

Research on College Students' Ideological and Political Education from the Perspective of New Media

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Abstract: In the present university colleges and universities, it is the golden period of cultivating students' ideological and political education at this stage, not only to manage the students' normal learning situation, but also to educate the students' spiritual world and moral thought. Strengthening students' moral quality ideological education is conducive to the formation of good moral quality, thus forming a sound personality. Therefore, the reform of college education is inevitable. In the course of college teaching, teachers should combine ideological and political education with humanistic quality education. Ideological and political education is an important part of the talent education system in colleges and universities. Because of too many reasons, some work choices are in a relatively small position. It not only affects the students' technical level, but also will seriously affect the students' future development. In fact, the basic content of university colleges and universities is to pay attention to the cultivation of technical skills, this concept is not wrong, but if we ignore ideological and political education, it will cause some problems, so long as this part of the work can cultivate the builders who are conducive to socialist construction. This paper discusses and studies the ideological and political education of college students from the perspective of new media.

1. Introduction

At the Fifth Plenary Session of the 18th Central Committee of China, it was clearly put forward that we should improve the quality of education and promote the balanced development of compulsory education, so as to speed up the construction of modern education system. Based on this, university colleges and universities need to make a reasonable improvement on the basis of the original education, and help students improve their professional ability and professional level through correct ideological and political education. In recent years, students in many colleges and universities have a weak sense of belonging to their alma mater, which is not only a problem of condensing students in the school, but also does not want to identify with their higher vocational qualifications. In fact, the cause of this problem and the school students did not do ideological work is a great relationship, students can not determine the location, in school do not know how to use the precious campus time to improve themselves[1]. After graduation also did not form the good work habit and the dedication spirit, just the simple mixing day, therefore causes many students to be unable to find the job after graduation, can not be self-sufficient. Colleges and universities need to make a reasonable improvement on the basis of the original education, and help students improve their ideological and political quality through scientific and effective ways. The first step is that teachers need to guide students to have values that can judge right and wrong.

2. The Current Situation of Ideological and Political Education of College Students

With the reform and continuous development of our country, the overall economic level of the country has been significantly improved, which compared with the past, students' thoughts and values have also been greatly improved. In today's society, students' horizons are expanding, they are exposed to many new information that they could not reach in the past, and their self-

consciousness is also growing subconsciously[2]. If ideological and political education can not keep up with it, students' ideological and political education must be carried out in order to ensure that students can create positive values and better integrate them into society and strengthen their own strength in the field of socialist construction.



Figure 1 Ideological and political education

3. Current Problems in Ideological and Political Education of College Students

First of all, teachers in many colleges and universities pay less attention to students' vocational training, and the ideological and political education work is not in place, which leads students to pay attention to hot issues, which is not enough. Some ideas of daily self-study education not only touch the students' ideological problems, but also complicate the teaching efficiency of the part of professional ability, and make the students show the phenomenon of ideological confusion and so on. Secondly, there is a certain deviation in the ideological and political education of higher vocational students. Although it is said that many higher vocational schools are focused on this part of the work at the present stage, few students can accurately understand the importance of this part of the work because of the lack of necessary guidance and management of students in the actual work process[3]. Finally, students in colleges and universities need to consider not only their professional achievements, but also their ideological and political qualities. Therefore, the ideological and political education of college students is very important.

4. Measures to Improve the Ideological and Political Education of College Students

4.1. Practical Development of Skilled Professionals

In addition to teaching students basic theory and professional knowledge, colleges and universities should also teach students the necessary skills in professional work. Therefore, colleges and universities should break the curriculum chain as the core foundation, according to the professional standards of our country to carry out relevant teaching research, pay attention to the training of teaching skills, and to reform and innovate the professional courses taught, and strengthen the cultivation of students' professional skills[4]. In order to ensure students' professional level and improve their ideological, moral and political accomplishment, ideological and political education can be infiltrated into the study of professional skills.

4.2. Create Learning Communication Groups to Help Students Solve Problems

At the same time, the educational curriculum of colleges and universities should start from the actual situation, add practical training courses for professional talents, encourage students to communicate more with their classmates and teachers in the course, and set up a learning communication group through the creation of WeChat group and QQ group, so that students and teachers can also communicate normally after leaving school. In the process of communication,

teachers can not only focus on students' learning, but also communicate with students' troubles and difficulties, help students to relieve psychological pressure and make students understand the meaning of "ideological and political " .



Figure 2 Ideological and political education

4.3. Developing the Teaching Idea of "Moral" Talents

According to the needs of the society, we should set up a professional course based on "moral" talents with good ideology and politics, and set up a professional curriculum structure according to the specific conditions of professional colleges and universities. The types of talents trained in higher vocational colleges are technical talents which integrate production, management and service. Teachers should follow this principle and design relevant teaching methods of professional courses[5]. It is necessary for institutions of higher learning to carry out market research to analyze the types of talents needed for market demand and the number of jobs needed. According to the results of the survey, the actual situation of the content of professional skills should be adjusted appropriately, and according to the results of market research resources, the new specialty lacking in the market should be developed, and the specialty that has already appeared saturated in the market should be adjusted and transformed to a certain extent, so as to make the teaching of professional courses in universities and colleges to match the current demand of the talent market. Every student should have his own interests and special skills, so colleges and universities can set up the corresponding teaching contents according to the students' own interests and interests and development needs, combine with the actual situation of the students, carry out differentiated training courses, and combine the concept of student-centered and teacher-led training service, so that each student can become the talents needed by the society after entering the society. When students enter university colleges and universities, teachers should understand students' needs for future development through questionnaire survey, combine with the teaching idea of relevant employment as the guiding direction, and add some teaching platforms for students' employment guidance direction, and create corresponding courses in this way, so as to do a classified teaching for students. But it can help students master professional skills knowledge, but also can provide students with a good learning opportunities and development platform.



Figure 3 Ideological and political education

4.4. Strengthen Mental Health Education

In class, teachers can make classroom innovation interaction. In the teaching process of higher vocational education, teachers can use educational technology to present knowledge points, but often ignore the interaction with students themselves. Use the convenience and speed of information technology in the classroom, provide students with good learning conditions, and patiently help students solve doubts and puzzles. Improving students' learning efficiency is also the key factor to promote the development of teachers and students. Teachers should use multimedia to present problems in the classroom inquiry link and guide students to communicate and explore interactively, rather than listening to teachers blindly. Higher vocational teachers should also strengthen the cultivation of students' moral education, the most important is the cultivation of students' moral education. Teachers should also combine learning content with moral and moral education, and students should not only do well in learning, but also establish morality well. In the process of higher vocational teaching, moral education is gradually integrated into the education of higher vocational students. In the course of teaching to improve students' knowledge level, but also to teach students moral and moral education, so as to strengthen the cultivation of students' comprehensive literacy. For example, in classroom teaching, we can convey positive values to students through the analysis of various examples in textbooks, so as to guide students to learn the correct moral character in the process of learning. Teachers should teach their students through their own actions, so as to help students improve their moral character, and thus further urge students to form good qualities[6]. We should educate and guide each student according to their own characteristics, so as to teach students according to their aptitude, which can better help students to form good psychological accomplishment, and also promote the friendly relationship between teachers and students and the all-round development of students.

5. Conclusion

The work of ideological and political education can be related to the future development of students. For students in colleges and universities, while learning vocational skills, they also need to improve their ideological and political literacy and professional literacy, so that they can better integrate into the future work environment and contribute their own strength to the cause of socialist construction. For today's colleges and universities, the employment competition is relatively fierce, but in order to reduce the employment pressure of students, university colleges and universities need to improve their students' skills to adapt to the fierce competition in today's society, so the reform of college education is imperative, but the problem remains to be solved. This paper focuses on the problems of higher education teaching and the strategy of higher education reform, hoping to be helpful to the reform of higher education.

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