

# Promoting Innovation in Ideological and Political Education through Cultural Education in the New Media Era

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**Abstract:** As technology evolves rapidly, the emergence of the new media era has silently transformed the way information is disseminated and societal interactions occur. This era of information proliferation poses both formidable challenges and remarkable prospects for ideological and political education (IPE). The widespread embrace of new media technology not only introduces novel avenues and platforms for IPE, but also calls for heightened standards in content, format, and delivery. Against this backdrop, harnessing the power of cultural education to foster innovation in IPE has become imperative. Cultural education, as a distinctive approach, aims to influence and mold individuals' thoughts, ethics, and behaviors through the strength of culture. This article delves into practical means of leveraging cultural education to drive innovation in IPE within the evolving new media landscape. Initially, the article examines the defining characteristics of the new media era and their ramifications on IPE. It then delves into the significance of cultural education in IPE, as well as strategies to innovate cultural education in the context of new media. Ultimately, the article outlines practical measures to promote innovation in IPE through cultural education in the new media era.

## 1. Introduction

The advent of the new media era has ushered in transformative shifts in information dissemination. Its unparalleled velocity and reach enable individuals to access information globally, at any time, from anywhere. This rapid dissemination not only enriches daily life but also profoundly shapes values, ideologies, and behaviors. In this context, the significance of IPE as a vital tool to mold students' thoughts, ethics, and conduct is indisputable. To adapt to the evolving demands of the new media era, IPE must evolve, continuously innovating its methodologies and approaches [1]. As a crucial aspect of IPE, cultural education holds distinct value and significance. It shapes individuals' thoughts, ethics, and behaviors through the profound influence of culture. Beyond mere knowledge transmission, cultural education guides students towards fostering sound values, moral perspectives, and worldviews. In the new media era, cultural education offers students an array of enriched and diverse educational resources, assisting them in navigating the intricate and dynamic social landscape [2]. More importantly, cultural education effectively addresses the challenges posed by the diversity of information and values in the new media environment. Amidst the plethora of information and varied values, students can become overwhelmed and confused. However, cultural education equips students with the ability to critically assess and engage with diverse cultures and values, fostering their own values and moral frameworks, and preparing them to tackle the complexities of the changing social milieu. The nexus between IPE in the new media era and cultural education is indisputable. Cultural education plays a pivotal role in IPE, influencing and molding students' thoughts, ethics, and behaviors through the transformative power of culture, thereby fostering their development of sound values, moral perspectives, and worldviews.

## 2. The characteristics of the new media era and its impact on IPE

The new media era, with its unique characteristics, has had a profound impact on various fields of society, and IPE is no exception [3]. Firstly, the speed and breadth of information dissemination in the era of new media are unprecedented. New media tools such as the Internet, social media, and

short video platforms enable information to be quickly and widely spread to every corner, breaking the limits of time and space. This type of information dissemination not only accelerates the flow of information, but also makes the sources of information more diverse.

In the context of IPE, the new media era poses both challenges and opportunities due to its unique information dissemination characteristics. Firstly, the swift dissemination of information necessitates a swift response from IPE to address societal trends and current affairs, guiding students towards developing sound values. Concurrently, the proliferation of diverse information demands greater scrutiny in content selection, ensuring the dissemination of positive messages to students. On the flipside, the new media era opens up innovative avenues for IPE. Technologies like virtual reality and augmented reality craft immersive and realistic learning environments, piquing students' interest and engagement. Furthermore, social media and online education platforms provide students with accessible and flexible learning pathways, transcending the limitations of traditional classroom teaching. Additionally, the era of new media is characterized by its highly interactive nature. Students can engage in real-time interactions with teachers and peers via these platforms, exchanging learning experiences and insights. This interaction not only augments their learning outcomes but also enhances their social skills.

### **3. The role of cultural education in IPE**

In the new media age, cultural education holds an indispensable position as a cornerstone of IPE. Leveraging the strength of culture, it deeply impacts students' mindsets, shaping their thought processes, ethics, and behaviors, revitalizing and enriching IPE [4]. Firstly, cultural education fosters the development of students' core values. Amidst the flux of multicultural integration in the new media landscape, students encounter a deluge of complex and constantly evolving information and value clashes. Cultural education endeavors to propagate outstanding traditional Chinese culture, perpetuate revolutionary culture, and promote advanced socialist culture. It steers students towards forming sound worldviews, perspectives on life, and values, strengthening their ideals and convictions, and establishing a sound value framework [5]. Secondly, cultural education augments students' sense of societal responsibility. It underscores the importance of fostering students' awareness of social responsibility and historical mission. By telling the stories of heroic figures and inheriting national spirit, it stimulates students' patriotism and national pride, making them realize the close connection between individuals, society, and the country, and thus more actively participate in social construction and service. In addition, cultural education can also enhance the comprehensive quality of students. Cultural education not only focuses on students' knowledge learning, but also emphasizes their comprehensive development. Through cultural education, students can be exposed to a wider range of knowledge fields, broaden their horizons, and improve their overall quality. At the same time, cultural education can also cultivate students' aesthetic taste and humanistic literacy, improve their comprehensive quality and competitiveness. Finally, cultural education has unique advantages in the era of new media. New media technology provides a more convenient and efficient means of communication for cultural education. Through new media tools such as social media and online education platforms, cultural education concepts and content can be more widely disseminated, enhancing the influence and dissemination of cultural education [6]. Meanwhile, new media technology can also provide more vivid and realistic learning scenarios and experiences for cultural education, enhancing students' interest and participation in learning.

## **4. Innovation in cultural education strategies in the new media era**

### **4.1. Deepen the content of cultural education**

In the era of new media, it is necessary to deepen the content of cultural education to better meet the knowledge needs of students. By utilizing new media platforms, various cultural knowledge, historical stories, artistic works, and other resources can be easily integrated and shared [7]. Through various forms such as video, audio, and text, make educational content more vivid and

vivid, and stimulate students' interest and thirst for knowledge. In addition, personalized cultural education content can be customized according to the learning needs and interests of students, improving the pertinence and effectiveness of education. The forms of cultural education on new media platforms are shown in Table 1.

Table 1 Cultural education forms of new media platforms

Platform	Content format	Example
Social media	Short video	Short videos of traditional cultural stories
Online education platform	Interactive courses	Traditional Culture Experience Course
Virtual reality platform	Virtual Museum	Immersive historical and cultural experience

#### 4.2. Create an interactive learning experience

In the new media era, methods of information dissemination are characterized by high interactivity and swift dissemination. These traits can be capitalized upon in cultural education to innovate communication approaches and foster interactive learning experiences. For instance, leveraging the interactive features of social media platforms, students can engage in lively discussions on cultural topics, sharing their perspectives and insights. Furthermore, technologies like virtual reality and augmented reality can be harnessed to craft immersive learning environments, enabling students to encounter the essence of culture in a direct manner. This interactive approach enriches students' learning outcomes and elevates their cultural awareness.

#### 4.3. Promote the combination of knowledge and practice

Cultural education transcends mere theoretical knowledge dissemination and emphasizes the fostering of practical experience. In the current era of digital media, technology offers an innovative approach to enriching the practical facets of cultural education and bridging the gap between knowledge and its application. One example is the integration of online and offline cultural events, like webinars and field trips, which empower students to engage directly and appreciate the allure of culture. Furthermore, leveraging new media platforms encourages students to independently craft cultural content, such as short videos and microfilms, thereby honing their cultural acuity and creativity through hands-on learning. This approach not only enhances students' comprehension and utilization of knowledge but also elevates their overall competency and practical proficiency.

### 5. Strategies for innovation in IPE

#### 5.1. Utilizing new media platforms to innovate IPE content

New media platforms offer immense potential for IPE, leveraging their unique dissemination methods and vast resources. Channels like social media and online education platforms present ideological and political content in diverse formats like graphics, videos, and audio, rendering it more vivid and intuitive. For instance, crafting themed short videos enables students to grasp ideological and political knowledge in a casual yet engaging manner. Additionally, online ideological and political courses, with insights from experts, broaden students' perspectives. This innovative strategy not only diversifies IPE content but also fosters student interest and engagement in learning.

#### 5.2. Promote in-depth exchanges in IPE

In the new media era, the heightened interactivity of platforms brings IPE to life, making it more captivating. We can motivate students to actively engage in discussions on ideological and political topics, leveraging the interactive features of social media, online education platforms, and other tools to share their perspectives. Concurrently, fostering an ideological and political learning community encourages peer-to-peer learning and communication, fostering a vibrant learning environment. Furthermore, technologies like virtual reality and augmented reality offer immersive experiences, enabling students to directly encounter the allure of IPE.

### 5.3. Strengthen practical education

Practical education holds a crucial role in IPE, especially in the current new media age. These platforms offer unprecedented opportunities to orchestrate engaging and hands-on activities. For example, students can take part in online cultural discussions or interactive virtual tours of museums, deeply immersing themselves in the richness of culture and grasping the real-world implications of IPE. Moreover, students can be motivated to independently create works inspired by IPE, like short videos or micro-films, thus fostering their creativity and practical abilities. Furthermore, the principles of cultural education can be seamlessly integrated into IPE. By leveraging the profound impact of traditional culture, students can develop a strong sense of patriotism and moral values, leading to a deeper connection between IPE, and cultural education.

Within the new media era, cultural education holds paramount significance in advancing IPE. To foster innovation in this domain, it's crucial to harness the unique features of new media and devise strategic approaches. Table 2 outlines the integration of strategies to drive innovation in IPE, leveraging cultural education in the new media landscape.

Table 2 Integration of strategies for promoting innovation in IPE through cultural education in the new media era

Strategy	Implementation method	Example
Innovative IPE content	Social media and online education platforms	Short videos of IPE, online thematic courses
Enhance interactivity	Social media interaction function and learning community	Discussion on ideological and political topics, community learning and communication
Strengthen practical education	Online cultural activities and independent creation	Online cultural lectures and creation of ideological and political themed short videos

## 6. Conclusions

As the new media era progresses, IPE confronts both unprecedented opportunities and challenges. The emergence of new media has significantly accelerated information dissemination and broadened perspectives, yet it also demands more from the content and format of IPE. In this backdrop, innovation in this field is paramount. Cultural education, a distinctive educational approach, assumes a pivotal role in the new media era.

The speed and scope of information dissemination in the new media environment have intertwined diverse information, cultures, and values, posing a significant information impact on students. This necessitates IPE to accurately gauge contemporary trends and guide students towards forming sound values, moral perspectives, and worldviews through innovative methodologies. Cultural education, grounded in cultural influence, addresses this need effectively. It focuses not just on knowledge acquisition but also on character and soul cultivation through the power of culture. New media technology is transforming IPE, enabling the adoption of diverse and engaging teaching strategies that surpass traditional models. Technologies such as virtual reality and augmented reality craft immersive learning environments, sparking students' interest and fostering deeper engagement.

Cultural education, a vital aspect of IPE, remains indispensable in the new media era. It offers students a wealth of educational resources through the exploration and perpetuation of China's rich traditional culture, fostering a contemporary spirit, and other innovative methods. These resources not only help improve students' cultural literacy and aesthetic ability, but also guide them to form correct values, moral views, and worldviews. In the context of new media, cultural education can effectively address the challenges of diverse information and values, helping students distinguish right from wrong, distinguish good from evil, and strengthen their ideals and beliefs.

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