

## Research on College Students' Ideological and Political Education under the New Media Environment

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**Abstract:** The emergence of new media, while demonstrating publicity, also dispels publicity. New media is an important position for college students' ideological and political education. However, the publicity research and practice of college students' ideological and political education in the new media environment has not yet received due attention. The lack of such research and practice has led to the publicity of college students' ideological and political education. The lack of concrete manifestation is that public thinking is limited, public reason is alienated, and public spirit is obscured. Under the new media environment, college students' ideological and political education should have a higher public opinion. Ideological and political education workers should be public interpreters and practitioners. In the process of college students' ideological and political education, students should pay attention to the cultivation of public quality and public personality.

### 1. Introduction

The emergence of new media is not only the innovation of technology, but more importantly, the innovation of thinking concepts, and it also creates a public field for our present era. For the ideological and political education of contemporary college students, making full use of new media technology as a means and carrier enhances the effectiveness of ideological and political education. However, in the new media environment, one thing is that the ideological and political education of college students has not been taken seriously, that is, the public sharing of the mass media information in the new media, the public life and the expansion of public relations. The lack of publicity of college students' ideological and political education has made college students' ideological and political education fall into a development dilemma. Therefore, studying the publicity of college students' ideological and political education in the new media environment has important theoretical and practical significance.

### 2. The meaning of new media and the characteristics of its information dissemination

Traditional media include television, radio, newspapers, magazines, outdoor media (road signs). In recent years, with the development of digital technology and network technology, new media such as digital magazines, digital newspapers, digital broadcasting, mobile phone text messages, blogs, WeChat, Weibo, Yiban, QQ, etc. have emerged, and they are in a continuous development trend. The concept of the media is also changing with each passing day. There are different opinions and there is no conclusion yet. At present, there are mainly the following views on new media at home and abroad: American Russian new media artist Levi Manovic believes that new media will no longer be any media of special significance, but rather a tradition and tradition. The media form has no associated set of digital information, but the information can be displayed in the appropriate media format as needed. Vin Crosbie proposes that new media is a medium that can provide personalized content to the public at the same time. It is a communicator and a recipient who can be a peer, and countless communicators interact with each other. Media that can be personalized at the same time. Liao Xiangzhong proposed that the new media is "new media with digital media as the core", that is, the dissemination of information and services to users through digital and interactive, or fixed or mobile multimedia terminals. Shao Qinghai proposed that the new media is a mass media that is based on digital technology and has a highly interactive, non-linear communication

trait that can transmit multiple composite information. From the above definitions of new media concepts at home and abroad, it can be seen that people generally believe that new media has the characteristics of “digital” and “interactive”, which is a collection concept that includes multiple media forms and modes of communication, while emphasizing New media is a technical concept that changes as technology evolves. The new media mentioned in this article mainly includes two categories: One is the new media generated by the integration of traditional media, such as outdoor new media, micro video, Internet TV, mobile newspaper, etc. The other is the emerging emphasis on experience and interaction. Media, such as blogs, Weibo, WeChat, QQ, online communities (such as Yiban).

### **3. Challenges and Opportunities for College Students' Ideological and Political Education in the New Media Era**

In the media age, the equal sharing of information, the diversification of content, the virtualization of access methods, and the personalization of communication methods have determined that new media can bring convenience and speed to the study and life of college students, but at the same time, due to the ability of college students to identify information. Lack of some bad information in the new media has also had a negative impact on college students. Some students have a weak sense of "responsibility, dare to take responsibility, and willing to contribute". They have a heavy life, enjoy the spirit, pursue the fast food culture, and shake the Marxist beliefs. The pursuit of communist ideals has brought new challenges to the ideological and political education of college students.

In the traditional ideological and political education of colleges and universities, the way of ideological and political education is mainly lectures. Its main advantage is that it has strong subjectivity and pertinence, but its shortcomings are also very obvious. The teaching form is single, re-instilling and light practice, neglecting As the internal needs of students as learning subjects, the content of education can not keep up with the development requirements of the times, thus affecting the effect of ideological and political education in colleges and universities. The equal sharing of information in new media makes the boundaries between educators and educators less strict. The subject and object of education are complementary and equal, and the required information can be obtained simultaneously. Some students even master the teacher. The information that is known or not known makes the information authority of college ideological and political education workers weakened. This requires educators to actively explore new rules and methods of college students' ideological and political education in the new media environment, and constantly innovate the working mode of ideological and political education.

In the traditional media era, college students' information acquisition methods mainly rely on radio, television, newspapers and periodicals, etc., and these information have been filtered and screened. They accept the education of mainstream ideology in a relatively closed environment. In the new media era, the Internet has turned the dream of “global village” into reality, and the Chinese and Western cultures and concepts have merged and merged, and the information has been open and diversified. The rich and diverse information content in the new media broadens the horizons of college students and stimulates the thinking of college students. However, some decadent outlooks on life and values also eroded the minds of college students and formed a serious impact on the ideological and political education of college students. College students are at a critical stage where ideals and beliefs have not yet stabilized. They lack rational thinking and screening of Western capitalist concepts, and are easily disturbed, resulting in problems such as weak political awareness, vacillation of ideals and beliefs, and confusion of values. This poses a severe challenge to China's long-standing unified ideological and political education guiding ideology.

The virtual interactivity of new media has broken the face-to-face or letter-style traditional communication methods to a certain extent, changing the way of college students' interpersonal communication and emotional catharsis. On the one hand, more and more college students choose to communicate through mobile devices. Although they are closely related to each other, they lack human touch, and it is easy for college students to create obstacles in interpersonal communication.

Some college students even get rid of reality in the virtual Internet world. The shackles of ethics and morality, indulge their behavior, and ignore the sense of social responsibility. On the other hand, some college students are easy to find ways to achieve themselves in the virtual world provided by the new media environment, ignoring and concealing their shortcomings and escaping from the reality. The reality in society is often ignored by them, which leads to a strong contrast between the inner and the reality, causing problems such as loss of self, disgust of life, fear of society, formation of personality disorder, and even serious damage to others and self-harm. These are the problems that college ideological and political educators need to face and solve in the new media era.

#### **4. Countermeasures for Strengthening College Students' Ideological and Political Education in the New Media Age**

In the new media era, ideological and political education workers must change the old educational concept and strive to create an educational atmosphere that combines the main education with self-education and establish an educational philosophy that meets the requirements of the times. In recent years, most colleges and universities have introduced new media in the ideological and political education of college students, and have used the platforms of Yiban, Weibo and WeChat public to carry out ideological and political education, and achieved good results, but there are also rigid contents and forms. Single, low attention and other issues. Ideological and political education workers should follow the trend of the times, improve their comprehensive quality, enrich the content and form of ideological and political education, and use the technical characteristics of new media to change the ideological and political education of "subject and subject" into "intersubjective" ideological and political education. In the traditional "subject and object" ideological and political education concept, students' neglect, participation and creativity in ideological and political education are neglected. As a purely educated object, students lack opportunities for equal exchanges with teachers. The "intersubjective" ideological and political education requires students and teachers to be equal educational subjects, and the two sides are "equality and harmonious relationship". In the new media era, ideological and political education workers are required to be both good teachers and "good friends", and to encourage and guide students to express their opinions freely and fully respect the students' subjective consciousness. To reach differences, mutual respect and understanding, and seek common ground while reserving differences. In addition, ideological and political education workers should take advantage of the openness and interactivity of new media, strive to cultivate students' self-education and active practice, enhance students' sense of independent innovation, dilute the status of ideological and political education workers, and strengthen their thinking. The role of political educators in the new media era.

In the work of ideological and political education, traditional media and new media have their own advantages. They must combine the two and complement each other, give full play to the role of "carrier synergy", and constantly innovate the ways and means of ideological and political education. Traditional media (such as school newspapers, school news networks, school radio stations, etc.) have a normative orientation and strong credibility. They can report news with clear viewpoints and firm positions or report on the deeds of advanced figures, promote the main theme, and spread positive energy; New media (such as theme websites, WeChat, Weibo, etc.) are fast-moving and interactive. You can use the "WeChat public number" and "Weibo salon" to push popular topics related to college students, encourage them to participate in discussions, and expand The influence of positive public opinion effectively guides public opinion. It is necessary to explore new ways for colleges and universities to use ideological and political education in classroom teaching, theme website construction, new media carrier tools, etc., to realize the two-way interaction and integration of traditional media and new media, so as to improve the effectiveness of ideological and political education in colleges and universities.

## 5. Conclusion

The new media has become the most important media form for college students to understand the world, and has brought about a three-dimensional innovation in the study, life, thinking and practice of college students. Under the new media environment, the ideological and political education of college students should fully explore the ideological and political education function of the new media, strive to improve the network environment, improve the institutional mechanism, innovative educational methods and content, improve evaluation standards and evaluation methods, and continuously enhance the new media environment. The penetration and effectiveness of college students' ideological and political education.

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