

Research on Enhancing the Effectiveness of Moral Education in Colleges and Universities under the New Media Environment

Ge Peirong¹, Lin Xiao Cheng²

¹Shandong Jiaotong University, Weihai, China

²Logistics Distribution Center of Shandong Weihai Tobacco Co., Ltd.

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Abstract: The development of information technology and new media has brought about changes in social environment and education. School education, especially moral education, is facing both great opportunities and challenges. Colleges and universities must face challenges and take the initiative in this educational reform. New media environment is a new situation facing moral education in Colleges and universities. Innovation of moral education in Colleges and universities is bound to take place in the new media environment. At the same time, new media technology provides advanced educational means for moral education in Colleges and universities. How to grasp the law of the new media environment and make effective use of the means of new media technology to enhance the effectiveness of moral education in Colleges and universities is a new topic facing the development of education.

1. Introduction

The 21st century is an era of rapid development of information technology and new media. With the advent of the new media era, social interaction has become more and more closely, and the ideological concepts of college students are undergoing tremendous changes. College education, as an important stage of College Students' own development, lays a foundation for college students before they go to society and is related to the happiness of every family. Colleges and universities should take responsibility in training qualified builders and reliable successors of socialist cause, regard moral cultivation as the fundamental task, and promote the all-round development of college students as the key to all work.

In order to strengthen higher education, General Secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work: "New media and new technologies should be used to make the work alive, promote the integration of traditional advantages of Ideological and political work with information technology, and enhance the sense of the times and attraction." How to use new media technology to enhance moral education in Colleges and universities, make it full of the sense of the times, and attract more college students is an important issue to be solved in moral education in Colleges and universities. We should study and grasp the characteristics of the new media, optimize the content and ways of moral education in Colleges and universities, establish a good guarantee mechanism for college education, make full use of the limited educational resources in Colleges and universities, so as to better carry out the work of college education and improve the quality of teaching and educating people.

Overall, with the development of the information age, new media technology has shown many advantages, and new media technology is closely related to the development of moral education level, and it is also the need for college students to keep pace with the times. Although we know that the new media technology is the product of the information age, how to use the product of the information age scientifically is still at a loss. With the further development of the information age, we are inevitably exposed to these technologies in our life, and these technologies also linger in all aspects of our lives, and actively change our lives. The development of higher education relies heavily on the help of network. Without computer aided teaching methods, it will increase the

obstacles of education and reduce the teaching quality of higher education.

Secondly, with the development of new media technology, using new media technology to carry out moral education for college students is also a challenge and need in the new era of society. Although we haven't tried to apply the new media technology to moral education before, we believe that the new media technology is good for us. It can bring us development opportunities, change the quality of moral education, and change the thinking of College students. Therefore, the use of new media technology as a means of conveying ideas is also very beneficial. We should correctly treat the new media technology, seize the benefits brought by the new media technology, and bravely face new challenges.

2. New Media and New Media Environment

New media is a relative concept, traditional media generally refers to radio, newspaper and other media, while new media refers to the use of digital, network and other support conditions, through computers, smart phones to provide users with information media. At present, as long as the types of new media are: Internet new media, such as digital television, network television, Wechat, Feixin and other media forms. There are different opinions on the definition of new media, and there is no unified consensus. New media also has the following characteristics:

- Digitization
- Interactivity
- Individualization
- Immediacy
- Sharing

The rapid development of new media has changed the original traditional media environment. The report on the global news media situation released by the Pew Research Center in 2014 clearly points out that digitization has erupted in the field of news, and that scientific and technological knowledge, funds and talents are pouring into the new media industry. New media environment is ubiquitous and ubiquitous for human beings, and has become a part of our living environment like water and air. Therefore, we can define the new media environment as a new mass communication environment that transcends the traditional media environment and takes all things as the trend.

The new media environment is a new environment, and the new media also has many advantages that traditional teaching tools do not have, such as the equal communication relationship, high-efficiency communication speed and equal communication mode of the new media education, which has greatly changed the environment of students'education, and also has an important impact on students' learning attitude and learning methods. The impact of new media environment on innovation, resources and other fields is unparalleled, but these changes are too macro, which makes higher education challenged. New media education is the trend of development in the future and the inevitable choice of colleges and universities. Innovation of moral education in Colleges and universities is a new direction of future education development, and with the development of society, the new requirements of our government for higher education are put forward. In order to improve the quality of teaching, colleges and universities must pay close attention to moral education, cultivate students'firm world outlook and outlook on life, conform to the trend of new media environment, and let them play a role in promoting the quality of higher education.

New media technology has the characteristics of flexibility. Using this technology to educate college students in moral education is conducive to improving college students'acceptance of knowledge and interest, and is also very helpful to the development of moral education in China.

First, the space created by the new media environment is virtual.

Secondly, the information provided by the new media environment is rich and colorful.

Third, new media resources have a strong sharing.

Fourthly, the new media environment also has a characteristic, that is, a wide range of coverage.

3. Problems and Reasons of Moral Education Construction in Colleges and Universities under the New Media Environment

The construction of moral education environment in Colleges and universities needs certain ideas as guidance. Different ideas have different effects on the moral education environment in Colleges and universities. On the whole, the moral education environment in China is still subject to many restrictions of traditional ideas. Although there have been some developments in the moral education work in Colleges and universities in recent years, the achievements of moral education work in Colleges and universities are still not obvious, which can not help citing. The worries of educators have arisen.

Firstly, adhere to the principal position of schools and teachers.

Secondly, we have not combined the excellent traditions with the advanced contemporary ideas.

Third, lack of personality.

3.1 The Cognition of New Media Needs to be Strengthened

Moral education environment has a subtle influence on College Students'moral education. Therefore, the construction of moral education environment is a long-term and systematic project, which needs to be constantly adjusted according to the development of society. The construction of moral education environment needs to match the times and bring the new media into full play. However, the construction of moral education environment in our country is still relatively backward and the form is relatively single, which runs counter to our needs.

Understanding of the Function of Moral Education in New Media

New Media and Traditional Media Need Further Cooperation

Limitations in the Construction of Moral Education Environment in Colleges and Universities

3.2 Deficiencies in the Institutional Management of Moral Education Construction in Colleges and Universities

With the development of new media, the moral education environment in Colleges and universities has new characteristics. In order to strengthen the management of moral education in Colleges and universities, it is necessary to adjust the system in accordance with these characteristics so as to ensure that moral education in Colleges and universities can proceed in an orderly manner. However, although our colleges and universities have realized the problems of moral education in Colleges and universities and made some adjustments, these adjustments are still far from enough, which are embodied in the following aspects. Aspect:

The management mechanism of moral education in Colleges and universities is relatively inadequate. The openness and virtuality of the new media, coupled with the extensive content of moral education in Colleges and universities, make the collocation of these two things unsatisfactory. These defects are reflected in: first of all, the management power of colleges and universities is scattered in the hands of many people. On the whole, the management of all departments in Colleges and universities has corresponding persons in charge, such as the network management center, and then to the relevant departments of colleges. The power and responsibility of this series of management systems are not clear, and the subjects who exercise high power are also scattered, so there is no clear understanding of rights.

The evaluation mechanism of moral education construction needs to be improved. Although there is a strong desire for reform in Colleges and universities, the current evaluation mechanism of moral education in Colleges and universities is not perfect enough to arouse the enthusiasm of employees. Over the years, colleges and universities have selected countless Civilized Classes and numerous student guides, but this does not mean that our moral education work is normal. Instead, it leads the moral education work to a wrong path, making students think that the ultimate goal of their moral education development is to defeat more people, which is not conducive to students'personal development, but also distorts students' thoughts, let alone students'thoughts. It is conducive to achieving the goal of moral education.

3.3 Reasons for the Problems in the Construction of Moral Education in Colleges and Universities under the New Media Environment

The tentacles of new media have spread to all aspects of moral education in Colleges and universities, and also have an invisible impact on the development of moral education. Under such circumstances, giving full play to the advantages of new media to improve the effectiveness of moral education, the main body of moral education in Colleges and universities needs to be further improved in exploring and utilizing new media.

The understanding of the subject of moral education in Colleges and universities is scarce. Moral educators in Colleges and universities can not deeply understand the dialectical relationship between the advantages and disadvantages of new media. On the one hand, the old teachers are far away from the new media because of personality, age, interests and hobbies, so they can not deeply understand the adverse effects and play a role in promoting moral education in Colleges and universities. On the other hand, young teachers have less teaching experience, lack of in-depth theoretical research, unable to carry out dialectical and logical analysis of bad information, which also has a negative impact on moral education in Colleges and universities.

The participation of moral education subjects in Colleges and universities is low. In the new media environment, the network has gradually become a mainstream information media, making the values and thinking of the younger generation invisibly subject to the impact of multi-culture. Quick and convenient access to information makes college students understand the latest information faster than teachers to a certain extent, which undoubtedly has a greater impact on moral educators in Colleges and universities. If the moral educators in Colleges and universities can not understand the situation clearly, they can easily be challenged in their authoritative position by taking advantage of the situation and skillfully transforming it.

The discriminative ability of moral education object in Colleges and universities is weak. The use rate of new media among students is very high. Because of the curiosity and curiosity of College students, the new media represented by the network has become the main means for students to acquire knowledge and information. It has to be admitted that quite a number of students rely too much on the network, and even regard the network as the only way to acquire knowledge, which limits students to a certain extent. The development of thinking.

4. Measures to Enhance the Effectiveness of Moral Education in Colleges and Universities under the New Media Environment

The content of moral education is very rich. It includes not only ideological education, but also political and psychological education. These education are inextricably linked. But we must also recognize the differences between these education. In all education modes, political education occupies the core position. If students do not have correct political ideas, they must. Ideological education is the main body of education. With the development of the times, students are at a critical stage in which various cultures and values conflict, and their thoughts are also influenced by the world imperceptibly.

Under the new media environment, if we want to achieve successful results of moral education in Colleges and universities, we must improve the content, conform to the trend of moral education and meet the real needs of students. At the same time, we should show some hot social phenomena to students, guide them to think positively, temper them to respond to the phenomena and judge the moral phenomena highly. We should look at the hot social issues. The ultimate goal of education is whether students have correct moral views and let moral education in Colleges and universities exert a subtle influence on students.

Strengthen the content of moral education in Colleges and Universities under the new media environment. Moral education in Colleges and universities must stand firm, spread positive energy to every student, seize the key of the problem: to guide students not to be disturbed by this complex network world, and establish correct outlook on life and values; the most important education is political education, should set up a clear flag of patriotic education, so that every college student

can love their motherland and use reality. Action upholds the dignity of the country.

Methods to enhance the effectiveness of moral education in Colleges and Universities under the new media environment. We have entered the era of new media, and the era of new media has brought about great changes in moral education in Colleges and universities. If we can not recognize this change from a practical point of view and try some new ways of education, it will inevitably bring bad results, and may also lead to the rejection of new media technology by College students. We should grasp the characteristics of college students and promote the study of College students, which is also the focus of future work of scientific researchers.

- Reasonable Use of Course Mourning Platform in Classroom
- Strengthening the Construction of Discipline Moral Education in the New Media Environment
- Promoting the Construction of Campus Culture in the New Media Environment
- Playing the Role of Student Organizations in the New Media Environment
- Perfecting the Management Service Mode under the New Media Environment

Establish the guarantee mechanism of moral education in Colleges and Universities under the new media environment. In the new media era, in order to optimize and improve moral education, schools are required not only to have correct ideological awareness, but also to actively assist all parties to ensure the quality of service. We must form a sound system to guarantee the smooth development of moral education in schools and create a good environment for the overall development of College students. Schools need to pay full attention to the moral education security system, pay full attention to the implementation system of moral education, the cooperative education system, the guidance system of public opinion and the post-evaluation and feedback system of moral education, so as to improve the overall efficiency of the work and the level of moral education in an all-round way.

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