

Problems and Countermeasures Facing Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: The rise of new media has brought a once-in-a-lifetime opportunity for colleges and universities to carry out ideological and political education, and it has also caused the generalization of current college students' ideological and political education network space thinking, affecting the formation of college students' "three views", and the formation of traditional ideological and political education and teaching is a powerful impact. Faced with this situation, colleges and universities should make full use of the dissemination characteristics of new media technology, seek advantages and avoid disadvantages, optimize the ideological and political education environment, realize the innovative transformation of ideological and political education methods in colleges and universities, and enhance the appeal and affinity of ideological and political courses. In order to achieve the goal of ideological and political courses for the country to cultivate the successors of the socialist cause for the comprehensive development of morality, intelligence, physique, beauty and labor.

Keywords: new media, ideological and political education, technology

1. Introduction

With the advent of the new media era, Internet platforms represented by Weibo, WeChat and mobile clients have become an important part of people's daily life. According to the 45th "Statistical Report on China's Internet Development Status" released by the official website of the China Internet Network Information Center (CNNIC) at the end of April 2020, as of March 2020, the scale of Chinese Internet users has reached 8.97 billion, of which 99% are mobile Internet users. 3%"[1]. Data shows that the scale of mobile phone users on the Internet in China is getting larger and larger, and mobile phones are favored by netizens because of their convenience, dexterity, and intelligence. The Internet has brought about the rapid development of social media, and college students have it has become the main body of new media. The emergence of new media has brought great opportunities to traditional Chinese ideological and political education on the one hand, and severe challenges on the other hand. How to continue to play the advantages of traditional ideological and political education under the new situation, and effectively deal with the new media's impact on the ideological and political education of college students make full use of the advantages of new media to seek advantages and avoid disadvantages, so as to enhance the timeliness of ideological and political education for college students, increase the sense of acquisition of college students, let ideological and political education be equipped with the wings of new media, and promote a new round of ideological and political education reform to greater achievement has become an important subject of academic research.

2. Overview of new media

Media can be divided into traditional media and new media. From the perspective of communication, "traditional media are divided into four categories, newspapers, magazines, radio, and television. The Internet is a new media, also known as the fifth media, and the media can be described in these five categories [2]". "New media includes digital newspapers, digital magazines, digital broadcasting, mobile phones, web pages and a series of new communication methods using network media, which provide users with a series of information and services [3]". The relationship between new media and traditional media an important difference is that the communication mechanism of new media is point-to-point, an

all-round three-dimensional communication, with a wider range of communication and a lower threshold; while the communication mechanism of traditional media is point-to-point, or point-to-multiple small-scale communication dissemination is suitable for intellectuals with certain knowledge.

With the development of productive forces and the refinement of social division of labor, the material living conditions of the public have been resolved, and social contradictions have undergone significant changes. The high development of social civilization has gradually increased the requirements of college students for themselves. "Masnow's theory divides human needs into five types, from low to high: physiological needs, safety needs, social needs, esteem needs and self meet the requirements" [4]. While college students are more at the third and fourth levels of needs, now college students are more in need of emotional satisfaction and respect from others.

The emergence of new media meets these needs of college students. First of all, the development of social media has expanded the virtual social circle of college students. On the one hand, "online" communication has made them mentally and emotionally satisfied to a certain extent; growing. Secondly, with the development of network media, every user has the right to "equal information" in front of the Internet, and everyone gets the same information. As the main body of new media and their ability to use new media, college students can acquire information faster and more conveniently. They can not only obtain a large amount of information through the Internet, but also can "voice" on the Internet platform about some opinions on the Internet, interact with other Internet users, and get "respect" in this Internet interaction, so as to realize their own sense of existence with value.

3. Problems faced by new media in the ideological education of college students

3.1 The lag in the screening mechanism of new media dissemination information has caused a huge impact on the ideological and political education of college students

The trend of globalization of the world economy is intensifying, information is circulating around the world, and cultural exchanges are increasing day by day. The country that masters information in the world today is the country with the strongest soft power. However, the rapid development of social network technology, the rapid growth of the number of netizens, and the lack of proper supervision of the network society have caused confusion in the ideological content of the existing cyberspace. With the development of new media, the "Internet Generation" of college students has already become the main body of participation in the new media era. At the same time, due to the mixed quality of information in the network society, the screening mechanism of new media dissemination information is seriously lagging behind, and various kinds of bad information are repeatedly banned on the Internet. College students are simple-minded and lack a certain degree of political discrimination. They are more likely to be influenced by these mixed thoughts on the Internet, which makes their own behaviors and habits change. It seriously affects the formation of the mainstream values of college students.

3.2 The traditional ideological and political education has caused a serious disconnect between the subject and the object

Although ideological and political education in colleges and universities is constantly changing with the development of the times, it is not difficult to find that college students still have certain resistance to ideological and political education. The curriculum does not pay attention to or even resents, and it is manifested in their learning that they do not have a firm grasp of the theoretical knowledge of ideological and political education, and usually have a low degree of browsing and little attention to this aspect of information. The main reason for this is that every college student has their own individualized emotions in receiving knowledge and education, while traditional ideological and political education mainly focuses on instilling some theoretical knowledge, and the means of knowledge system dissemination are not innovative according to the new situation. Development, not in line with the personalized development of college students can't effectively meet the visual stimulation of college students, and thus can't stimulate students' interest in learning. On the contrary, college students are more likely to be attracted by some entertainment information, which leads to a confrontation between ideological and political education and the personalized development of college students.

The ideological and political education curriculum in colleges and universities is the main channel to implement the ideological and political education of college students, and the majority of ideological and political teachers are the main body of implementation [5]. However, the current situation is that, on the one hand, many college students' ideological and political education teachers are older. Although they

have rich practical experience in ideological and political education, they have shortcomings in using new media, and some old teachers even resist the new media, which has led to their teaching has been far from meeting the higher needs of students. Even though some old teachers use new media for teaching, because college students have a much higher degree of mastery of new media than they do, their new media classrooms become boring in the eyes of students. On the other hand, some ideological and political educators have insufficient theoretical knowledge and insufficient practical experience. The inability to explain the theories of ideological and political theory courses thoroughly has also seriously affected the timeliness and attractiveness of ideological and political courses, making students increasingly lose interest in ideological and political theory courses.

Classroom management in colleges and universities requires students to have a certain ability of self-discipline, but compared with the boring professional course knowledge content and dry teaching methods, the rich and interesting information on the mobile phone software is more likely to arouse the interest of college students, so it is not uncommon for mobile phones to enter the classroom. . If things go on like this, students will lose interest in the classroom, their mastery of professional knowledge will be weakened, and they will not meet the teaching requirements and training goals. From this point of view, it is necessary to change the form of classroom management for college students. Of course, it is more necessary to change the state of students' hearts through ideological and political education.

3.3 Students' lack of ability to optimize and integrate information affects the effectiveness of ideological and political education

Information integration is based on the development trend of informatization, and under the leadership of a certain organization, realizes the serialization, sharing and adaptation of information resources, and then realizes the optimization of the allocation of information resources. Internet data is a huge information system, and every audience is a supplement of information, and these supplements of information, due to various individual reasons, will cause more Internet information due to faulty sentences, inadequate investigation, and information that has not been verified of complexity. As the biggest recipients of Internet information, college students are unable to process information correctly and optimally in the face of complicated Internet information. At the same time, in the process of integrating Internet information, college students will organize some negative and utilitarian information into their own values. Once this concept is formed, it is difficult to change. This puts a lot of pressure on the ideological and political education process.

At the same time, because of the "anonymity" in the characteristics of new media, most modern college students choose to hide their identities when exchanging information online affected by this phenomenon, the authenticity of college students' speeches on the Internet cannot be guaranteed. In the Internet, every audience is both a receiver of information and a disseminator of information, which also makes it difficult to trace the source of information, and then false information will be generated. College students will also be unable to judge new Authenticity of media information.

4. Path selection to overcome the dilemma of ideological and political education from the perspective of new media

4.1 Strengthen institutional legislation and strengthen supervision

First, the country should strengthen legislation to curb the spread of bad ideas. China attaches great importance to relevant legislative work and has formulated a series of regulations on the security protection of computer information systems to maintain Internet information security and manage Internet information services. There are deficiencies, which determines that we should adjust the legislative model of new media information. With the development trend of new media, China's relevant legislation should be supplemented. Here, relevant Chinese departments should: First, strengthen relevant legislation to ensure while citizens express their legitimate rights, they should formulate a screening standard for publishing information with the help of new media; the second is to strengthen management. There is an effective mechanism for information screening of each client subject, and there is a critical point for information screening. It is necessary to ensure that new media the information released is not harmful to the public; the third is to make it clear to the individual. If the formulation of the law is extensive but not clear to the individual, then there will be a group of social cancers who exploit legal loopholes to publish implicit information on the new media to distort colleges and universities. College students' outlook on life, values, and world outlook. Therefore, netizens are encouraged to use

real information to register on the Internet, implement responsibility to people, and realize the unification of rights and obligations; fourth, strictly enforce the law, and when some special and bad individuals violate relevant Internet.

When enacting the Internet Protection Law, cases should be handled publicly in real time, and the laws and regulations violated should be made clear. Second, we must strengthen offline supervision, so that bad thoughts have nowhere to hide. On the one hand, citizen and social supervision also plays an important role in the screening of Internet information. In society, new media people are not only the publishers of information, but also the supervisors of other information publishers, and they should use the new media itself to manage the release of new media information. On the other hand, it is necessary to regulate the behavior of public figures and establish a good patriotic image. Celebrities are one of the objects sought after by college students, and their behavior will have a certain impact on many college students. The country must regulate the behavior of celebrities and give the public an example of information release. Citizens should also supervise themselves when publishing information on the Internet. Advocate all members of society to practice socialist core values, and establish an information screening standard deep in the hearts of college students

4.2 Take measures to solve the problem of disconnection between subject and object in the context of traditional education

As an important carrier of social information dissemination, new media has many characteristics that traditional media do not have. The accelerated pace of society makes it difficult for the public to have sufficient time to study and entertain. The arrival of new media has better resolved people's conflicting needs for spiritual civilization. People can make full use of some "fragmented" time to learn and entertain through new media. First, the development of new media has broken geographical boundaries. College students can use various clients anytime and anywhere to study and have fun, and can communicate with people in various regions through new media; second, new media has broken the time limit, no matter what. When and where, as long as there is an Internet, college students have the possibility to obtain information; third, new media use big data to collect information on Internet users, and at the same time, according to each person's hobbies, interests, and concerns, the information that college students are concerned about will be pushed uninterruptedly. To the mobile client, to meet the needs of college students; Fourth, the new media integrates animation, pictures, text and sound, making the information more intuitive and with a sense of picture. Today's college students are mostly born after the 1990s or even after 2000. They are on the same time line with the gestation, germination and development of new media. To be more precise, today's college students are the first to enter the age of science and technology, and their ability to use and accept new media far exceeds that of their predecessors. College students, as the mainstay of the use of new media, are comfortable with the use of new media. In this regard, the ideological and political education team of college students should adapt to this change, introduce a large number of young talents, and realize the ideological and political team of young people with higher education and wider vision, and proficient in new media technology. Use young people to educate young people, enter the college student group with an equal attitude, know what they need and desire, make full use of the fast, convenient, diverse and attractive characteristics of new media, integrate classroom knowledge into new media, and do Two-way interactive communication between class and class.

4.3 Educators should learn big data technology and make full use of hot events to carry out ideological and political education for students

"Accelerate the education and teaching reform of ideological and political courses, optimize the curriculum system, strengthen the construction of practical teaching courses and innovative courses of ideological and political courses, and establish an overall optimized ideological and political course system." Students should learn to make full use of hot events through big data to carry out ideological and political education for students. To solve the ideological and political education problems of college students, we should start with the things that college students are interested in. In the era of new media, many government agencies and universities have established corresponding ideological education platforms. Under normal circumstances, these platforms are a single platform for disseminating ideas. The model of political education philosophy, without student participation and interaction, such ideological and political education platforms are dull and boring, and the content of the propaganda is single and uninteresting. In this case, we should change the existing model, use big data technology, find topics of interest, and let students participate in topics. On the one hand, correct ideological values can be displayed in the topic, so that students can form correct mainstream values in a subtle way. On the

other hand, students as participants in the topic can arouse their interest in this type of platform. At the same time, college students can also act as communicators, carrying out a new round of communication with topical views. "Big data technology will provide more abundant learning resources, teaching methods and learning methods, and drive new changes in education." Therefore, the construction of ideological and political education platforms in colleges and universities should strengthen the Internet technology of practitioners and use big data to interest students. Search the topic of ideological and political education, and then combine the topic with the content of ideological and political education, arouse the interest of college students, and solve the problem of low browsing volume of ideological and political education content by college students.

5. Conclusion

All in all, new media is a double-edged sword. The opportunity is the expansion of the scope of ideological and political education and the increase of publicity methods; the challenge is that the speed of ideological and political education reform cannot keep up with the speed of the development of new media. In the era of new media, the state should follow the development trend of new media to introduce corresponding laws and policies to achieve judicial supervision. Ideological and political education in colleges and universities should pay more attention to the status of college students, and should not make college students become the ultimate audience of ideological and political education, but should be a part of ideological and political education, as a new disseminator, let students participate in ideological and political education to come. At the same time, it is necessary to improve the professional ability of ideological and political education practitioners in colleges and universities, so that they can better adapt to the development of the times.

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