

Analysis on the quality development strategy of university students' ideological and political schooling under the multimedia environment

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Keywords: multimedia environment; ideological and political schooling of university students; quality development strategy analysis

Abstract: Under the background of the wave of globalization, the construction of socialist ideology in our country is facing great challenges, and the largest audience in the field of information—university students is the first to be affected by the infiltration of Western hostile forces. In the current universities, multimedia platforms are basically used for teaching, and the ideological and political schooling of university students also needs the help of multimedia technology. In the Internet era, the study and life of university students have been continuously enriched and enriched, but they are also faced with more challenges and temptations. Therefore, universities must pay attention to the ideological and political teachers of university students, give full play to the advantages of the Internet, and actively innovate Ideological and political schooling measures to comprehensively ameliorate the quality of ideological and political schooling for university students. Under the web environment, the application of multimedia teaching in the field of schooling is becoming more and more extensive. High-quality multimedia teaching greatly enriches the teaching content and meets the needs of contemporary schooling system reform. Therefore, the quality assurance and development scheme of multimedia teaching in the web environment has received extensive attention from the schooling community.

1. Introduction

As we all know, under the comprehensive promotion and popularization of the Internet, the era of new media has arrived [1]. Under such a background, the thoughts and concepts of university students have also undergone great changes, and the ideological and political schooling courses on university campuses also show new characteristics and teaching needs [2]. This change is not only a new opportunity for ideological and political educators of university students, but also a challenge [3]. The wide coverage of the web and the continuous development of computer technology have made information transmission faster and resource sharing more convenient, which has brought new changes to the development of various fields of society [4]. As a university schooling administrator, you should realize that under the influence of the Internet, the current university students have undergone great changes in terms of values and lifestyles compared with the previous ones. Their dependence on the Internet The Internet is the main way for them to learn and understand new knowledge and new information every day [5]. College students' ideological and political educators need to take on heavier teaching responsibilities and take the initiative to meet this challenge [6]. With the continuous acceleration of the process of mouldnization, the strategy of strengthening the country through schooling has also been further implemented [7]. As far as the current application situation is concerned, multimedia teaching in the web environment is a major change in the teaching mould in the new era, and there are still many problems that need to be solved urgently. At present, the ideological and political schooling work of university students must also make full use of the Internet as a platform, and with the help of new Internet technology, to better develop ideological and political schooling management [8]. Students are still full of curiosity and expectation for politics class. They hope that teachers can use their own vision, from the perspective of students, to diagnose and interpret the learning content in a way they like and hear, which requires the help of multimedia [9].

2. The current situation of ideological and political schooling of university students

2.1. The Internet pollutes the content of ideological and political schooling to a certain extent

Creating an excellent web environment can ensure the transmission rate of information materials and provide great convenience to teaching. Regular inspection and maintenance of the web environment is an important part of the quality assurance and development of multimedia teaching in the web environment. Throughout the current phenomenon of university students' classroom teaching, and through scientific analysis and statistics [10]. It is found that in many basic courses, the proportion of Internet teaching in English teaching has reached more than 90%, but in the actual teaching process of other language departments, which are also foreign languages, the proportion of Internet teaching is less than 100%. ten out of ten [11]. Under the background of intensified economic globalization and more smooth and frequent international exchanges, the interweaving and penetration of various ideological cultures and ideologies and the diversification of the value orientation of domestic ideological concepts, generations of university students have gradually become more and more aware of the ideological and political schooling in the process of ideological and political schooling. Traditional values create confusion. The reality is that the web environment in many areas is not established properly, the multimedia teaching equipment in some areas is not even installed with web cables, and the web in some areas is seriously blocked, information transmission and processing are relatively slow, which seriously hinders the smooth progress of teaching [12]]. Inadequate maintenance of the web environment will not only have a certain impact on teaching, but also cause a waste of resources.

The Internet has a serious application bias in terms of ideological and cultural penetration. If it is allowed to develop, then the Internet is likely to become the main way for Western countries to promote cultural concepts and ideology to university students, which will change subtly. The values of university students. Under the impact of the economic tide of reform and opening up, the concept of the supremacy of economic interests is rampant; the temptation of high material consumption, the unjust phenomenon of social resource distribution, and the prevalence of various social unhealthy trends make university students' outlook on life, values and world outlook gradually emerge profound changes.

2.2. The consciousness of teaching mould reform is backward

It is difficult for some school teachers to change their schooling thoughts and fail to recognize the advantages of multimedia teaching, and ultimately make multimedia equipment a tool for decoration or entertainment. This phenomenon is common in areas with lagging economic development, which not only causes a waste of schooling resources, but also causes great losses to local students. Due to the dominant position of my country's market economy and the acceleration of the reform and opening-up process, university students who have not yet reached physical and psychological maturity have suffered a huge ideological impact; coupled with the imperfect schooling mechanism of school values, contemporary university students themselves lack social experience. and active thinking on social consciousness, it is easy to be ideologically influenced by the Western values distributed by the Internet media. The popularization and application of the Internet is the biggest challenge to the authority of university ideological and political educators. In the traditional schooling mould, ideological and political educators can rely on their rich knowledge reserves and teaching experience to be in an advantageous or authoritative position in actual teaching, and possess a strong information advantage. The multimedia teaching in the web environment basically adopts the web courseware teaching, but under the current situation, the quality of the teaching courseware is uneven, and many of the courseware are shoddy.

The popularization of the Internet will be a very big challenge for ideological and political educators. If ideological educators want to gain an advantage again, they must adhere to the concept of advancing with the times, and they must be proactive and strengthen theories anytime and anywhere. Knowledge learning, focus on improving their professional quality, and then better ensure their image and status in the minds of university students. Some teachers whose quality needs to be ameliorated directly download courseware from the Internet, and even apply it directly

to actual teaching without modification. Inferior courseware not only cannot ameliorate the quality of multimedia teaching in the web environment, but also causes problems such as dull classroom atmosphere and lack of interest in learning because it is not suitable for the specific development situation and receptive ability of students in this class.

3. The path of ideological and political schooling for university students in the multimedia teaching environment

3.1. Use multimedia teaching methods to open up a new realm of ideological and political schooling

Because ideological and political courses impart theoretical knowledge to university students, and theoretical knowledge is mostly boring and monotonous, it is easy to be isolated from the environment in which it exists, so it is difficult for the traditional teaching methods of ideological and political schooling to arouse the interest of university students. And enthusiasm, practicality is not strong. The emergence of multimedia teaching methods has changed this situation. In the context of the Internet era, the use of the Internet must follow information ethics. What is information ethics, explained from a theoretical level, refers to the synthesis of behavioral norms used to regulate the relationship between information creators, information service providers and information users in the entire information activity. Research on the quality assurance and development of multimedia teaching in the web environment is an inevitable choice for the development of the times, and it is also an important guarantee for the further implementation of the strategy of enhancing my country's cultural soft power, promoting the development of the country through science and schooling, and strengthening the country with talents. The flow chart of multimedia operation is shown in Figure 1.

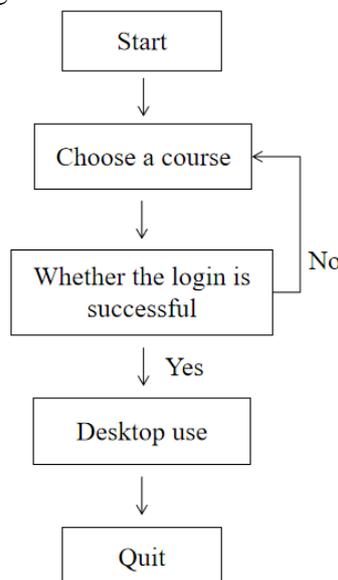


Fig. 1 Multimedia operation flow chart

Established a theme website about ideological and political schooling, successfully combining ideology, rigor, knowledge and interest. Make every effort to plan some novel and attractive forms and contents to enrich the content of this website and effectively occupy the main position of online schooling. Schools should keep up with the trend of the times and proceed from the long-term goal of school development, organize teachers of their own schools to hold an exchange meeting on the meaning of multimedia teaching quality assurance and development in the web environment, and organize teachers to regularly conduct multimedia teaching art training. The schooling content of the website must be closely integrated with the real life of university students, so that university students can establish a sense of familiarity as much as possible and stimulate their sense of participation. On the basis of dogmatic theoretical knowledge, it is matched with popular language,

vivid examples, novel and lively forms, etc. to make it more vivid; it also makes abstract and rigid theoretical concepts concrete and vivid. Enhancing the interest of ideological and political schooling courses can greatly attract students' attention, and can also fully mobilize students' active responses to ideological and political theoretical information.

3.2. Strengthen the software construction of multimedia teaching quality assurance and development in the web environment

In the context of the Internet era, the use of the Internet must follow information ethics. What is information ethics, explained from a theoretical level, refers to the synthesis of behavioral norms used to regulate the relationship between information creators, information service providers and information users in the entire information activity. There are various types of web information, and all kinds of information resources exist on the web, whether they are positive, decadent, uplifting, misleading, fair, prejudiced, all kinds of expressing different emotions, representing various Class information can appear on the Internet. This degree of web freedom enables web users to receive a variety of information that echoes or opposes each other. It is necessary for schools and teachers themselves to establish correct teaching concepts, change the traditional teaching mould, constantly learn from high-quality schooling resources at home and abroad, internalize their schooling theories and teaching methods, and then combine the laws of individual development of students to formulate suitable teaching methods. Multimedia teaching mould in the web environment for all age groups. The working principle of multimedia is shown in Figure 2.

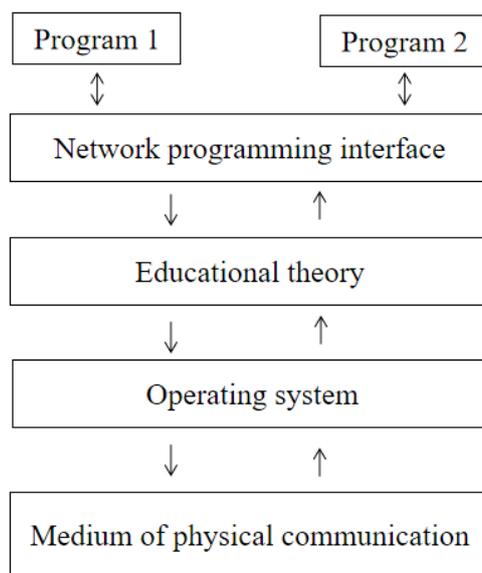


Fig. 2 The working principle of multimedia

In university schooling and teaching, in order to further ameliorate the quality of ideological and political schooling of university students, it is necessary to strengthen the schooling of university students' web ethics and the rule of law, guide university students to establish a correct concept of information ethics, establish a strong awareness of the rule of law, and cultivate The conscious awareness of university students requires university students to consciously resist the erosion of Internet garbage and be civilized net members who abide by the law. In response to the uneven quality of courseware, schools should formulate clear courseware quality standards and communicate them to every teacher. Teachers can be divided into several inspection groups, each group is managed by the school leadership team, and the actual inspection of each teacher's teaching courseware and teaching situation is carried out on a regular basis. While maximizing the quality of the courseware, each teacher can mutual learning and self-reflection, and determine the further development of the quality of multimedia teaching in the web environment.

4. Conclusions

With the continuous development of the comprehensive national strength, the state's capital investment and emphasis in the field of schooling also show a trend of increasing year by year. Under the background of the Internet era, the innovation of ideological and political schooling for university students is the top priority. Only by constantly innovating the way of ideological and political schooling work can we attract the attention of university students, and then comprehensively ameliorate the moral quality of university students. If multimedia is used properly in teaching, it can give full play to its unique advantages, inject new vitality and vitality into political teaching, show unique teaching charm, and ameliorate teaching quality. The current ideological and political education in colleges and universities is not about whether to use multimedia, but how to use multimedia skillfully so that it can play its due auxiliary role. It is believed that with the rapid development of electronic computer technology and web technology in our country, the content of multimedia teaching in the web environment will become more and more rich, so as to better enhance students' interest in learning, and closely integrate teaching with the trend of social development. my country's mouldrization drive has cultivated a large number of outstanding talents.

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