. *Analysis of the Ideology Education Approaches for the Students of Active Public Security Colleges in the New Media Environment*[J]. 2021(2016-4):42-48.