

Problems and Strategies of Ideological and Political Education in Colleges and Universities in the New Media Era

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Abstract: When carrying out ideological and political education, colleges and universities need to keep pace with the development of the times. Educators should understand the changes of current technology, realize that students' habit of receiving information has changed greatly, update the educational concept in time, and fully expand the new educational platform. Therefore, educators in colleges and universities should fully utilize new media technology to ensure the effective implementation of ideological and political education.

Educators need to understand the content of ideological and political education and make full use of the new media platform to complete the analysis of big data, including the reprint rate, browse rate and influence of various hotline news. They should integrate classroom teaching with new media and play the interactive and publicity role of WeChat and Weibo. Meanwhile, educators should actively expand diversified new media platforms. Besides, teachers should update their ideas timely and master more methods of applying new media technology.

1. Problems of Ideological and Political Education in Colleges and Universities in the New Media Era

1.1 Difficulties of Educators to Change Their Teaching Ideas

In recent years, China is actively carrying out quality-oriented education and new curriculum reform. At the same time, new media gradually reaches full development in the process. It gradually blends into different industries, inject new vigor and vitality into the development of all walks of life, and also bring new opportunities to ideological and political education in colleges and universities. However, from the current practical situation, many colleges and universities fail to update the ideological and political education concept in the first time and always lag behind the development of the times. Education reform is always in a transitional period, which seriously affects the smooth development of education work and is not conducive to the orderly development of ideological and political education work.

1.2 Low Popularization of New Media Teaching Mode

In view of the current educational situation, some teachers still fail to flexibly apply new media technology in ideological and political education and fail to realize the important role of new media technology. The ministry of education stresses that all universities and colleges must actively carry out ideological and political work. However, the ideological and political education work in some universities and colleges is still superficial. Due to insufficient attention from colleges and universities, it is impossible to guarantee the widespread popularization of new media technology. Neither the subject of education nor the object of education has a strong desire to participate in the teaching activity, which leads to poor educational effect.

1.3 Complex New Media Platforms

Compared with the traditional teaching methods, the new media platform is relatively complex, without a systematic and rigorous audit system. New media has rich and diversified communication channels and carriers, with obvious characteristics of compatibility and inclusion. But it also leads to a lot of information that has not been carefully filtered and reviewed being uploaded to the online public platform. The messages are mixed, many of them with questionable values and worldviews. The uneven information on the Internet platform will have a direct impact on college students. College students lack social practice experience, with their views in the process of building. Such information, like potential dangers, seriously affects the healthy growth of college students.

2. Principles of Ideological and Political Education in Colleges and Universities in the New Media Environment

2.1 Permeability

To carry out ideological and political education in colleges and universities, educators need to make full use of new media platform and infiltrate it into different educational activities. At the same time, they should follow the principle of the unity of permeability and concealment in teaching objectives. To be specific, educators should make full use of platforms including Weibo, forum, live streaming, QQ, WeChat, and Douban to guide students to receive ideological and political education in a subtle manner, with enthusiasm and interest. At the same time, educators must understand new media from multiple perspectives and master the methods and skills of applying new media technology. They should make clear the principal position of the students, combine the teaching content to make the appropriate educational objectives, and attach importance to the choice of educational materials. Educators should follow the teaching principle of step by step and use the teaching method of gradual infiltration of implicit hints.

2.2 Chronicity

When conducting ideological and political education, educators should be patient enough and adopt a step-by-step mode of education. Don't rush for the quick buck, and realize that education job won't yield immediate educational results. Educators should flexibly use such educational methods as the influence of emotion, value guiding, and theory edification to transfer the modern educational concept of good behavior and correct values to students in daily teaching. At the same time, educators should also have a comprehensive understanding of students' interests, hobbies, personality characteristics to communicate with students in the way of thinking expression and communication that students are interested in. In this way, they can effectively improve the acceptance of students, gradually break the barriers between educators and students, gradually get students' trust and recognition, and timely eliminate students' aversion and rejection psychology. There is a positive relationship between students' time and efficiency to receive ideological and political education. Long term education will surely bring steady improvement of the educational effect. Therefore, educators must make full use of the new media platform in the actual education process, and at the same time, maintain enough patience and enthusiasm to carefully observe students with the principle of chronicity.

3. Application Strategies of New Media in Ideological and Political Education in Colleges and Universities

3.1 Using New Media to Expand the Education Platform

3.1.1 Integration of Classroom Teaching and New Media

When carrying out ideological and political education, educators should attach importance to the choice of educational means. Choose the appropriate teaching method according to the teaching content and students' situation. At the same time, it is also necessary to make full use of after-class publicity means to enrich the classroom teaching content and reduce the difficulty of students' understanding. For example, educators can make full use of new media technology in their teaching

hours and develop classroom connections with other institutions. [1] There are great differences among different regions in our country, so is the ideological and political education. The use of classroom links allows students to understand the differences between different regions and institutions. In addition, in the process of teaching discussion, colleges and universities should also make full use of video conference to enhance the contact between educators from different regions, share their own educational methods, accumulate more educational experience, and discuss the contents of classroom teaching.

3.1.2 Publicity with WeChat and Weibo

In the information age, both the means and mode of information transmission are constantly changing, developing, and expanding. [2] Nowadays, WeChat and Weibo has a large number of stable users. Therefore, educators should realize the importance of the two and make full use of their multiple functions, especially the interactive function. Colleges and universities need to timely publicize correct ideological and political thoughts with the help of WeChat and Weibo to do a good job in propaganda work. At the same time, it is also necessary to interact with students in a timely manner to understand the current ideological trends of students.

For example, educators can use WeChat official account to set up some activities such as answering games, questionnaires, and prize-winning contests. They can also carry out diversified prize-winning message activities according to students' messages and likes situation. Using these methods, educators can effectively enhance the enthusiasm of students' participation and directly understand the actual situation of students. It is difficult for educators to realize peer-to-peer communication with students through WeChat. In this case, they can make full use of Weibo. In Weibo, educators and students can communicate in real time, so as to truly activate students' enthusiasm for ideological and political education and propaganda. It should be noted that educators should use the language in line with students' preferences and gradually close the relationship between them.

3.1.3 Expansion of New Media Platform

At present, college students are more willing to use new media to obtain and disseminate all kinds of information in the information age. [3] In order to adapt to the new trend in time, educators can upload various video materials to the official Weibo and WeChat accounts to help students learn knowledge better. Video is not the only way. Educators should be able to timely adjust according to students' habit of receiving information and open up more educational platforms. In the current publicity and education work, educators can make full use of such methods as tiktok and bilibili to add different educational videos. Educators can set up special accounts on these platforms as an important means of publicity and education in ideological and political education. It should be noted that students use these platforms for entertainment. Therefore, ideological and political education content will fail to attract students' attention if it is boring and dogmatic. Therefore, educators should accurately grasp interest of students according to the teaching content, integrate interest with the educational content, and carry out diversified activities such as debate, speech contests, and short videos to constantly increase the popularity and appeal of the account.

3.2 Adjusting Educators' Thinking and Cognition in a Timely Manner

In college education, ideological and political education is a relatively serious content. At present, there are still many educators who limit the educational content to the ivory tower and fail to keep pace with the development of the times. They cannot use new media technology and did not timely change their thoughts and cognition. Educators should realize that ideological and political education is a very serious work, but it is also closely related to students' real life. Only when educators flexibly use new media to carry out ideological and political education can better educational effects be achieved. Therefore, colleges and universities should organize regular training activities to enable all educators to realize the role of new media technology in ideological and political education and learn to use new media to carry out work to improve their ability to use new media.

3.3 Strengthening Supervision

New media has influenced the methods of ideological and political education and the way students receive information. In the current education situation, educators should play the role in pushing in the immediate feature, diversification, and borderless nature of new media, make innovations and optimizations in the traditional education model, gradually guide students' mainstream ideology, and practically improve the effectiveness of ideological and political education. Educators should attach importance to the management and supervision of the Internet and effectively supervise all kinds of news spread by new media. First of all, educators should make clear the correct value orientation, release positive and correct content, improve students' resolving ability, and comprehensively judge network information. Second, the management mechanism and information supervision system should be constructed. Colleges and educators should constantly strengthen supervision and examination, timely find and remove bad information, and build a safe, stable, harmonious and healthy environment for new media education.

4. Conclusion

In a word, under the new educational form, educators need to make clear the direction of progress, correctly understand new media technology, and integrate it with ideological and political education, so as to achieve better educational effects. Therefore, educators need to integrate classroom teaching publicity and education with new media technologies, expand educational platforms, improve educational capabilities, and strengthen supervision, so as to give full play to the role of new media technologies in ideological and political education.

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