

Ways to Improve the Effectiveness of Ideological and Political Education in Colleges and Universities under the New Media Environment

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Abstract: With the development of society and economy, new media technology emerges as The Times require. Due to its characteristics of interactivity, timeliness, individuality and openness, it has been widely used and promoted in various fields, and has gradually become a part of public life, exerting a significant influence on people's behavior of obtaining, screening and screening information. Among them, the new media in ideological and political education (IPE) in colleges and universities give full play to the role of the media. It provides an open platform for college students to learn knowledge and understand the world, which provides a rare opportunity for IPE, but these conveniences also to the IPE work brings new problems and puts forward the new challenges. In this case, the analysis of the impact of new media on the IPE has become an important topic, and then explore the ways to use new media to enhance its effectiveness. This article, the former related research theory and IPE present situation, the combination of IPE under the new media age effectiveness of the existing problems and causes are analyzed, and put forward the ascension path of effectiveness, improve IPE work is dedicated to provide you with more theoretical basis, the propulsion of education education for colleges and universities play a positive role.

1. Introduction

The New media era has not only realized the innovation of the media carrier, but also changed the content of media communication. In particular, from the perspective of IPE in colleges and universities, the integration of traditional content and technology has realized the innovation of contents, methods and methods [1], which have become the focus of the current theoretical circle. IPE in colleges and universities under the background of new media is facing a new topic. General secretary xi jinping made it clear at the national ideological and political work conference on the Internet that "information technology and ideological and political work should be deeply integrated." It emphasizes the importance of the integration of Internet and ideological and political work. In the Internet era, there are many new situations in the IPE of college students. The world outlook, outlook on life and values of college students are all affected to some extent, and the IPE in colleges and universities is also affected in different ways [2-3]. Therefore, how to better understand and grasp new media and make full use of new media to play a positive role in IPE in colleges and universities are of great significance to the work of higher education [4].

The actual effect of IPE in colleges and universities under the new media era research in the path of ascension, not only can optimize the theoretical system, and enrich the IPE of the overall architecture, the new media, the Internet and IPE combined, realize the further optimization of traditional IPE architecture [5]. In addition, the arrival of the Internet era has brought great opportunities and challenges to colleges and universities. The thinking of research of this paper, to promote the IPE, in order for the participation of college students' IPE provides a new way [6].

Based on the background of the new media era, this paper studies the ways to improve the effectiveness of IPE in colleges and universities. This paper combines the literature analysis method, interview method and questionnaire method, sorts out and summarizes the previous relevant researches, analyzes the status quo, tasks, New media age IPE validity problems and

causes, it is concluded that to improve the effectiveness of the IPE path.

2. Method

2.1 The New Media

In general, can from the technical dimension and time dimension to define new media, technically speaking, the new media is the mobile 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 [7]. We believe that new media is a constantly developing concept, which can change with the development of The Times. It is a new media form based on wireless communication and Internet, with the help of mobile phone terminals and computers to realize information transmission [8]. New media has the characteristics of hypertext, in addition to text, digital, image, sound, film and television and other multimedia information occupies an increasingly important position. New media has the characteristics of virtuality, and the real source of information cannot be determined.

2.2 The Effectiveness of IPE

Theory of IPE has the following meaning: for object of education, colleges and universities to carry out the IPE is mainly based on the talent training goal, understanding to the characteristics of students, from students' learning life, communication and other aspects the present practical problems, using the way of IPE method, carries on the effective guidance, etc., to help students to solve the problem of education goal [9]. The effectiveness refers to a certain extent, can realize the IPE under the background of the IPE, according to the content and purpose of the IPE, and connecting with the different physiological and psychological characteristics of college students [10]. College students are a special stage, they have different characteristics, especially post-2000s generation has entered the university, its own distinctive personality, coupled with the advent of the Internet era, the in-depth development of multimedia technology, these have played a boost role in the effectiveness of the present situation.

2.3 Challenges and Opportunities for the Effectiveness of IPE

(1) Opportunities for the Effectiveness of IPE

First, we should effectively combine new methods in the context of new media. In the context of new media, we must take students as the center, innovate the ideas and methods, and teach students according to their aptitude and local conditions. Second, we should fully explore the new contents of IPE under the background of new media. Students can learn the classic works of Marx and Engels through the network, and learn the latest national policies. The content of IPE is expanding. Third, we should improve the new carrier in the context of new media. Including management, culture, activities and media carriers. Fourth, draw lessons from the new achievements of IPE in the context of new media. There are more and more kinds of communication software. Students and teachers can communicate with each other through QQ, WeChat and share their opinions. Teachers can also know more about students through such platforms, so as to teach students according to their aptitude in the teaching process.

(2) Challenges for The Effectiveness of IPE

First, the challenge of complex IPE environment. The arrival of the new media era has brought about great changes in the IPE environment in colleges and universities. Colleges and universities need to realize the changes in the complex environment and guide students correctly so as to prevent them from being influenced and misled by the wrong ideological trends in the west. Second, the challenge of the declining effectiveness of the traditional IPE model. The arrival of the new media era has shaken the status of the traditional IPE model to some extent. Traditional IPE is more about giving rigid guidance to students, paying attention to theoretical teaching and lacking spiritual communication. Third, IPE is more difficult. New media is a double-edged sword, opportunities and challenges coexist. Fourth, it challenges to improve the quality of ideological and

political educators. The new media has brought about the change of working style and environment for the ideological and political educators in colleges and universities, and also promoted the students to be more active in thinking.

3. Experiment

3.1 The Current Situation of IPE under the Background of New Media

In order to understand the current use of new media among college students, this paper conducted field evidence collection and research on some universities, and issued 3,000 questionnaires, 2980 of which were actually recovered. After eliminating invalid questionnaires, 2930 were obtained, with a recovery rate of 99%. As shown in Figure 1, among the 2930 valid questionnaires, the distribution of male and female population, the distribution of grade population, the distribution of different majors and the distribution of ethnic population were taken into account from different perspectives, so as to have a more comprehensive understanding of the detailed situation of the use of new media among college students, and take this as the sample data for analysis.

In addition, this paper adopts the way of interview to analyze the current situation in colleges and universities by using new media. We have learned that new media has been widely used in colleges, and students can get the freshest ideological and political information through different network terminals, and actively respond to the call of the party and the country. Considering the important role of new media, colleges and universities have also set up the ideological and political network of party and government, etc. In order to enhance students' interest in ideological and political courses, so that students can fully feel the great mountains and rivers of the motherland, many schools will carry out practical teaching activities in their spare time, while granting theoretical knowledge and putting it into practice.

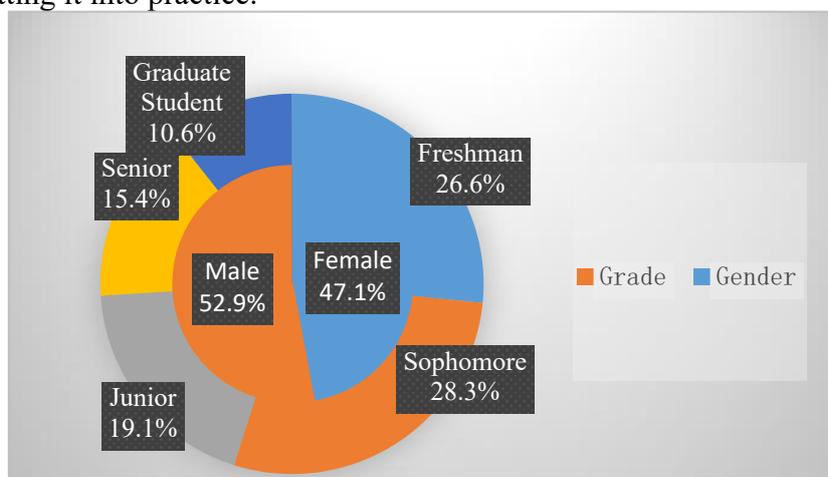


Figure 1. Survey Group Composition

3.2 Problems in Improving the Effectiveness of IPE in Colleges

First, the construction of mainstream values of college students is insufficient. With the development of new media, the information circulation and communication ability of college students and non-governmental organizations have been greatly improved. The diversity of thoughts makes college students' choice of values and ideology show the characteristics of decentralization. The improvement of selectivity also makes it more difficult to construct mainstream values and ideology. Secondly, the effectiveness of propaganda and ideological education is weakened. The overlap between the official public opinion information formed by the traditional top-down communication mode and the private public opinion information formed by the new media is reduced, which leads to the reduction of the influence of the traditional propaganda ideological work on the public. Thirdly, the supervision of public opinion information work is prominent. Due to the rapid development of new media, the corresponding laws and regulations are in the process of

improvement, so this provides opportunities for many criminals, universities network security supervision technology is limited, can not quickly complete the supervision of new media bad information. Finally, the status of non-mainstream ideology in society rises. Many students dream of becoming a big coffee, so they neglect their studies and end up with nothing in the way of study, fame and wealth, which leads to increasingly serious psychological problems.

4. Discuss

4.1 Analysis on the Restricting Factors of IPE in Colleges

Through a comprehensive analysis of the survey results of each dimension indicator of effectiveness, the three links of content construction, transmission and acceptance of IPE for college students under the new media environment and the overall effectiveness survey results are shown in Table 1. Through the analysis of survey data, we can get the following conclusions: first, from the perspective of content of effectiveness, daily IPE and network IPE should be more active in the application of new media design content, the production of college students' love micro products, network culture teaching content also needs to update the concept, content, reconstruction, improve the feasibility and pertinence. Second, from the perspective of conduction effectiveness, the frequency of new media teaching in theory courses and the release and update frequency of weibo and WeChat platforms in colleges and universities need to be greatly improved to increase the exposure rate and improve the conduction effectiveness. Third, from the perspective of the effectiveness of acceptance, there are different phenomena in the acceptance of IPE, and there are deviations between theory and practice. Fourth, from the perspective of overall effectiveness, Chinese college students under the new media environment has achieved certain results on the whole, but there is still a large room for improvement, which needs further efforts.

Table 1. Results of a Survey on the Effectiveness f IPE

The Dimension	Sub-index	Mean Value
Content Construction	Satisfaction	3.32
	The Conduction	2.54
Acceptance	Exposure Rate	2.54
	Participation Degree	2.84
	Influence Degree	3.26
Entirety	College Student	3.49
	The Environment	2.95
		3.14

4.2 Analysis on the Effective Improvement Path of IPE in Colleges

New media for the IPE has injected new vitality, but at the same time, many college students are influenced by too much and complicated network information, which leads to distortion of their values and decline of willpower. These negative effects will obviously weaken the role. Therefore, in the new media environment, how to use it to improve the effect of IPE is particularly important. Based on previous relevant theories, under the new media environment of IPE research and the status quo, as shown in Figure 2, this paper explores the paths and countermeasures from the following four aspects: improve the actual effect of IPE.

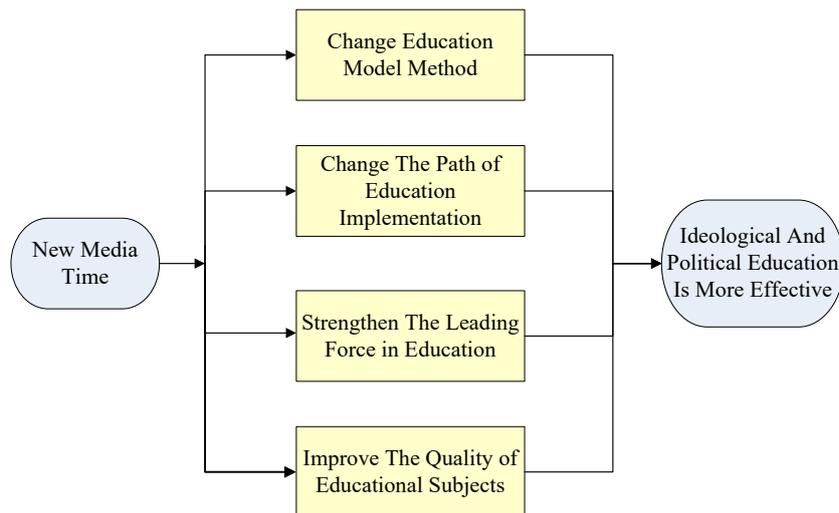


Figure 2.The Promotion Path of IPE in Colleges

First, change the education model method. Traditional education mode is given priority to with teachers' teaching, students are the passive recipients, in the era of new media, multimedia technology has become one of the major media to promote it, the teachers can use multimedia to introduce real-time hot issues to discuss, can also be used in the process of daily course teaches network buzzwords and students to interact, thus closer to the teacher and students sense of distance. Secondly, change the implementation path of education. An important measure to improve the effectiveness is to constantly innovate the path of IPE, so as to better adapt to the background of the network era and meet the new requirements of the multimedia era. Third, strengthen the leading force of education. First, we should improve the relevant laws and regulations, establish and improve the system, so that there are laws to follow, and lead the positive social atmosphere, forming a healthy network environment. Finally, to improve the quality of the subject of education. The arrival of the multimedia era requires the education team not only to have a wealth of theoretical knowledge, but also should have a solid network information knowledge.

5. Conclusion

With the rapid development of information technology, new media has exerted a profound influence on students' thinking mode, interpersonal communication and study life. Based on the theory of marxism, this paper studies how to innovate the IPE in colleges and universities under the background of new media to guide the healthy growth of college students. In the context of new media, the information received by college students is more diversified, and in colleges and universities is facing challenges and opportunities. We should not only grasp the opportunities but also deal with the challenges, so as to help college students set up a correct outlook on the three aspects. Ideological and political educators need to improve their own quality and ability, change educational concepts, improve media literacy, and fully control the new media, a platform of ideological and cultural diversity.

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