

## **An Analysis of the Innovative Path of Ideological and Political Education in Colleges and Universities in the New Media Era**

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**Abstract:** With the advent of the new media era, the life style and social style of college students have been changed. At the same time, it also affects the formation and development of College Students' ideological concept and value judgment, which means that there will be many challenges and new opportunities when colleges and universities carry out ideological and political education. So in this case, it is very advantageous to carry out the innovation research of Ideological and political education in Colleges and universities. This paper makes a brief discussion on the innovative path of Ideological and political education in Colleges and universities in the new media era.

### **1. Introduction**

Today's information technology revolution is represented by the Internet, so it will push the current human society to the era of new media, and in this new context of the information age, people's lifestyle and access to information will have earth shaking changes. Relevant data shows that among wechat login users, the number of post-80s and post-90s is the most active, which shows that the Internet has become the most commonly used tool for college students in the process of interpersonal communication and some interactive activities. In this context, colleges and universities should be able to innovate in the development of Ideological and political education, and find innovative ways of education according to new media and new situations. After all, innovation is not only the external demand of the times in the development process, but also the internal demand of colleges and universities in the process of Ideological and political education.

### **2. Overview of New Media**

The concept of new media was put forward in Colombia in 1967. Different people have different standards for defining the era of new media. For UNESCO, they will define new media as network media, mainly based on digital technology, with network as the medium of communication. Xiong Chengyu is the representative of new media in China. He believes that new media is the sum of media with communication function, which is mainly based on the Internet and computer information processing technology. Therefore, it has some new functions besides the functions of traditional media such as newspaper, radio, television, etc., such as interactivity, immediacy, extensibility and integration.



Figure 1 Working form of new media

Compared with traditional media, new media has advantages, because it covers all the forms and advantages of mass media, and also extends some of the characteristics. First, the speed of information dissemination is very fast. Because of the continuous development of Internet and some mobile terminal devices, everyone can become the birthplace of information, so it has the advantages of instant, simple and so on. Secondly, the content of information dissemination is very large, and it is spread in the form of fragmentation. New media technology mainly takes the Internet as the platform, so it makes the capacity of information become more huge, and there can be a lot of information, and the data composed of these massive information, together with some communication channels and the diversification of the main body, will make the information become incomplete, in the form of fragmentation. Then information communication technology can integrate digital technology. Because in today's era, digital technology is also a core technology. The information based on digital technology can realize the real integration of new media under the background of Internet as a platform. The last is the decentralization of information communication mode. In the new media era, the role of communicators and beneficiaries will change with the change of conditions. The communicators are not single and unique, but diversified. Because every user on the new media platform can become the center of information dissemination and the center of receivers, so they have multiple identities. In addition, the main body of information dissemination is equal and personalized, because new media focuses on individuals to show themselves, so to some extent, it also eliminates the authority of the elite to control traditional media, so that all individuals can make their own voice on such a platform [1].

### **3. The Opportunities and Challenges of Ideological and Political Education in Colleges and Universities in the New Media Era**

In the new media era, the ideological and political education in Colleges and universities is faced with both opportunities and challenges, because the new media will bring new environment to these colleges and universities, including social environment and learning environment. After all, the traditional ideological and political education can no longer meet the needs of today's college students, so this will make the ideological and political education work in Colleges and universities become very complex, unable to carry out smoothly. In addition, the new media technology will make the information dissemination and collection more convenient, so it gives the ideological and political education in Colleges and universities an opportunity.



Figure 2 New media icon

First of all, some scholars think that the ideological and political education on the Internet is constantly promoted from simple to complex, so we should be able to actively explore some effective working methods, and let the Internet become the carrier and means to carry out ideological and political education, so that the ideological and political education in Colleges and universities will always be at the forefront of the development of the times. As long as we actively use the Internet platform, we will It can make interaction and feedback more efficient. Secondly, the new media platform information is very massive, so it has a huge advantage of education resources, but under the background of these advantages of education resources, it also contains some low-quality information. This means that new media has two sides, because college students can use it to choose the information they want to know, expand their knowledge and let them learn more, but on the other hand, some false information may also make college students waste a lot of time.

Finally, the new media will also affect students' cognitive structure, values, behavior, thinking mode and language habits. Because today's education can use new media to enrich educational resources, overcome the limitations of time and space in the traditional education mode, and can use multiple channels to carry out ideological and political education rapidly, it can really make ideological and political education more time-effective. But on the other hand, it may also make the false information spread quickly, so that some important information is covered. This problem may also make some core ideas easily offset.

#### **4. The Innovative Path of Ideological and Political Education in Colleges and Universities in the New Media Era**

##### **4.1. Establish a Normalized Communication Mechanism**

When carrying out ideological and political education in Colleges and universities, they should be able to have a certain communication mechanism, such as the release, acceptance and feedback of content. Once the specific content of Ideological and political education is determined, the teacher in charge will lead some students' backbone to conduct three-dimensional communication through various media, such as display boards, posters, radio, television, wechat communities, forums, etc. Of course, it is also necessary to establish a good mechanism for the relationship between function deployment and specific operation, which requires that some pre demand surveys be conducted, and then on this basis, specific content and creation should be selected according to the actual needs of students, so that half the effort can be achieved. At the same time, we should reply and deal with the students' opinions and comments in time, so that we can adjust the education strategy according to the students' real-time feedback results. Only through the above communication mechanism can colleges and universities have a virtuous circle in carrying out

ideological education and play a positive role [2].

Table 1 Content of general new media

Press and publicity Center	
New media operation center	1. Renren operation; 2. Weibo operation; 3. Wechat operation
Innovation and creative center	Creative work
Magazine	Magazine Working Group

#### 4.2. Introduction of life oriented communication content

In the era of new media, the core of Ideological and political education in Colleges and universities is content. When choosing and creating content, it must have the characteristics of life, because this can meet the characteristics of students' physical and mental development, and also meet the students' cognitive level, so that they can accept it more easily. Therefore, for the ideological and political education work in Colleges and universities, to choose the life oriented communication content, first of all, we should do a good job in the preliminary investigation. Before the communication content, we should be able to carry out the investigation according to some scientific data, and set the content based on the needs of students, which is mainly from the perspective of students, because teachers and students are equal in the content construction process Teachers should be able to have a deep understanding of some content, and be able to use some grounding methods to express it. Finally, the innovative form can use some animation or dynamic pictures, so that students can fully participate in it, and will continue to be affected.

#### 4.3. Construction of Matrix Communication Carrier

In the information age, when carrying out ideological and political education in Colleges and universities, the strategy should be able to cover the whole media, conform to the trend of the media in the development process, adhere to the online and offline positions to build a variety of channels, constantly explore the new path of development, and let the advantages of new media and traditional media complement each other, so as to form an accumulation in the whole network The trend of communication. First of all, in the choice of educational media, it can be people, things, new media and traditional media. We should be able to actively expand the traditional position, use emerging media to make the communication form more diversified, so as to promote the innovation of communication and cultivate some public opinion leaders with higher quality.

#### 4.4. Guiding Students to Treat Moral Education Teaching Correctly

Because students are the main body of moral education, in order to make the work of moral education play a real role, first of all, let students start from themselves, correct their attitude of learning, so that they can continue to expand the scope of influence of moral education, and help these students reflect the positive impact of moral education on them in their study and life. Therefore, in view of this situation, the school should hold more activities about moral education, so that students can learn knowledge and feel happiness in this activity [3].

### 5. Conclusion

Through the analysis of the full text, we can know that the ideological and political education in Colleges and universities is very important. Under the background of the new era, if we want to find an innovative path, we need to be able to see the advantages of new media. On this basis, we need to be able to integrate the advantages of new media and traditional media, so that colleges and universities can get better results in the process of Ideological and political work Fruit.

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