Promotion of Reform and Innovation in University Students' Ideological and Political Education within the Emerging Media Environment

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Abstract: This article aims to explore the reform and innovation of university students' Ideological and Political Education (IPE) under the emerging media environment. From the perspective of educational communication and psychology, this article analyzes the influence of emerging media on university students' thinking and behavior, as well as the advantages and limitations of educational communication. In addition, the practical path of reform and innovation of IPE for university students under the emerging media environment is deeply discussed, including the innovation of teaching content and methods, the expansion and optimization of educational platform and the improvement of educational evaluation and feedback mechanism. The results show that the emerging media environment has brought new challenges and opportunities to the IPE of university students, which requires educators to keep up with the pace of the times, make full use of the advantages of emerging media, and innovate educational methods and methods to improve the pertinence and effectiveness of education. Furthermore, this article also points out the shortcomings of the current IPE of university students in the emerging media environment, and puts forward corresponding improvement strategies and suggestions.

1. Introduction

With the rapid development of information technology, the emerging media environment has become one of the important features of contemporary society [1]. With its interactive, instant and personalized features, emerging media has profoundly changed the way of information dissemination and people's habit of obtaining information [2]. In the field of higher education, the popularization and application of emerging media not only provide more abundant information and communication channels for university students, but also have a far-reaching impact on their ideas and values [3]. Therefore, it is of great practical significance to study the reform and innovation of IPE under the emerging media environment.

First of all, the characteristics of the emerging media environment require the IPE of university students to keep pace with the times and innovate constantly [4]. The popularity of emerging media makes information spread faster and wider, and university students can get all kinds of information anytime and anywhere, which not only brings convenience to their study and life, but also increases their risk of contacting bad information [5]. Therefore, the IPE of university students must keep up with the pace of the times, make full use of the advantages of emerging media, innovate educational methods and methods, and improve the pertinence and effectiveness of education [6]. Secondly, improving the reform and innovation of IPE is a necessary measure to meet the challenges in the emerging media environment. Under the emerging media environment, university students' ideas and values are more diversified and complicated, and they are more easily influenced by various thoughts and concepts [7]. Furthermore, the emerging media also provides a broader communication platform and expression channels for university students, making their thoughts and behaviors more active and changeable. These changes have brought new challenges to the IPE of university students [8]. Therefore, we must strengthen the research on the IPE of university students in the emerging media environment and explore new educational ways and methods to better meet these challenges.

This article will focus on the current situation and problems of IPE under the emerging media

environment, analyze the influence of emerging media on university students' ideological concepts and value orientation, and explore how to innovate the ways and methods of IPE under the emerging media environment.

2. Analysis of the influence of emerging media environment on IPE

2.1. Emerging media environment

Emerging media refers to the media form that uses modern information technology such as digital technology, network technology and mobile technology to spread information. Compared with traditional media, emerging media has the characteristics of interactivity, immediacy and personalization. These characteristics make emerging media widely used and developed in contemporary society [9]. Emerging media not only provides people with richer information and communication channels, but also changes people's ways and habits of obtaining information. In the field of higher education, the popularization and application of emerging media also provide a more convenient learning and communication platform for university students.

2.2. The influence of emerging media environment on university students' thoughts

Under the emerging media environment, university students can get all kinds of information anytime and anywhere, including knowledge and opinions in politics, economy, culture and other fields. This information not only enriches university students' knowledge reserves, but also affects their ideas and values [10]. On the one hand, the emerging media provides university students with broader horizons and more diverse sources of information, making their ideas more open and inclusive; On the other hand, the emerging media also spread some bad information and misconceptions, which had a negative impact on university students' thoughts. Therefore, under the emerging media environment, university students' ideas are diversified and complicated.

Furthermore, the emerging media also provides a more convenient communication platform for university students. Through emerging media platforms such as social media and instant messaging tools, university students can communicate and interact with others anytime and anywhere. This way of communication not only makes university students' thoughts and behaviors more active and changeable, but also increases their risk of contacting bad information. Therefore, under the emerging media environment, university students' thoughts and behaviors are characterized by diversity and uncertainty.

Under the emerging media environment, the IPE of university students faces many challenges, as shown in Figure 1.
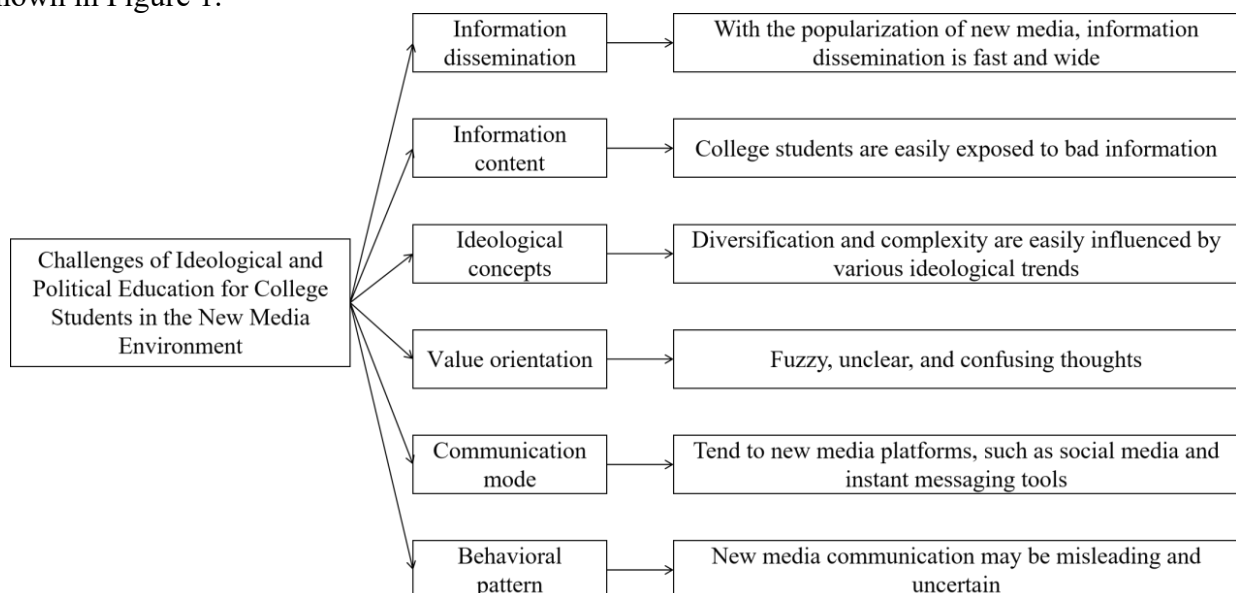

Figure 1 The challenge of IPE under the emerging media environment

In order to meet these challenges, educators need to keep up with the pace of the times, make full use of the advantages of emerging media and innovate educational methods and methods; Furthermore, strengthen the research and analysis of deep-seated problems such as university students' ideas and values; And pay attention to research and guide the psychology and behavior of university students under the emerging media environment. Only in this way can we ensure the healthy growth and development of university students in the emerging media environment.

3. The theoretical basis for the reform and innovation of IPE in the emerging media environment

3.1. IPE theory innovation

The development of IPE theory is a process in which history and reality are intertwined. From the early socialist moral education to the modern comprehensive quality education, the theory of IPE constantly adapts to the changes of the times and gradually forms a complete theoretical system. Under the emerging media environment, the speed and scope of information dissemination have been greatly improved, and university students' ideas and values are also characterized by diversification and complexity. The traditional theory of IPE has been difficult to fully adapt to this change, so it needs to be innovated. First of all, the IPE of university students in the emerging media environment needs to pay more attention to personalization and differentiation to meet the needs of different students. Secondly, the IPE under the emerging media environment needs to pay more attention to interaction and participation, so as to improve students' learning interest and participation. Finally, the IPE under the emerging media environment needs to pay more attention to effectiveness and operability to ensure the actual effect of education.

3.2. The application of emerging media from the perspective of educational communication

Educational communication is a subject that studies the process and effect of educational information dissemination. In the emerging media environment, educational communication provides a new perspective and method for IPE. First of all, the emerging media provides a broader platform and channel for the dissemination of educational information, so that educational information can be transmitted to university students more quickly and accurately. Secondly, the interactivity and immediacy of emerging media also make the dissemination of educational information more vivid and interesting, and it is easier to arouse the interest and resonance of university students. The advantages and limitations of emerging media in educational communication are shown in Figure 2.
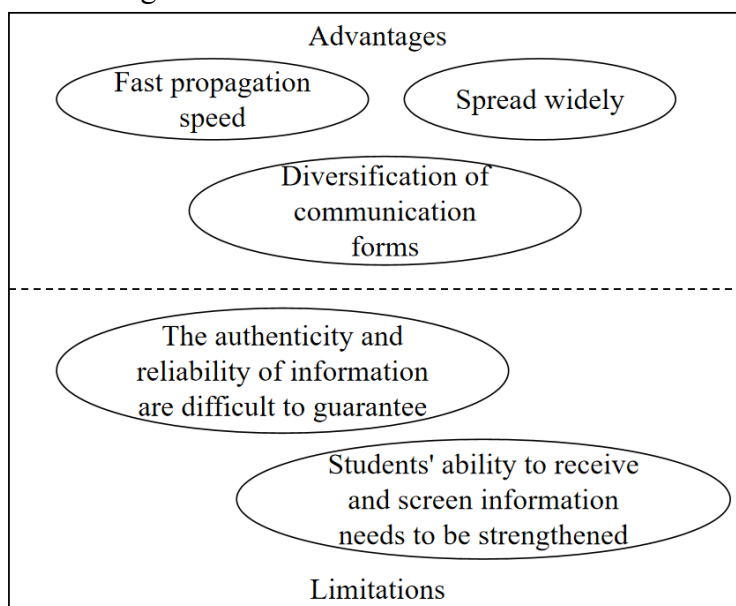

Figure 2 Advantages and limitations of emerging media in educational communication

3.3. Emerging media and university students' thoughts and behaviors from the perspective of psychology

Psychology, as a discipline that studies human psychological phenomena and behaviors, provides a new perspective for IPE under the emerging media environment. It helps us to understand the psychological needs and behavioral characteristics of university students and formulate appropriate educational strategies; Analyze the positive and negative effects of emerging media on university students' psychology and guide them to use media correctly. Emerging media has dual effects on university students' psychological development and ideological behavior, so it is necessary to strengthen guidance and education to ensure their healthy development.

4. The practical path of reform and innovation of IPE under the emerging media environment

(1) Innovation of teaching contents and methods

In the emerging media environment, the contents and methods of IPE for university students need to keep pace with the times in order to better adapt to the development of the times and the needs of students. The teaching content needs to be updated and more knowledge and cases related to emerging media should be introduced, so that students can understand the characteristics of emerging media and deepen their understanding of the theory of IPE. In teaching methods, we should make full use of the interactive and instant characteristics of emerging media and adopt various teaching methods to stimulate students' interest and participation in learning.

(2) The expansion and optimization of education platform.

Emerging media provides rich platform resources for IPE. In order to make full use of these resources, it is necessary to continuously expand and optimize the education platform. First of all, we can build diversified online education platforms, such as massive open online course and Netease Cloud Classroom, to provide students with rich IPE courses and learning resources. Furthermore, we can also cooperate with mainstream media and commercial platforms to jointly build a brand of IPE with credibility and influence. In optimizing the education platform, relevant personnel need to pay attention to user experience and interaction. The user experience can be improved by improving the platform interface and adding interactive functions. Furthermore, it is also necessary to strengthen the audit and management of platform content to ensure the authenticity and reliability of information.

(3) The improvement of education evaluation and feedback mechanism.

In the emerging media environment, the education evaluation and feedback mechanism also needs to be innovated and improved. First of all, we can use emerging media technology to carry out online evaluation, such as online test and questionnaire survey, to improve the efficiency and convenience of evaluation. Furthermore, students' online learning behavior data can also be combined to conduct a comprehensive analysis of students' learning situation, providing a strong basis for teaching improvement. In terms of feedback mechanism, we can build a feedback system of IPE based on emerging media. The system can collect students' feedback and suggestions, and provide timely and accurate information support for educators. Furthermore, students' learning situation can be tracked and evaluated through this system, and problems can be found and solved in time. In addition, educators can also interact and communicate with students through social media and other channels to keep abreast of students' needs and puzzles and provide more intimate services for students.

5. Policy advice

In view of the all-round development of IPE under the emerging media environment, this study puts forward the following policy suggestions:

For the government, it should increase its support for IPE of university students in the emerging media environment, formulate relevant policies and measures, and encourage universities and educators to actively explore and practice teaching reform. Furthermore, the government should

also strengthen the supervision and management of emerging media platforms to ensure the authenticity and reliability of information and provide a healthy and safe network environment for university students.

For universities, we should pay more attention to and invest in the IPE of university students under the emerging media environment, and promote the innovation of teaching content, methods and means. Universities can establish special research centers or teams for IPE, and strengthen the research and exploration of IPE for university students under the emerging media environment. Furthermore, universities should also strengthen cooperation with enterprises to jointly build a brand of IPE with credibility and influence.

For educators, they should constantly improve their emerging media literacy and ability, and make full use of emerging media to carry out education and teaching. Educators can learn about the latest development trends and application technologies of emerging media by participating in training and learning exchanges, so as to provide strong support for teaching reform. Furthermore, educators should also pay attention to the interaction and communication with students, understand students' needs and puzzles in time, and provide students with more intimate and personalized services.

6. Conclusions

Through in-depth analysis of the current situation and challenges of IPE for university students in the emerging media environment, this study puts forward a series of theoretical and practical paths for reform and innovation. Its main conclusions include: First, the importance and necessity of the reform and innovation of IPE for university students in the emerging media environment can not be ignored. In order to adapt to the development of the times and the changing needs of university students, IPE must keep up with the pace of emerging media and innovate teaching contents, methods and means. Secondly, the expansion and optimization of educational platform is the key to improve the effect of IPE. By building a diversified and interactive education platform, it can effectively attract the attention of university students and enhance the interest and effectiveness of education. Finally, the improvement of education evaluation and feedback mechanism is an important guarantee to ensure the quality of IPE. By using emerging media technology to carry out online evaluation and collect students' feedback, we can know students' learning situation and needs in time and provide strong support for teaching improvement.

Acknowledgements

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