

Research on the Integration and Development of the "Learning Powerful Country" App and the Needs of the Subject

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Abstract: As an authoritative ideological propaganda platform, the "Learning Power" APP is not only a learning platform with rich content and covering a wide range, but also a media platform for mutual promotion and common development of multiple media. Its media integration practice is mainly reflected in the integrity of top-level design and information production. The multi-dimensionality and the continuous enhancement of user stickiness and other aspects. In the context of the rapid development of new media and self-media, the national traditional media platform has ushered in a brand new challenge, and the national media's propaganda pattern from "media superposition" to "media integration" has gradually formed as a result, with the development of the news production system Changes, the depth, breadth, and speed of data and information dissemination have also shown obvious changes. The radial dissemination of public opinion, the diversification of massive information, and the confusion of ideology have put forward new requirements for the development of the ideological and political education system in colleges and universities.

1. Introduction

The rapid rise of information technology and digital technology has profoundly changed the external environment of my country's ideological and political education. Under the background of media integration, students' information processing mode has undergone significant changes, including behavioral paradigms, interactive channels, and positioning awareness[1]. More and more college students have gradually changed from receivers of data information to publishers and producers of data information. In the interactive communication of data, the ideology and behavioral norms of college students are obviously affected by the network subculture, which in turn affects the quality and efficiency of college ideological and political teaching [2]. First of all, at the level of student data processing, the rapid development of integrated media and digital technology not only affects the production process of traditional media, but also changes the behavior, support channels and cognitive positioning of students in the data production process. The accurate presentation of information coding technology provides the masses with a rich content and diversified smart learning system.

The use of management and incentive mechanisms such as "online answering", "learning points", and "schedule reminders" enhances the interactive nature of learning content And fun [3]. Under my country's traditional media operation system, professional media organizations are responsible for the dissemination and operation of information, while the general public is mainly responsible for the acceptance of information. The problem of data information asymmetry is more prominent. However, in the process of rapid development of information technology, the one-way, closed communication and production mode of traditional media has been subverted, which has greatly improved the social communication ability of data information, and has gradually formed an all-weather, all-perspective, and all-media data communication pattern. .

2. The Feasibility of Organically Combining "Learning to Strengthen the Country" APP and Ideological and Political Course Teaching

First of all, the "learning to make the country" app covers a huge amount of information, opening up the "learning to make the country" as if stepping into the ocean of knowledge. We can easily absorb the latest news and information, ideological theories, party history stories, professional MOOCs, Rich knowledge in cultural programs, etc., can also get the experience of innovation and entrepreneurship and practical work results from various places. It can be said that a huge amount of knowledge is blown away, and typical experience is at your fingertips [4]. Secondly, the "Learning Power" APP has gathered on a national learning platform. It can be described as a large-scale comprehensive learning platform carefully built by the government. It also ensures the effectiveness of information, the authenticity of knowledge, and the authority of opinions. Finally, the "Learning Power" APP also has a powerful guiding function that is less reflected by other platforms, that is, the content covered is extremely political and ideological, which also makes this APP a powerful magic weapon for strengthening ideological work. If the ideological and political course is to be truly loved by students and truly affect students' words and deeds, it is necessary to continuously introduce new ones according to the changes of the times and students' academic conditions, and fully integrate the latest current political hotspots, news reports of student concern, new media and new technologies into thinking. Political class, let the ideological and political class really "live" [5]. The "Learning Power" APP has a series of significant advantages such as comprehensive information, convenient search, fast update, and strong ideology. It can organically integrate some sections of the content with the teaching of ideological and political courses, accurately integrate it into the teaching process, and finally transform it into a student A powerful boost for thinking input.

The "learning power" platform integrates the advantages of the Internet, telecommunications network, and broadcasting network, integrating point-to-point transmission of telecommunications network, and point-to-side transmission of broadcasting network to build a learning platform that uses Internet storage, telecommunications network to transmit data, and broadcast and television network to collect content[6]. Read news, periodicals, watch MOOCs, movies, etc. in the "Learning Power" terminal, break down the barriers between the media, build a platform for each media, and realize the goal of "I build a house, you live in, I build a stage, you sing", and build a multimedia Present an information integration platform that integrates with multiple resources.

3. The development model of "learning to make the country strong"

In terms of business model, the "learning power" does not use advertising as a profit method. The "Learning to Strengthen the Country" APP is led by the government. It is mainly used to learn Xi Jinping's thoughts on socialism with our country characteristics in the new era, provide a convenient platform for party organizations at all levels to carry out learning activities, and to improve the quality of party members. It is a learning-oriented society for our party. Organization's information sources and online positions [7]. Based on this, the "Learning Powerful Country" APP has no commercial interest considerations, and exists solely in pursuit of social benefits. It adopts the form of free education, and users can enjoy the thrill of zero advertisements for free when reading news and watching videos. In terms of content sources, "Learning Power" mainly has two levels of contributors. The first level is the provincial-level local platforms, which are planned and established by the local propaganda department. The content that conforms to the attributes of the platform is integrated and delivered to the "learning power" on a regional basis. The non-profit nature of the "Learning Power" APP determines that both levels of content providers provide free contributions to the platform, without commercial interest considerations.

4. The path to organically combine the "learning to strengthen the country" APP and the teaching of ideological and political courses

4.1. Increase user engagement and enhance interactivity

"Learning Power" focuses on user content learning, but ignores user participation and lacks interaction. In the future, a dedicated discussion chat interface can be opened for users, and users can post their ideas in the columns and exchange and discuss with users who watch the same news. It can also open up a "hot search list" to continuously publish news that users care about, and increase users' interest in watching. The platform can also provide individuals with channels for publishing news, increase user participation and enhance interactivity. "Learning to strengthen the country" is an important position for our party to carry out ideological education. In the future, while giving full play to the natural advantages of the party media in reporting current affairs news, we must strive to meet the reading interest of audiences in the new media era in content creation and information aggregation, and use media integration. The trend of the United States ushered in new development.

4.2. Introduce big data algorithms

The "Learning Power" is currently one of a thousand people in terms of content presentation. Users can only click according to their personal needs to enter different sections to watch the content. The recommendation section on the main interface is also set by the background editorial department. Fixed content. After the introduction of big data algorithms, the platform can analyze users' previous reading interests, and cooperate with other platforms to perform "collaborative filtering", and accurately push according to users' reading preferences. At the same time, it can provide users with unique information based on the learning organization that the user has joined and the reading history of friends in the "strong country address book". In addition, according to the reading habits of all users on the platform, the large flow pool can be screened to provide users with new choices [8].

4.3. Media Convergence Platform

The key to the integration and development of media lies in the integration. It is not the simple addition of platform and platform, but the integration of media and media, to realize that there is me in you and you in me, so as to be more adaptable to the current media environment. In the era of mobile internet, only when information is disseminated on the mobile terminal can it have the ability to guide public opinion [9]. Traditional media should expand the business scope of mobile terminals and adapt to emerging media forms. Through continuous optimization of information production processes and continuous improvement of platform construction, the integration of various existing resources can be achieved to achieve information content, media technology, and platform. Terminal and media operation and management are inclusive and interoperable. With the help of continuously innovating media technology, the organic combination of media forms is realized, a new convergent media platform is formed, media products are innovated, and a batch of new mainstream media with strong influence and competitiveness is created by constructing a media convergent platform.

5. The connotation of the development environment of media integration

The one-way, closed communication and production mode of traditional media has been subverted, which has greatly improved the social communication ability of data information, and gradually formed an all-weather, all-perspective, and all-media data communication pattern, which has prompted more and more public to follow. Recipients are transformed into producers and publishers, that is, "social reporters". Although "social reporters" can effectively promote the rapid dissemination of data and information, due to lack of professional training, there are obvious subjective situations in the data processing process, resulting in uneven content quality, which is not

conducive to the rapid development of network information dissemination mechanisms. Finally, there is network subculture [10]. Ideology is the product of the combination of various theories and viewpoints of the society. It has the characteristics of diversification, interaction and permeability. When students are exposed to the network subculture, they will be affected by the network subculture in a subtle way, and they will appear contrary to the ideological and political theory. Thoughts and behaviors.

Generally speaking, network ideology is closely related to social ideology. It can highlight and present the differences, individuality, and diversity of social pluralism, and blend with Western values to form a cultural modality that is difficult to control. Although in the process of media integration, traditional media transplants media communication mechanisms into virtual spaces through network platforms to extend the influence of traditional media and dominate the development direction of network ideology, but there are still many ideological and political education levels. The shortcomings of this issue require relevant government departments and universities to form a whole, with scientific and technological means and theoretical practice, to conquer the network ideological position and seize the right to speak in ideology.

6. Conclusions

Learning to power the country APP is the product of the development of network ideological and political education in the context of media integration. It is a network application platform that integrates the advantages of traditional media, new media, and self-media. In the process of developing ideological and political education in colleges and universities, teachers should deconstruct and reorganize the current teaching system on the basis of learning software to strengthen the country, and formulate teaching methods that are close to students' lives, conform to the laws of social development, and improve the quality and efficiency of ideological and political teaching in colleges and universities. Furthermore, on the basis of guiding students to deepen their understanding of the APP, cultivate students' ideological and political literacy, enrich students' ideological and political theoretical knowledge, and open up a new development direction for the ideological and political teaching work of my country's colleges and universities.

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