

# **The Influence of New Media on College Students' Ideological and Political Education and Its Optimization Strategy**

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**Keywords:** New Media, University, Ideological and Political Education, Perfect Way

**Abstract:** with the Advancement of Science and Technology, New Media Has Developed Rapidly and Played a Big Role in the Ideological and Political Teaching of Colleges and Universities. in the Context of New Media, Colleges and Universities Have Encountered Many Situations in the Development of Ideological and Political Teaching. the Introduction of New Media into the Ideological and Political Education of Colleges and Universities Not Only Brings New Development Models and Opportunities But Also Challenges the Existing Ideological and Political Teaching Mode of Colleges and Universities. the Ideological and Political Teaching in Colleges and Universities Should Conform to the Trend of the Times and Make Full Use of the Role of New Media So That the Teaching Effectiveness and Teaching Innovation of Ideological and Political Teaching in Colleges and Universities Have Been Significantly Improved.

## **1. Introduction**

### **1.1 Literature Review**

With the development of society, the innovation of science and technology, advanced science and technology affect people's work and life in all aspects (Yao, 2014). The emergence of new media has a greater impact on life and work (Peng, 2014). With the advent of the new era, many new things have emerged (Tan and Li, 2016). As a basic higher education and professional higher education knowledge, college students in today's era are the fastest-growing front-end groups accepting new things, new technologies and new ideas. The emergence of new media is the way of behavior and ideas of today's college students. It has had a big impact (Yang, 2017). The ideological and political education curriculum of colleges and universities is the most important way for college students to cultivate their own outlook on life, values and world outlook. Under the influence of new media and new technologies, the existing ideological and political education and teaching system in colleges and universities have been affected to some extent (Huo et al, 2015). The advent of the new media era has brought both impact and new development opportunities for the development of ideological and political education in colleges and universities. In this environment, the ideological and political teaching work of colleges and universities should be deeply integrated with the new media, innovative teaching methods, and further improve the integration of ideological and political education and new media, and for the ideological and political education of colleges and universities. Promote to contribute. Colleges and universities should establish a sound teaching supervision system, gradually improve the ideological and political teaching philosophy of teachers in the new media environment, continue to strengthen the professional knowledge and quality of ideological and political teachers, and steadily improve the teaching effect of ideological and political teaching in colleges and universities. The emergence of new media is a double-edged sword, which has brought positive proof to all walks of life and all aspects of life, but it also has adverse effects in some aspects. Colleges and universities should be based on new media, and make proper use of new media to enrich the teaching methods of ideological and political education in colleges and universities and further strengthen the ideological and political education effect of colleges and universities.

## **1.2 Purpose of Research**

With the development of technology, new technologies are constantly appearing. In the age of the Internet, new media has evolved in response to the times and has taken a major impact on traditional paper media (Li, 2017). With its fast, convenient and wide-ranging characteristics, the new media has rapidly affected the lives of the people and has played an important role in all walks of life. The existing ideological and political teaching methods in colleges and universities still belong to the traditional teaching methods, and the application of new media in the teaching process can enrich the ideological and political teaching methods in colleges and universities. In the era of new media, the ideological and political teaching work of colleges and universities has been affected by new media, and it has produced different changes in teaching mode, teaching content, teaching philosophy and teaching thinking. The ideological and political teaching work of colleges and universities is facing severe challenges. challenge. In the current colleges and universities, new media has occupied an important position in the study life of college students, and colleges and universities are also facing enormous challenges in the ideological and political education of college students. Ideological and political education workers in colleges and universities should make rational use of the new media platform, take advantage of the new media platform, and circumvent the negative factors of its existence. Help college students establish a correct outlook on life and values. In the ideological and political teaching work, colleges and universities should use the power of the new media platform to play an active role in the specific teaching work. The ideological teachers themselves must also correctly use the new media platform to carry forward the political ideas and knowledge. This paper summarizes the current situation of ideological and political teaching in colleges and universities, analyzes the difficulties of applying new media in colleges and universities, and puts forward the application measures of new media in the ideological and political teaching of colleges and universities, in order to provide assistance to relevant scholars.

## **2. The Status of College Students' Ideological and Political Education under the Influence of New Media**

### **2.1 New Media Enriches University Students' Values**

Compared with traditional paper media, new media has a faster spread and a wider range of communication. It has broken the traditional media “one-on-one” and “one-to-many” communication methods, so that college students and the masses can adopt more abundant forms of communication, such as “one-on-one”, “one-to-many” and “many-to-many”. Such a rich form of communication can be delivered to users in time when information is available. However, as the number of channels of communication increases, the content increases, causing great uncertainty and uncontrollability for information dissemination (Zheng, 2014). ). College students' own outlook on life and values is not yet perfect. Some college students have relatively poor judgment on political sensitivity. Under the attack of capitalism, they have lost the lofty ideals and beliefs of socialism, and have distorted the outlook on life and values established by college students. It has encouraged college students to establish the values of money supremacy. Make the teaching meaning of ideological and political teaching go to waste.

### **2.2 New Media Makes College Students' Speech Expression More Open**

Under the background of new media, college students bid farewell to traditional communication expressions. With the help of computers and the Internet and mobile devices, they can express their opinions at any time on the new media platform, regardless of the venue restrictions and time constraints. College students have become the mainstream group of major social platforms, major forums, and Weibo communities. In the new environment of new media, college students can express their opinions more freely and openly, and no longer passively accept them. On the new media platform, college students can freely express their opinions and become an important platform for college students to communicate.

### **2.3 New Media Makes College Students More Convenient to Communicate**

With the popularization of new media, the main communication methods of college students have also bid farewell to the past correspondence exchanges and use a more convenient Internet platform for communication. At present, college students face multiple pressures such as academics, love, and employment. The distress, joy, and stress of college students need a virtual platform to release and talk. College students can communicate and find answers through new media such as online forums, emails, blogs, QQ and text messages. The new media, with its novel communication method, brings convenience to college students' communication and communication and also protects the privacy of college students. Therefore, the new media platform has become a communication platform popular among college students.

## **3. The Challenges Faced by College Students' Ideological and Political Education under the Influence of New Media**

### **3.1 New Media Increases the Difficulty of College Students' Ideological and Political Education**

The traditional paper media has limited consultation and information due to the limitations of the mode of communication. However, due to the widespread communication and the rapid spread of new media, new media can bring a huge amount of resource information. However, the current values, outlook on life and world view of college students have not yet been fully established. The ability to judge things and things is limited, and the new media is huge. Under the impact of information and information, some college students' outlook on life and values are greatly affected. They will establish incorrect values and trample on the bottom line of morality and violate the majesty of the law. Some college students will use the new media platform to publish false remarks and create chaos. All kinds of phenomena will reflect the problems and omissions in the current ideological and political teaching work in colleges and universities. Therefore, the emergence of new media has increased the difficulty of ideological and political teaching for colleges and universities.

### **3.2 New Media Impacts College Students' Ideological and Political Education Work Model**

The traditional ideological and political education work of colleges and universities is mainly led by schools, with the main body of the college and professional departments as the main teaching subject, and then the professional teaching work by ideological and political professional teachers. The new media is completely different. The new media, with its unique characteristics of communication, huge scope of communication, targeted dissemination content, and shared forms of communication, have broken the teaching methods of traditional ideological and political education in colleges and universities, making the university's ideological politics. There is no limit to the teaching content and it can be shared openly. The control of ideological and political teaching content of college students' learning is gradually weakened. How to effectively use new media to carry out ideological and political teaching work, how to better cultivate ideological and political teachers has become a problem in the development of ideological and political teaching in colleges and universities. problem.

### **3.3 New Media is Not Conducive to the Construction of College Students' Ideological and Political Education Work Team**

The inherent impression of ideological and political teaching content is boring, dull and boring, and the traditional ideological and political teaching methods of colleges and universities are taught by teachers and the teaching model of student learning. This "cramming" teaching method does not use students to learn ideological and political education. Knowledge. The emergence of new media has seriously threatened ideological and political teachers in colleges and universities. The traditional forms of teaching can no longer adapt to the current group of college students, and to a certain extent, it will also cause students' resentment. How to improve the professional quality and

new media application ability of college ideological and political workers, rebuild the ideological and political teaching team in colleges and universities, and promote the rejuvenation and era of ideological and political workers in colleges and universities has become a new trend in the construction of ideological and political teaching teams in colleges and universities.

#### **4. The Perfect Ways of College Students' Ideological and Political Education under the Background of New Media**

##### **4.1 Strengthening the Education and Guidance of College Students on the Use of New Media**

With the development of society and the richness of cultural ideas, the level of thinking of contemporary college students has been continuously improved, and the acceptance of new things has been continuously improved. Their outlook on life and values are not yet sound, their social experience is relatively lacking, their level of understanding is limited, and the judgment of things is one-sided and self-subjective, causing mistakes and problems. The psychology of college students is still relatively fragile and is easily affected and interfered with by external environmental factors. As an ideological and political teacher in colleges and universities, it is necessary to fully understand the characteristics of contemporary college students, comprehensively recognize the advantages and disadvantages of the new media, and help students to use them correctly.

##### **4.2 Improve the Regulatory Mechanism for the Use of New Media**

With the rapid development of the Internet, the application of new media is also on the rise. The current management system is obviously unreasonable, the management system is a crossover, there is no direct regulatory agency, and the supervision is seriously insufficient. As a new type of industry, new media has been widely popularized among college students, directly and indirectly enriching the after-school life of college students, and providing a new way for college students to communicate. While enjoying the benefits and convenience of new media, college students should not neglect the negative impact of new media on college students. Whether colleges use new media for college students or use ideological and political teaching in new media, the supervision of new media is the most important link. Governments and universities should establish a sound regulatory mechanism based on the actual situation and play the biggest role of new media in ideological and political teaching.

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