

Research on Innovation of School Social Work and Students' Ideological and Political Work Based on Self-Media

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Abstract: with the Continuous Development of Modern Network Technology, New Media Has Increasingly Become a Widely Used Mode of Communication in Society and Has Become a Way of Life for College Students. It is Especially Important to Strengthen the Ideological and Political Education of Students, Which is an Important Course to Promote Students to Set Up Correct Ideological Values. Therefore, Ideological and Political Workers Should Seriously Study and Analyze the Impact of New Media on College Students and Ideological and Political Education Work, from Innovative Ideas, Using New Media to Enrich Ideological and Political Education Resources, Innovating Carriers, Building New Media Platforms, Broadening the Field of Ideological and Political Education and Innovating Teaching Methods. the Concept and Method of School Social Work Can Better Make Up for the Shortcomings of Ideological and Political Work in Colleges and Universities, Overcome Some Existing Limitations and Shortcomings, and Promote the Ideological and Political Work of Colleges and Universities to Solve Various Problems in the Development Process of College Students in a More Effective and Appropriate Way.

1. Introduction

Self-Media Refers to the Collective Name of New Media That Individualized, Civilian and Autonomous Disseminators Transmit Normative or Non-Normative Information to Unspecified Groups and Individuals by Modern Electronic Means [1]. in the Face of the New Situation and New Situation That the Opening to the Outside World is Continuously Expanding and the Socialist Market Economy is Developing in Depth, the Ideological and Political Education of College Students is Still Not Very Suitable, and There Are Many Weak Links, Especially Insufficient Innovation and Methods. How to Innovate College Students' Ideological and Political Work in Order to Effectively Deal with New Situations and Challenges is an Important Topic in the Practice and Theoretical Research of College Students' Ideological and Political Work in the New Era [2]. in the Face of the New Educational Development Environment, We Must Pay Attention to the Combination of the Two, Which is Also a Reflection of the Innovation of Students' Ideological and Political Education Work, through the Scientific Method to Integrate the Two, Mutual Promotion and Supplement [3]. Transforming the Ideological and Political Education Work in the Traditional Media Environment and Exploring New Methods and New Paths Suitable for the Needs of the Media Era Have Become a New Topic in Ideological and Political Education in the New Era.

2. The Connotation of School Social Work

School social work originated in the early 20th century, first appeared in the United States, then gradually expanded to some European countries. At first, the development of school social work was independent of the school system. Private organizations and civic organizations provided such services [4]. To carry out ideological and political education, we must grasp the two interrelated points and combine ideological and political education with students' personal future and destiny. Under the impact of market economy, a variety of cultural thoughts and values have emerged, and all kinds of contradictions and conflicts accompanying the reform have strongly impacted the

thoughts of college students. School social work applies the principles, methods and techniques of social work profession to educational work and its facilities. Through interaction with parents, schools and communities, it solves student problems and promotes student growth, forming a “family, school, community”. Good relationship [5]. School social work is for all students, with a focus on learning and “social, emotional, and cultural” adaptation to students with difficulties. From a narrow perspective, the object of school social work is the special problems that some special students and students encounter in their lives [6]. Generally speaking, school social work is a professional service activity that applies the principles and methods of social work to schools, aiming at helping schools become a good environment for “teaching” and “learning”, and enabling students to acquire their ability to adapt to today's and future life.

3. The Influence of Self-Media on College Students' Political Socialization

3.1 Positive Influence of Media on Political Socialization of College Students

Rich political knowledge is the foundation of political socialization. The immediacy and sharing of media information communication enable people to access various political information and learn various political knowledge around the clock. In the traditional media environment, the public access to information mainly comes from mainstream media, such as newspapers, television, and radio. These mainstream media are at the center of information dissemination and serve as the role of information “gatekeepers” [7]. In the era of traditional ideological and political education, educators always control the right to speak. The traditional ideological and political education for college students is mainly in a relatively concentrated space, achieving well-directed educational goals and achieving obvious educational effects. The wide application of self-media is conducive to the internalization of political knowledge into corresponding political norms, thus promoting the socialization process of college students [8]. Increasingly diversified channels of information dissemination and fast and convenient ways of dissemination provide a realistic possibility for the development of self-media. Network self-Media has become their second classroom, which has a direct and indirect impact. Not only that, college students often use new media to express their true feelings, such as exposure of their activities in the circle of Wechat friends and expression of their emotions to highlight their personality. New media provides a broad stage for college students to blossom their youth and vitality.

3.2 The Negative Influence of Media on the Political Socialization of College Students

Since the media is a “double-edged sword”, while helping the political socialization of college students, it also has some negative effects. Since the media age, the existing methods of ideological and political education have encountered great challenges. The media has provided a platform for everyone. Everyone can be an information disseminator or a recipient of information. The subjective consciousness of college students has been greatly enhanced. Their cognition of things and the way they accept information have also changed. This will have a huge impact on the traditional ideological and political education model based on preaching. The different value orientation, aesthetic purport and interest demands enable all kinds of people to freely express their opinions in cyberspace, which is a complicated information environment. With the openness and wide participation of new media, the content of network dissemination is more diversified, information dissemination is more rapid and arbitrary, and there is a great space for individuals to express their opinions and views. Different values and ideologies often collide with each other on the Internet, which makes the unified ideology and discourse system gradually collapse. In addition, since the media era, the network is also full of a lot of bad information, making the entire network environment more complex, which affects the physical and mental health of college students. Under such circumstances, the negative impact brought by the low threshold of self-access to media information on the political socialization process of contemporary college students cannot be ignored.

4. The Function of School Social Work and Its Feasibility in Ideological and Political Work

4.1 The Function of School Social Work

School social work itself has many functions, mainly reflected in the equal protection of students' educational opportunities. Through the professional theory and methods of social work, it helps students to receive unequal education caused by various factors, so that students can enjoy equal opportunities for education. With the rapid development and popularization of University technology, especially network technology, the speed of information transmission is faster and the amount of information is increasing unprecedentedly. Besides acquiring knowledge and information in class, the ways of acquiring knowledge and information for college students are more diverse. In the past, we over-emphasized the administrative tasks of ideological and political work, neglected the subjective value of the educated, emphasized the unity of thought, and neglected the cultivation of individuality of college students. However, with the deepening of reform and opening up and the establishment of a market economic system, social differentiation has become increasingly serious, and social problems have emerged in an endless stream. As a member of society, college students are inevitably affected. The ideological and political work in colleges and universities should introduce the concepts of equality and respect, understand and respect students, and change the condescending attitude of educators in the past. The function of school social work is also reflected in that it can analyze and judge the problems in education at the promotion level of education system reform, thus proposing a more perfect education system and promoting education system reform.

4.2 The Feasibility of Introducing Ideological and Political Work into School Social Work

In the process of ideological and political education, teachers should pay full attention to the education model and the innovation of ideas and concepts, and combine the social work of the school with the ideological and political work to help promote the quality of education. The cultivation of ideological and moral quality is actually a personality creation process, which includes the training process of thinking ability, judgment ability and practical ability. Social workers believe that mobilizing social resources to help people in need is to stimulate the inner potential of the helpees, so that they can get out of the predicament, not only to emphasize "helping others", but also to emphasize "helping people" to achieve self-help. ". After the current popularization of education, the level of cultural knowledge and education in the whole society has been improved. The specialization of social work in schools and working methods also provide educational ideas for ideological and political education. Modern media technology provides modern means and new channels for ideological and political work in Colleges and universities, and expands the space of Ideological and political work. Therefore, ideological and political work must be changed in concept. It is necessary to fully realize that the purpose of ideological and political work is to improve students' ideological and political level, value judgment ability and moral quality cultivation. With the development of social work education in our country and the promotion of professional qualification examination for social workers, a group of talents with professional knowledge and skills in school social work will appear in our country in the short term. School social work plays a positive role in the interaction between human beings and the environment. Combining the two is also of positive significance to ideological and political education.

5. School Social Work and Students' Ideological and Political Work Innovation under Self-Media

5.1 Drawing on the Relevant Theories of School Social Work, Enriching the Theoretical Basis of Ideological and Political Work

In improving the content of Ideological and political work, we should strengthen the central consciousness, insist on Integrating Ideological and political work into the whole process of school

reform and development, and all aspects and links of personnel training. While restraining people's behavior through rules and regulations, we should integrate the flexible orientation of Ideological and political work and combine self-discipline with heteronomy. The theoretical basis of ideological and political work in colleges and universities is Marxist philosophy, political economics and scientific socialism. Its main philosophical premise is the theory of human nature, the dialectical relationship between material and spirit, and the dialectical relationship between politics and economy. The characteristics of the self-media determine that the information it carries includes not only useful information that conforms to the main theme of the times, but also information that contradicts the mainstream ideology. Ideological and political work in colleges and universities should give full play to the initiative of college students, introduce the concept of helping others and helping themselves, and adopt equal two-way counseling service. It is necessary to educate college students in Marxist theory, help them improve their ability to distinguish right from wrong, and train their practical ability to analyze and solve problems. The online and offline linkage model can be more accepted by students, and it can further deepen students' ideas and values. Therefore, the practice of ideological and political education outside the network is perfected and the close integration of the two is implemented. It can further promote the comprehensive improvement of ideological and political education.

5.2 Drawing on the Working Concept of School Social Work, Enriching and Developing the Concept of Ideological and Political Work

The value of social work is an idea that social workers should hold in the process of social work, which defines the nature, goal and significance of the process of social work. In the past, our ideological and political work did not well grasp and handle the relationship between education and management, making ideological and political education lose the support of management. According to the objectives of ideological and political work, the requirements of different stages and the cognitive characteristics and laws of the students, it should be carried out in different stages of the students' growth. We should rely on the strength of the whole society, mobilize the enthusiasm of all aspects and work together. The important symbol of modern politics is political rationality. Normal political participation should be reasonable, legitimate and in line with the requirements of basic social ethics. This should be the political consciousness and political skills that contemporary college students first acquire in the process of political socialization. Social work is essentially service-oriented, and its basic task can only be to provide effective services to those who have difficulties and need, to help them out of the predicament, in order to normal life and development. We should adhere to the combination of real society and virtual network, adhere to the combination of school life and social environment, adhere to the integration of online resources and offline resources, collect and organize students' ideological dynamics and life demands online, and promptly intervene and actively help offline. . By putting education into management and upgrading management to education, the two complement each other and complement each other to achieve the purpose of shaping people, guiding people, and regulating people.

5.3 Enriching the Ideological and Political Work Methods of Colleges and Universities by Learning from the Working Methods and Working Modes of School Social Work

During more than one hundred years of development in the West, school social work has not only formed systematic working theory and principles, but also has rich concrete working methods. The individualized and liberalized characteristics of online education determine that educators of Ideological and political education can use the network to maximize the educational concept of teaching students in accordance with their aptitude. Internet information acceptance and dissemination break through the traditional concept of time and space. Network socialization not only continues in a point-to-point manner, but also realizes point-to-point information sharing in a broader scope. Knowledge becomes non-personal, non-regional and global. Therefore, the ideological and political work in colleges and universities should introduce the concept of service, strengthen the service consciousness, transform teachers from the role of educators to the dual role of educators and service providers, integrate various resources, and improve the efficiency and

quality of service. Of course, this requires educators to play the role of “gatekeeper”, be familiar with the operation of self-media platform, be skilled in using self-media platform to collect and screen information, be good at finding problems and make scientific diagnosis of problems; Make the new media a resource bank for ideological and political education, use the network language loved by college students, publicize the party's principles and policies to them, disseminate advanced educational concepts, guide them to absorb the latest cultural achievements, broaden their horizons, and achieve the purpose of ideological and political education.

6. Conclusion

Self-media has improved the autonomy of information dissemination. Facing the uneven information, strengthening self-moral cultivation, strengthening information discrimination ability and improving political discrimination are the keys to promote the process of political socialization of college students. In the ideological and political work of college students, learning from the relevant theories and techniques of psycho-social therapy mode helps educators to fully understand and deeply analyze the growth experience, personality structure and the causes of various problems of college students, so as to help them solve the problems in a targeted way. As long as we correctly grasp the ideological pulse of contemporary college students, correctly understand the changing situation, conscientiously implement the spirit of relevant meetings and documents of the Central Committee, adopt a scientific and pragmatic attitude, work steadfastly, dare to innovate, and firmly grasp the implementation, we will surely create a new situation of Ideological and political work for college students. To open a new bureau of ideological and political work in colleges and universities in the new era, and to train university students into masters of advanced productive forces, executors of advanced ideology and culture, and defenders of the fundamental interests of the people, to cultivate a successor to a firm socialist cause, and to realize China The great rejuvenation of the nation.

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