

## **An Overview of the Innovation of Ideological and Political Teaching Work in Colleges and Universities under the Background of New Media**

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**Abstract:** In the ideological and political teaching work of colleges and universities, the good use of new media has an important influence on the innovation of teaching work. The use of new media can not only greatly reduce the pressure on teachers, but also effectively meet the expectations of students for teaching development. At this stage, colleges and universities are fully aware of the necessity of innovation in ideological and political teaching under the background of new media, and through innovation, optimizing traditional teaching modes, enriching ideological and political teaching development methods, and providing students with independent learning platforms, etc., to encourage college ideological and political teaching to welcome Here comes a new opportunity for development. Therefore, we should promote the good use of new media in ideological and political teaching.

### **1. Introduction**

Based on the actual work of ideological and political teaching in colleges and universities, the application of new media has an important impact on the good development of teaching. Combining the characteristics of ideological and political teaching in colleges and universities, the use of new media not only promotes effective innovation in ideological and political teaching, but also lays a foundation for the sound development of college education. Therefore, the good use of new media is an important choice for ideological and political teaching in colleges and universities, and it is also an important direction for the future development of college education. Based on this feature, in the ideological and political teaching work of colleges and universities, in-depth analysis of new media should be carried out, so as to promote its good use in the ideological and political teaching of colleges and universities.

### **2. Challenges Faced by Ideological and Political Teaching in Universities under the Background of New Media**

First of all, in the context of new media, the speed of information dissemination has greatly improved, which includes not only valuable information, but also a lot of bad information. The dissemination of bad information is very unfavorable for ideological and political teaching in colleges and universities. At this stage, students are very curious about the outside world and do not have rich life experience to accurately judge the correctness of information. In the process of learning using new media, students are also easily induced by bad information from the outside world. The result of difficulty in resisting the temptation is to increase the difficulty of ideological and political teaching. At the same time, there are a variety of entertainment software on mobile phones. When students use mobile phones to communicate with teachers and listen to online courses, they are easily distracted, and even students with weak self-control will give up studying.

Secondly, the development of new media in my country is relatively short, but the momentum of development is very rapid, and it has experienced many innovations in more than ten years. The popularity of new media is becoming wider and wider, all kinds of information are pouring in, and development is accompanied by problems. While the new media brings convenience to the work of

ideological and political education, it also brings extreme remarks, malicious rumors and hackers, which are all negative orientations for students. If students lack the correct guidance from teachers and parents in this process, they are likely to be misled by some negative remarks, gradually lose their ability to judge objective values, and it is difficult to establish a correct value system.

Finally, with the rapid development of new media, the problems of traditional teaching models have become more and more obvious. Single teaching development, backward teaching concepts, and new development requirements of students make it difficult to guarantee the quality and efficiency of ideological and political teaching in universities. Based on this, it is very necessary to introduce new media well. Under the new teaching model, it can bring new opportunities for the innovation of ideological and political classroom teaching, so that students' expectations for learning are fully satisfied, and the teaching effect is fully guaranteed. At the same time, higher education work will usher in faster development.

### **3. Innovative Strategies for College Ideological and Political Teaching in the Context of New Media**

#### **3.1 Innovation and Optimization of Traditional Teaching Mode**

Under the traditional mode of ideological and political teaching in universities, the status of teachers and students is not equal. At the same time, there are two main ways for teachers to teach knowledge: knowledge is explained through language, and the core points are organized into a frame and written on the blackboard. In order to conduct a more thorough analysis of knowledge, teachers need a lot of blackboard writing as support. This leads to a large amount of classroom time wasted on writing boards, and the interaction time between teachers and students is greatly reduced. The students' interest in learning under this teaching mode is gradually being consumed, and even teachers are too eager to transfer knowledge points to students, and lack attention to students' digestion and doubts, and the final effect that can be achieved is very limited. Through the effective use of new media, the boring status of teaching activities under the traditional teaching mode has been greatly changed. First of all, teachers can use multimedia technology to make courseware in advance. In the process of teaching activities, teachers can directly show some ideological and political knowledge points, without spending a lot of time writing, teachers can use ample time to communicate with students. At the same time, teachers can make good use of some decorations, such as pictures, videos, etc., when making courseware, which can better concentrate students' attention and ease the serious atmosphere of ideological and political classroom teaching. Under the traditional teaching model, the teaching place is limited to the classroom, and the teaching cannot be reviewed, which brings great inconvenience to both teachers and students, and it is difficult to deal with emergencies well. Based on this, teachers can record some of the more important course content, and some students can make up for it even if they miss this lesson. And when students do not understand some knowledge points, students can listen to it repeatedly.

#### **3.2 Enriching the Development Mode of Ideological and Political Teaching**

When teachers talk about some ideological and political knowledge points, they can introduce the corresponding celebrity famous saying videos to bring greater vitality to the teaching activities, because the effect that teachers can achieve in place of expression and direct expression of video are different. On this basis, it presents a more vivid classroom atmosphere for students, and students can raise their questions well and achieve deeper learning. The communication between teachers and students is no longer one-way., Which greatly mobilized the enthusiasm of students to participate. In the process of carrying out ideological and political teaching, teachers need to often explain some celebrity sentences and real-time events. Only relying on the teacher's language expression is likely to cause students to understand unclearly, or to be too boring, and the enthusiasm of students is reduced. Based on this, the teacher directly broadcasts the video of his event to the students, and the students can have a more intuitive feeling and are more willing to

accept, and then use it to improve their own value system and guide their own thoughts and behaviors. This mode of teaching development not only stimulates the enthusiasm of students to participate in learning, but also greatly reduces the pressure on teachers. In addition, teachers can also provide students with some well-known information websites. After all, the knowledge points that can be described in the classroom are very limited. Teachers can regularly understand the self-learning situation of students. When they need to give examples of ideological and political knowledge, teachers can let students recall the information they know and give examples of knowledge points for everyone. By effectively enriching the teaching development model, students are encouraged to have a greater sense of freshness in the development of ideological and political teaching, and then are willing to actively participate in ideological and political teaching.

### **3.3 Provide Students with an Autonomous Learning Platform**

In the context of new media, students' learning methods have been greatly enriched, and students' learning has become more transparent, and teachers can have a clear understanding of students' learning progress. In general, colleges and universities have their own online teaching platforms. In addition to daily classroom teaching, teachers can also search for some classic ideological and political courseware on the Internet, or sort out the content neglected in the classroom, record supplementary videos of knowledge, and upload them to the online teaching platform for students to enter the platform. Watch for yourself. By entering the background of the teaching platform, the teacher clarifies the students' learning situation, and sorts out the students' common mistakes when answering questions and the uncompleted learning tasks. When teaching in the classroom, teachers should give detailed explanations for students' common mistakes, and make corresponding introductions to the learning tasks that students have not completed, so that students can achieve more efficient learning based on the corresponding understanding. In addition, teachers can regularly set aside a class discussion time for students, allowing students to freely discuss the experience of learning on the platform. Teachers should take the initiative to ask students if they encounter difficulties in the process of learning, and how the platform can be improved. Teachers can also provide students with some suggestions for online lectures. For example, when you encounter some important and difficult points, you can listen to this paragraph repeatedly; the video player has the option of playing at double speed, and students can adjust the speed of some unimportant parts according to their own habits. Speaking speed, slow down the part that you don't understand. On this basis, teachers' use of new media for teaching and students' use of new media for learning have achieved good results, prompting ideological and political teaching to obtain more considerable teaching quality and teaching efficiency under the blessing of new media.

## **4. Conclusion**

Through the understanding of the ideological and political teaching work in colleges and universities, the use of new media in the teaching development process has a very positive impact on the improvement of teaching efficiency and quality. In combination with the current ideological and political teaching work in colleges and universities, new media has a positive effect on teaching innovation in teaching. Therefore, it is necessary to analyze the application of new media based on the actual work of ideological and political teaching in colleges and universities, and to effectively use new media to lay a good foundation for innovation in ideological and political teaching, to meet the development needs of student learning and college education, and to reduce the traditional education model. Negative impact.

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