

Research on the Reform and Innovation of Ideological and Political Education in Colleges and Universities Based on Self-Media

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Abstract: the New Media Technology Represented by Self-Media Has Shown a Strong Development Trend and Has Become the Main Platform for Contemporary College Students to Obtain All Kinds of Information and Express Their Opinions. University Leaders and Educators Engaged in Students' Ideological and Political Education Should Correctly Face the Opportunities and Challenges of Self-Media. Self-Media Has Injected Fresh Blood into the Ideological and Political Education Work in Colleges and Universities, Bringing New Opportunities and Opportunities for Development, Changing the Traditional Way of Ideological and Political Education Work and Improving the Effectiveness. in the Media Age, People Have More Diverse Means of Obtaining Information, and the Communication between People is Becoming More and More Convenient. However, the Complex and Diverse Internet Environment Also Brings Challenges and Pressures to the Ideological and Political Education of College Students. Strengthening Ideological and Political Education under the Condition of Self Media is the Need of the Construction of Socialism with Chinese Characteristics and the Need of the Development of the Times. from the Perspective of Self-Media, This Paper Studies the Specific Methods of Ideological and Political Education Reform and Innovation in the New Era, in Order to Improve the Effectiveness of Service Education.

1. Introduction

Since the 18th National Congress of the Cpc, the Cpc Central Committee with Comrade Xi Jinping At the Core Has Made New Arrangements and Requirements for Strengthening Ideological and Political Work in Colleges and Universities in Combination with the New Situation, Changes and New Trends At Home and Abroad, Bringing Many Opportunities to the Continuous Improvement of Ideological and Political Education in Colleges and Universities [1]. Educators Must Attach Great Importance to This in Order to Give Full Play to the Role of Self-Media, Which is a Variety of Media Forms Derived on the Basis of Science and Technology [2]. Compared with Traditional Media, the Concept of Self-Media is Moving Forward and Developing Dynamically. for the Audience, Self-Media Affects Their Cognitive Structure. for Teenagers, Self-Media Influences Their Cultural Values [3]. in Order to Make the Ideological and Political Education in Colleges and Universities More Effective, Colleges and Universities Should Carefully Analyze Various Opportunities and Challenges Brought by the Media Environment [4]. University Leaders and Educators Engaged in Students' Ideological and Political Education Should Correctly Face the Opportunities and Challenges of Self-Media, Deepen Their Understanding of Self-Media, and Take Effective Measures to Ensure the Healthy Development of Ideological and Political Education in Universities. Strengthening and Improving the Ideological and Political Education of College Students is a Long-Term Strategic Task of the Party and the Country [5]. in the Era of Self-Media, It is of Great Practical Significance to Make Rational and Effective Use of Self-Media, to Realize the Reform and Innovation of Ideological and Political Education, to Enhance the Attraction and Influence of Ideological and Political Education in Colleges and Universities, and to Highlight the Sense of the Times and Actual Effects.

Ideological and Political Educators in Colleges and Universities Should Give Full Play to the Educational Function of Self-Media, Strengthen the Construction of Campus Network in an All-Round Way, and Take the Initiative to Occupy the Ideological and Political Education Position of

Network Self-Media [7]. All Kinds of Self-Media Have Become an Indispensable Part of College Campus Teaching, Scientific Research, Learning and Life, and Have a Profound Impact on All Aspects of College Students. Only by Adapting to This New Situation Can the Ideological and Political Education of College Students Be Strengthened and Improved. Colleges and Universities Must Actively Carry out Theoretical Research and Practical Examination of Ideological and Political Education of College Students in the Self-Media Environment [8]. the Outlook on Life, Values and World Outlook of Adolescent College Students Are Still Immature. in the Process of Growing Up, Their Ideas and Behaviors Are More Easily Interfered by the Outside World. in the Process of the Development and Evolution of the Global Society, the Social Promotion Function of Self-Media Has Been on the Increase. the Important Position and Historical Mission of College Students Determine That They Must Be the Main Object of Ideological and Political Education [9]. under the Conditions of Economic Globalization and Information Network Technology, on the One Hand, the Information Age Has Given Birth to the Rapid Transmission of Information and the Like, Improving the Efficiency of Information Sharing and Knowledge Sharing [10]. from the Perspective of Self-Media, This Paper Demonstrates the Relationship between Self-Media and Ideological and Political Education in Colleges and Universities, and Studies the Specific Methods of Reform and Innovation in Ideological and Political Education in Colleges and Universities in the New Era, So as to Improve the Effectiveness of Service Education.

2. Opportunities and Challenges Faced by Ideological and Political Education in Colleges and Universities under Self-Media Environment

2.1 Creating a New Teaching Model of Ideological and Political Theory Course

Equal Participants, Multi-Directional Interactive Communication Methods, Distinctive Communication Contents, Decentralized Communication Modes and Convenient and High-Speed Communication Methods Are the Prominent Features of Self-Media Communication, Which Bring New Opportunities and Opportunities to Ideological and Political Education in Colleges and Universities. Educational Practice Has Developed to a Certain Extent Both Horizontally and Vertically, Opening Up New Regulations. the Content of Ideological and Political Education in Colleges and Universities Also Has More Choices. Teachers Can Make Use of Multimedia Courseware to Provide a Lot of New Information in Class, and the Presentation Form of Content is Also More Diversified. Self-Media Broke through the Time and Space Limitation of Traditional Ideological and Political Education. on This Platform of Equality and Interaction, Young Students Independently Receive, Edit and Publish Information by Virtue of Their Mastery of Network Knowledge [11]. the Channels and Methods through Which They Acquire Knowledge and Information Are More Diversified, More Convenient and Faster, and They Are More Active in Publishing and Disseminating Information. the Process of Ideological and Political Education Includes Not Only the Different Links of Realizing the Actual Effect of Ideological and Political Education, But Also the Different Educational Elements That Affect the Actual Effect in Each Link. from a Dynamic Perspective, It is to Study the Overall Effectiveness through the Organic Integration of the Effectiveness of the Three Links of Ideological and Political Education Content Construction, Transmission and Acceptance. under the Self-Media Environment, We Should Conform to the Trend of the Times, Make Effective Use of Self-Media Emerging Carriers, and Build the Internet into a New High Ground for Ideological and Political Theory Courses.

Internet Sharing is Characterized by Strong Public Participation and Independent Choice. Fully Respecting the Individual Independent Personality and Independent Choice of the Educated Has Effectively Promoted the Status of the Educated. from the Perspective of Popularity Rate, the Popularity Rate of Internet Users among the Population with College Education or Above Has Been Leading, and Has Been Close in the Past Two Years. as Shown in Figure 1.

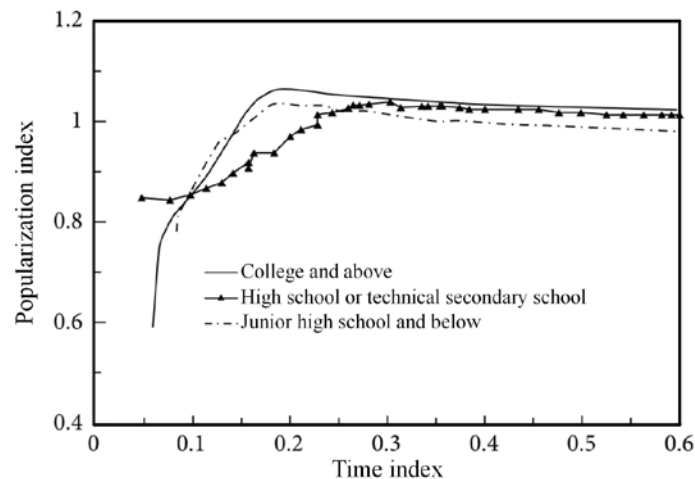


Fig.1 Netizens' Popularity At Different Levels of Education

2.2 Cultivating a New Environment for Campus Network Culture

The new media technology is to broaden the scope of information dissemination, and a lot of information can be spread across regions. The practice of ideological and political education for college students is also in a variety of changing environments. Since the media drive a new upsurge of mass culture consumption, the mass culture brought by it tends to be entertaining. The conflicts and differences in the influence of self-media in cross-cultural communication make us realize that there is no homogeneous cultural globalization, and we should be cautious about the opportunities and challenges brought by self-media to cross-cultural communication. In comparison with traditional media, we have a relatively consistent understanding [12]. Under the background of self-media, the space-time constraint on the subject and object of ideological and political education discourse in colleges and universities has been broken. With the rapid development of self-media technology, the environmental factors affecting the realization of the effectiveness of ideological and political education for college students are becoming increasingly complex. According to the actual situation of ideological and political education in colleges and universities under the media environment, it can provide students with richer teaching content, so that students' horizons and knowledge can be continuously expanded. Post your thoughts and opinions on the self-media platform, and select the required information from the media such as the Internet. Better support your values, rather than being constrained by a single information channel. With the intensified reform of college education, ideological and political education in colleges and universities in the media environment must focus on the effective construction of ideological and political education teams.

3. Innovative Ideas of Ideological and Political Education for College Students in Self-Media Era

3.1 Perfect System Construction

If ideological and political education wants to occupy the network position and take the initiative to attack, it cannot give up the advantage of actively instilling this ideological and political work of our party. Educational carrier is an important part of ideological and political education, and the choice of carrier is greatly influenced by educational environment to some extent [13]. Teachers need to strengthen their network legal concept through active and effective publicity and education of network laws and regulations for college students. Information technology is becoming more and more convenient, changing the way college students learn. Ideological and political educators in colleges and universities can spread new contents through the old media, and at the same time they should realize the complementation between the old and new media. Facing the changes brought by the media environment, ideological and political workers in colleges and universities should make full use of this advantage. Not only should we have a thorough understanding of relevant

knowledge, but also we should introduce the resources provided by multimedia into classroom teaching. All kinds of self-media tools and applications that constitute the self-media environment have enriched the carrier of ideological and political education activities and expanded the dissemination path of ideological and political education. The emergence of various kinds of information in the self-media environment will have a certain impact on college students' thoughts, consciousness and behavior. Teachers can formulate targeted solutions to the dynamics described by students, strengthen interactive communication with students, and effectively answer questions and solve puzzles in students' hearts. The self-media platform has been optimized and perfected in the continuous communication and interaction with students, making it play a vital role in the ideological and political education of college students.

3.2 Optimizing Self-Media Education Platform

Since the age of media, with the development of science and technology and the widespread application of the Internet, it has brought opportunities and challenges to the service and education of universities. If the effectiveness of ideological and political education in colleges and universities needs to be continuously improved and students' ability to identify various self-media information can be really promoted, they can really promote the good development of college students in the future. Carry out ideological and political education and vocational skills training through online league branches. In the teaching process, computer software technology is used. An example is presented. This helps to observe the simulation of quality education teaching design from different directions. The experimental results of the three experiments are shown in Figure 2.

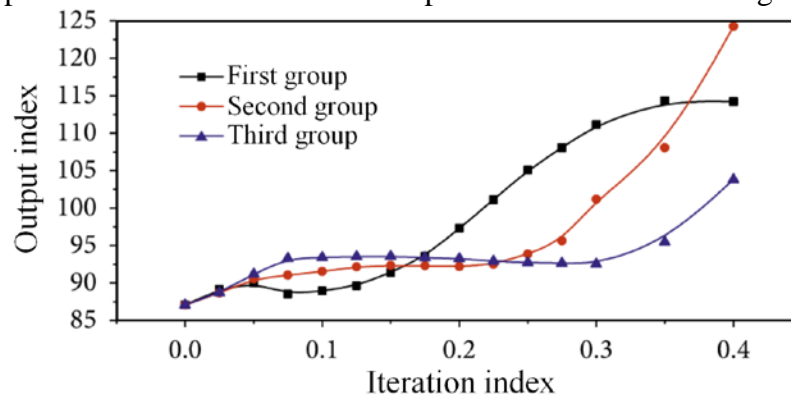


Fig.2 Iteration Value and Output Relationship

Self-media has certain discreteness and uncertainty in the dissemination of various contents, which makes the dissemination methods more diversified. This has greatly increased the difficulty of regulation by relevant government departments. Some reactionary, unhealthy and lack of positive energy views will also be mixed with many information. Under the influence of these new consciousness, the potential rebellion of college students is also aroused. The traditional advantages of educational subjects in information dissemination gradually disappear, teachers and college students are on an equal footing, and the authority of teachers is relatively weakened. Self-media environment has a certain degree of restriction on the function of guiding public opinion in ideological and political education. Self-media can provide many advantages for ideological and political education in colleges and universities, but this cannot deny the inherent advantages of traditional media. Self-media has innovated ways of serving and educating people in ideological and political work in colleges and universities, enriching the content of ideological and political education. In the process of ideological and political education, teachers should guide college students to express their aspirations and demands through correct and reasonable ways. Furthermore, we will enhance our awareness and ability to identify network information and build a harmonious, progressive and safe university campus.

4. Conclusion

Self-media brings great opportunities and challenges to ideological and political education in colleges and universities. Faced with these challenges, ideological and political educators in colleges and universities should face up to the difficulties, change their ideas and construct a new pattern of ideological and political education in colleges and universities in the era of self-media. With the orderly progress of educational reform in colleges and universities, the effectiveness of ideological and political education in colleges and universities has been continuously improved under the self-media environment. We must pay attention to the continuous improvement of teachers and students' media quality and effectively construct the ideological and political education platform in colleges and universities so as to give full play to the positive role of self-media. Educators should be guided to change their educational concepts and actively explore new laws, methods and contents of ideological and political education under the self-media environment. To improve the ability to use self-media and give full play to the advantages of self-media for ideological and political education in colleges and universities. It is obvious that the strength of schools and teachers alone cannot meet the needs of management. All kinds of student associations and student backbones have sufficient abilities and characteristics to bear their due responsibilities. The difficulties and challenges of ideological and political education in colleges and universities in the media era require reform and innovation to be based on the essence and function of higher education, and must firmly keep faith with the main position of Marxist theory and grasp the direction of moral cultivation.

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