

The Reform Practice of Ideological and Political Education of University Students under the New Media Environment

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Abstract: Over the years, the transformation of media from print media to electronic media has changed the mode of life of many people, and the new media brings influence that has attracted the attention of more and more people. New media always has a certain post-modern meaning, and it is inseparably related to the "digestion", "subversion" and "fragmentation" of the existing values and systems advocated by deconstructionist. The popularization of new media technology has promoted the rapid spread of new cultural forms, and the ideological and political education of university students has also developed in a diversified direction, which has led to greater challenge to university students' ideological and political education. The practical research on promoting business and political education in universities in the context of new media is focused on in this paper, mainly to find out how to better motivate the reform and innovation of ideological and political education in colleges and universities by virtue of the new characteristics of the era of "new media" in the new era.

Introduction

With the tide of new technology and information technology, human society is stepping into a new information age. The New media era has arrived, which has not only realized the innovation of the media carrier, but also changed the content of media communication. In particular, from the point of "slave and political education in universities", the integration of traditional contents and technologies has realized the innovation of ideological and political education contents, methods and methods, which have become the focus of the current theoretical circle. In the context of New media, "slave and political education in universities" is facing New problems. Cell media, network media and derivative form, and gradually build a new state of fast, open and fusion, the information transmission range and velocity are constantly changing, broke traditional between RACES, regions, the gap between countries, between affects people's ideology, way of thinking and value orientation, psychological feelings, gradually formed a distinctive aesthetic idea, value orientation and cultural characteristics of new media. Ideological and political education is an important part of education in colleges and universities. It is also an important mission to help university students to establish the right world outlook, view of life and values, to publicize the leadership of the party and to introduce national policies and regulations. New media has made the mode of life, learning, communication, entertainment and even language habits of university students change a lot. Colleges and universities should cultivate university students for the new era, which is an important mission they will shoulder and the top priority in university work. Whether ideological and political education produces actual effect is the fundamental basis for measuring the success and vitality of enterprise

and political education in universities.

1. New Media's Connotation

In 1967, In a business development report by American scholar Mark Goldmark, the concept of new media was first time proposed. Subsequently, the concept of new media gradually expanded from the United States to other countries and became the focus of people's attention. In general, can from the technical dimension and time dimension to define new media, technically speaking, new media is the cell phone, computer, network and other media as a carrier to the spread of information technology, from a practical point of view, new media is the traditional media of radio and television, a kind of transcendence, is a kind of new communication media. This paper defines new media as an evolving concept that can change with the development of The Times. Based on wireless communication and Internet, it is a new media with the help of cell phone terminals and computers to realize information transmission. From the perspective of technology, professor Xiong Chengyu who is the director of new media research center in Tsinghua University, analyzed that the so-called new media is a relative concept, and "new" is relative to "old".

New media has digital characteristics, and converts all consecutively varying input such as a drawing line or sound signal into a sequence of discrete units. New media has interactive characteristics and realizes real-time communication with each other. New media has the characteristics of hypertext. In addition to text and digital, multimedia information such as image, sound, film and television plays an increasingly important role. New media is virtual and cannot determine the true source of the news. New media has the characteristics of networking, with the Internet as the main media. It has the characteristics of simulation, immediacy, magnanimity, sharing, individuation and community. Traditional media transmission is one-way linear transmission "point-to-point", while network transmission is interactive transmission. Currently, the cell phone has broken the previous space limitation and become the preferred channel for people to surf the Internet with its portability and operability.

2. The Influence of New Media Development on the Ideological and Political Education of University Students

2.1 New Media Has Expanded the Resources of Ideological and Political Education for Students

In the new media era, an important feature is the diversity of information acquisition methods for university students. An important feature of the new media era is the change in the way of communication. It has changed from the traditional newspapers, magazines, and television to the Internet technology. New cell media tools include cell phones, computers, etc. And because university students can accept new things with strong abilities. A majority of new media tools the audience, such as computers and cell phones, are university students.

2.2 New Media Has Expanded the Channels of Ideological and Political Education for University Students

Carrying out ideological and political work requires not only rich forms, but also expanded channels and multi-channel work. In traditional education, there are textbooks, preaching by teachers, and dazzling among students. With today's advanced information technology, these tasks are far from completing ideological and political education effectively. The information era provides a wealth of resources, and diversified forms of presentation are more attractive to students. Compared with traditional forms of education, students are more willing to accept new media communication methods. Therefore, while conducting traditional education, new media has made

the ways to ideological and political education new.

2.3 It Enhances the Autonomy of University Students to Receive Ideological and Political Education

New media is an extremely penetrating and convenient information transmission tool. It changes the previous one-way communication mode into a two-way or even multi-directional communication mode, and created a platform for university students to communicate with the outside world freely. Since ancient times, due to the baptism of the traditional "indoctrination" educational thought, the identity of the two sides of education has obvious differences, invisible ideological and political educators condescending attitude has become the norm, which is easy to make students have a kind of rebellious psychology, and easy to feel that the content of education is boring. Under the new media environment, educatees can flexibly choose the content they are interested in and need, which is more targeted and time saving for educatees. New media comprehensively integrates various forms of information. Compared with the traditional teaching mode, the former is more interesting and convenient, making students more active in accepting and participating in the process of ideological and political education.

3. Effective Ways of University Students' Ideological and Political Education Practice under the New Media Environment

3.1 Use New Media to Construct Ideological and Political Education

Under the new network situation, cultural content changes with the change of the social environment and involves all aspects of social life. Therefore, culture has all-round and diverse characteristics. In university education, ideological and political education plays the role of cultural carrier, which can provide ideological and cultural guidance to university students. The cultures produced in different periods of social development are different, and the forms presented are also different. During ideological and political education, we must constantly adjust the form of educational dissemination and enrich cultural content. Different contents and ways of ideological and political education will result in different education levels and educational effects. As the social environment is changing continuously, the cultural form will change accordingly. In particular, the cultural information of the communicator is transmitted in multiple ways in the new media environment, and the ideological and political education work should be continuously optimized and innovative to satisfy the various needs of university students.

3.2 Take Full Advantage of the Campus Network to Build Information Sharing Space

3.3 Enhance to Supervise and Manage New Media and Purify the Environment of New Media

Enhance to supervise and manage the mode of new media. The secretary of the party committee of the university should carry out the primary responsibility of ideological and political education in the university, and the President should take the political responsibility, continuously improve the ideological and political education work system, improve the teaching supervision mechanism, and improve the teaching quality of ideological and political education. The role of the government in new media regulation is emphasized, with emphasis on legislation and technical filtering. The promulgation of laws and regulations provides a basic basis for managing new media according to law and plays a crucial part in maintaining the healthy development of new media. The latter emphasizes the self-discipline of practitioners and users of new media while standardizing legislation.

4. Conclusion

Since the new period of socialist construction, China's education reform has been increasingly deepened, especially the combination of ideological and political education reform of university students in the new media era with new media technology and even the background of The Times, bringing new opportunities to solve the difficulties of ideological and political education of university students in the past. In essence, ideological education for university students through new media that is an important carrier, is a process of guiding university students towards rational maturity in ideals, beliefs, responsibilities and responsibilities in a truly equal, open and transparent virtual space by using the most popular and acceptable way in the university. This is an ideological game of modern scientific and technological means for social interaction between teachers and students, and it is also an exploration of the times when we engage in ideological and political education of university students and advance with the times.

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