

# Research on Media and Ideological and Political Education Carrier

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**Abstract:** This thesis uses the basic theories of ideological and political education and communication, starting from the concept of ideological and political education carriers, and analyzes the characteristics, functions and classifications of ideological and political education carriers of mass communication, so as to make a more comprehensive approach to the carriers of ideological and political education in mass communication. Systematic discussion. On this basis, using comparative analysis research methods, it focuses on the similarities and differences between the Chinese and American mass media ideological and political education carriers, and puts forward several enlightenments for the construction of ideological and political education carriers in my country. Subsequently, this article further combines the actual situation of ideological and political education in domestic colleges and universities, conducts an in-depth study on how colleges and universities use mass communication carriers to do ideological and political education work, and discusses how to optimize and optimize ideological and political education carriers in the era of mass communication from different levels. Innovation.

**Keywords:** Education carrier, Medial communication, Ideological and political education

## 1. Introduction

In the current theoretical circle of ideological and political education, the research on the carrier of ideological and political education started relatively late. Similarly, the current research on the relationship between mass communication and ideological and political education carriers is relatively scarce. It should be said that there is an inherent connection between ideological and political education and mass media, although some domestic scholars have realized the positive role of mass communication in ideological and political education, and can consciously use various mass media in ideological and political education activities. However, the study of systematically and comprehensively exploring the relationship between mass communication and the carrier of ideological and political education based on the principles of mass communication is still basically blank. Therefore, strengthening the study of communication theory from the perspective of modernization, strengthening the research on the carrier of ideological and political education in mass communication, and actively exploring new ideas for the construction of ideological and political education carriers under the increasingly developed mass media are of practical and important significance for the reform of ideological and political education. For this reason, in this article, we try to use the basic principles of ideological and political pedagogy and the basic knowledge of communication to study and think about the carrier of ideological and political education in mass communication. A comprehensive analysis of the educational carrier. On this basis, from different levels, on how to continuously optimize and innovate the ideological and political education carrier in the era of mass communication, put forward their own views, so as to make ideological and political education more effective for the ideological and political education workers in the new era. The work provides a certain theoretical reference and reference.

## 2. The Characteristics of Mass Media Ideological and Political Education Carriers

“The medium is the message.” This is the classic summary of the famous scholar Marshall McLuhan on the status and role of mass media in the development of human society. The rapidity of information transmission is first of all the most prominent feature of mass communication as a carrier of ideological and political education. In the field of communication, the speed and distance of mass communication far exceed the limits of interpersonal communication, especially after the emergence of

electronic media such as television and the Internet, they are close to real-time transmission speed and strong sense of presence and witnessing. The world is drawn very close, so that the communication is synchronized in time and co-located in space, thus turning the whole world into a “global village”. Our party’s line, guidelines, policies, and important domestic news can be broadcasted in a timely manner at the first time, so that a broad audience can keep abreast of my country’s political, economic, and cultural developments. On the other hand, in actual social life, the timeliness of mass communication also provides convenient conditions for ideological and political education, so that ideological and political educators can quickly get ideological feedback from the audience, that is, the object of education, so as to further improve The content and methods of ideological and political education.

Because mass media carriers mainly use various mass media for ideological and political education, their specific manifestations are rich and diverse. Various forms such as books, newspapers, radio, television, movies, and the Internet have spread and penetrated into every corner of social life. There are many channels of dissemination, and the coverage of information is very wide. People can use and choose various forms of mass media to obtain various kinds of information beyond the group they are in. At the same time, the audience of mass communication is also very wide, even in relatively remote villages, the tentacles of mass communication can always be reached through broadcast or television that is easy to understand, intuitive, and appealing. In this way, mass communication has brought great convenience to ideological and political education activities. All kinds of values, ideas, social norms, etc. can be conveyed to a large audience in society through different forms, and ideas are carried out through mass communication. Political education can also truly and widely affect everyone in society, thus exerting its powerful political functions and educational effects.

The authority of mass communication provides a solid backing for the development of ideological and political education. Political life is inseparable from mass communication. The party’s line, guidelines, policies, laws, etc. must be publicly propagated to the public through the mass media. Therefore, the mass media has the role of an authoritative spokesperson in the eyes of the audience. Ideological and political education with the help of mass media can greatly increase the authority of educational content, thereby increasing the persuasiveness of the audience. At the same time, mass communication has the “demonstration effect of social behavior and the function of assigning social status.” A kind of speech is widely reported by mass media, and social influence can be greatly increased. The same behavior, especially the exemplary deeds of typical characters, is also It often becomes the object of ordinary people to learn or imitate, and the social influence realizes lasting proliferation. Therefore, ideological and political educators should make full use of this characteristic of the carrier of mass communication of ideological and political education, successfully pass the content of education to the object of education, and enhance the persuasiveness and influence of ideological and political education.

### **3. Use Mass Communication to Build a New System of Ideological and Political Education Carrier Construction in Colleges and Universities**

“Indoctrination” is one of the effective ways of ideological and political education. A basic principle and method of ideological and political work is to publicize and promote positive models, and use advanced ideas, advanced deeds, excellent qualities, and heroic behaviors to influence and educate the people. the masses. College students are a group of high-level audiences seeking knowledge and innovation, and an active social group. While we insist on systematic ideological and political theory education for college students, we must actively grasp the characteristics and needs of college students’ audiences, and use the authenticity, freshness, dissemination, timeliness, extensiveness, continuity, and tendency of modern news media. It has the characteristics of nature, instruction, knowledge, and ideology. It takes the initiative to attack and perseveres in the positive indoctrination of the system. In the content of the propaganda, it is necessary to target the ideological reality of young college students, and through long-term positive inculcation, promote new social ideas and new styles that meet the needs of the development of the socialist market economy, and stimulate college students' patriotic enthusiasm. At the same time, in the propaganda channels, we must take advantage of the opportunity to firmly occupy the dissemination position and carry out positive indoctrination education with great fanfare. Create a positive media environment and an atmosphere of public opinion through newspapers, radio, television, and the Internet, and use healthy and beneficial propaganda content to guide college students, so as to truly “arm people with scientific theories, guide people with correct public opinion, and noble The spirit shapes people and educates them with excellent works”, thereby promoting the quality education of young college students and singing the main theme of socialism.

Communication effect refers to the sum of all the influences and results of communication activities, especially the activities of newspapers, radio, television and other mass media, on the recipient and the society. In college campuses, school newspapers, campus radio stations, intramural cable television stations, campus networks, group journals, college (department) journals, etc. have become the most commonly used media. Propaganda workers can make good use of and make full use of these communication tools to enable The spread effect is twice the result with half the effort. Therefore, when campus media practitioners use these tools, they should further understand and learn their application rules and some technical knowledge, such as the study of the relationship between the communicator and the communication effect, the study of the relationship between the student audience and the communication effect, the campus news communication and publicity skills, etc. Specifically, how the layout of newspapers and magazines can more highlight the subject to be promoted, how to master broadcast language adjustments can be more powerful, and how to use editing methods for TV programs to highlight program intentions and character images. At the same time, because the advent of the Internet age has made campus networks a new force in campus media, how to make use of the communication effects of campus networks should also be one of the key considerations in strengthening campus media construction.

#### **4. Innovative Development of Ideological and Political Education Theory in the Era of Mass Communication**

First, the two-way round-trip relationship of information feedback is not a simple repetition and equal exchange of information. Therefore, the communicator and the receiver are not in an equal relationship in the information feedback process. This is because, on the one hand, after receiving the disseminated information from the disseminator, the audience must respond to the information according to their own understanding before giving feedback to the disseminator. In this way, the feedback information is no longer the kind of meaningful and quantitative information output by the communicator at the time, but the opinion information after the audience has responded to the received information and processed; on the other hand, in the dissemination process, the communicator always In a dominant and dominant position, he controls and controls the flow and direction of information, so he and the audience are always in an unequal position. Second, the feedback of information allows the communication process to be continuously extended and developed. The feedback of information in terms of time represents the first and subsequent follow-up between the two behaviors of dissemination and acceptance. There is always the communication activity of the communicator first, and then the information reflection of the recipient. If there is no information dissemination targeted by the disseminator in the previous step, there will be no information feedback from the audience to the disseminator in the latter step. Therefore, information feedback directly or indirectly reflects the audience's acceptance and evaluation of the communicator and its information. Through information feedback, communicators can verify their own communication effects based on these evaluations, improve and optimize the content, forms and behaviors of communication afterwards, so that the communication process continues to extend and develop. It is precisely because information feedback is very necessary for the communication process and is an indispensable important factor and link. Therefore, information feedback has a huge impact on the communication behavior of the communicator and has a positive effect. Today, when the era of mass communication is coming, strengthening the feedback of ideological and political education dissemination information, and establishing and perfecting a smooth ideological and political education information feedback mechanism is one of the important conditions for improving the effect of ideological and political education. For a long time, ideological and political education has paid great attention to the study and application of "indoctrination" theory. Top-down ideological and theoretical education and indoctrination mechanisms have played a very important role in the development of ideological and political education, but have also formed ideological and political education. The feedback mechanism is relatively underdeveloped. With the opening of society, the rapid expansion and development of mass communication, the rapid increase in the amount of information, the continuous expansion of information exchanges, and the increasing awareness of the audience's subjectivity, the underdevelopment of the feedback mechanism has gradually become a "bottleneck" that restricts the improvement of ideological and political education. problem. Faced with these problems, ideological and political educators must earnestly increase their awareness of feedback. They must not turn a blind eye to information feedback. They must improve the information feedback mechanism of ideological and political education by establishing sensitive, effective, stable and quick information feedback channels. This is also aimed at receiving education. The actual situation of the author is an important

way to further deepen the work of ideological and political education and to enhance and improve the effect of ideological and political education.

## 5. Conclusion

Through the comparative analysis of the ideological and political education carriers of mass communication in China and the United States and the specific research on the ideological and political education carriers of mass communication in colleges and universities, this paper deeply explores how to optimize and innovate the ideological and political education carriers in the era of mass communication. The full text is not limited to a simple analysis of mass communication carriers from the perspective of ideological and political education, but combines the basic theories of communication that I learned at the undergraduate level, and integrates the basic principles of communication and ideological and political education, and strives to find And choose the intersection and combination between the two, from the dual perspectives of communication and ideological and political education, put forward his own views on how to innovate the carrier of ideological and political education in mass communication.

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