

Research on Ideological and Political Education Means in Colleges and Universities Based on New Media Environment

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Abstract: New media technology has brought more and more profound influence to the ideological and political education in current universities. College students are relatively high-end and top-notch talents in the society. They are shouldering the important task of building the future of the motherland. It is very important to have high ideological and political education quality. New media is a rare opportunity for ideological and political education in colleges and universities. It enhances the autonomy of college students and creates new free time and space, new attraction and new resultant force. The development of new media enriches the forms of ideological and political education in colleges and universities, but also brings many challenges. With the innovation and development of new media technology, the teaching carrier is diversified and the education mode is novel. In the face of the practice of network society, we should learn to integrate theory with practice, and apply the traditional ideological and political education methods to the practice of the network era. This paper discusses the challenges and Countermeasures of Ideological and political education in Colleges and universities in the new media era, and puts forward the improvement methods of educational means.

1. Introduction

With the continuous development of economy, new media has many characteristics such as high efficiency, rapidity and convenience. It brings many opportunities to the continuous improvement of ideological and political education in colleges and universities. With the popularization and application of new media, everyone participates in the process of information exchange. People are not only information receivers, but also information disseminators [1]. 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 new media environment. University leaders and educators engaged in students' ideological and political education should correctly face the opportunities and challenges of new media [2]. Compared with traditional media, the concept of new media is moving forward and developing dynamically. As a new generation group, college students are deeply influenced by new media, and their study and life are closely related to the new media platform [3]. Deepening the understanding of new media, taking effective measures to ensure the healthy development of ideological and political education in colleges and universities, and strengthening and improving ideological and political education for college students are long-term strategic tasks of the party and the country [4]. Therefore, giving full play to the advantages of new media, integrating new media into ideological and political education in colleges, and broadening the way of ideological and political education are the issues that should be considered for the ideological and political education of college students.

In the course of the development and evolution of the global society, the social promotion role of new media has been increasing. For the audience, the new media affects their cognitive structure [5]. For young people, new media influence their cultural values. From the perspective of the main body of media use, with the development of new media technologies, we continue to apply these informational and digital devices and technologies. College students are the first users of these technologies and products [6]. Various new media have become an indispensable part of university campus teaching, research, learning, and life, and have a profound impact on all aspects of college students [7]. Only by adapting to this new situation can the ideological and political education of

college students be strengthened and improved. College ideological and political education workers should give full play to the educational functions of new media, comprehensively strengthen the construction of campus networks, and actively occupy the ideological and political education positions of new media on the Internet [8]. The innovative development of new media technology has diversified teaching carriers and novel educational models. In this way, the ideological and political education of colleges and universities will enter another sea and sky. The ideological and political education work in colleges and universities should be integrated with the new media, broaden the channels of ideological and political education, improve the media literacy of teachers and students, and improve the innovative mechanism of ideological and political education in colleges and universities.

2. The Influence of New Media on College Ideological and Political Education

The new media has the diversity and interactivity that the traditional media does not have, and it is very attractive to college students. In particular, it has had a great impact on college students' thoughts, life and study. In terms of learning, students can achieve the goal of assisting learning by using new media technology. In the process of information dissemination, compared with the traditional media era, it is at a disadvantage. New media uses digital technology and network technology to break through the relatively single expression form of traditional media in media expression form. When colleges and universities carry out ideological and political education for college students, they must give full play to the great advantages of new media. The new media has greatly expanded the resources and contents of moral education. It can enable educators to obtain rich moral education resources conveniently and quickly with the help of the new media. While absorbing the achievements of modern science and technology, we should make full use of the vast resources under the new media. Under the influence of new media, the dissemination of ideological and political education has gradually merged with new media, increasing theoretical research and exploration [9]. New media provide a richer platform for ideological and political education in colleges and universities. High openness and fast communication speed are the main characteristics of the Internet and new media. When the new media era is not yet mature, as a traditional form of ideological and political education, the exchange of letters is very common. With the development of science and technology, the world is changing with each passing day. Through digital technology and mobile communication technology, coupled with new means of communication, new media provide vast amounts of information to users worldwide through the Internet.

As an industry, new media is a combination of form and content, means and purpose. The development of new media is basically based on the business model, covering all traditional cultures rapidly in terms of content. From specialists to doctors, a certain proportion of people hold that schools should filter out unhealthy websites and information. If the thinking pattern of interests and hobbies is fixed on healthy content, and people no longer have ignorant interests in unhealthy content, they will resist subconsciously. Therefore, it is not necessary to demand this. The survey results are shown in Table 1.

Table 1 Investigation of related content of unhealthy information

Education	Junior College	Undergraduate	Master	Doctor
Number of participants	30	30	20	20
Encountered unhealthy content	17	18	14	16
Think it's necessary to filter unhealthy information	11	15	12	15

The audience of passive recipients and the interaction of new media emphasize the active involvement and participation of the audience. New media technology has obvious advantages on the accumulation of students' knowledge, and also has good influence on students' learning methods

and methods. Traditional media mainly rely on the information transmission system on the ground. The development of new media has a completely new background and is a new concept put forward in the field of communication in the new era. Interpersonal communication in the new media era has the characteristics of two-way. It realizes interpersonal communication by means of interconnection technology. This communication mode has more timely feedback and higher interaction frequency, which is the advantage of enlarging and limiting the breakthrough of traditional interpersonal communication. Through face-to-face communication between educators and educatees, the distance between educators and educatees can be shortened. Educated people are especially vulnerable to the influence of educators' personal charm, thus improving the effect of explanation. New media can provide a new platform for ideological and political education of college students with various ways and convenient interaction. With the continuous development of new media technology, it uses the Internet and communication satellites. By connecting computers around the world, a huge database is formed. Applying it to ideological and political education in colleges and universities can greatly enhance the effectiveness and pertinence of ideological and political education in colleges and universities. Ideological and political education needs multi-channel and diversified communication. College students are full of curiosity about all kinds of new things. Constantly explore and pursue new things, and have the corresponding ability to accept new things.

3. Improvement Measures of Ideological and Political Education Means in Colleges and Universities

3.1. Making Use of the Convenience of New Media to Innovate Work Methods

Among the various new media, Internet technology and mobile phone media technology have become the two new media that have the greatest impact on college students' lives. In the new media era, advanced communication technologies and means bring new opportunities for ideological and political education, making the communication of ideological and political education and new media closely integrated. The new media brings new opportunities for ideological and political education in colleges and universities, which is of great significance to colleges and universities. How to make good use of the advantages brought by the new media, abandon its disadvantages and really make the new media serve the universities is worth considering, and it is also a challenge for the ideological and political education in universities. Many characteristics of new media, such as openness, freedom and interactivity, etc. Compared with the traditional media era, the life of the young generation living among them, especially college students, has undergone earth-shaking changes. Educators and educatees often express their opinions on the problems existing in the ideological and political education process and the measures to solve them through letters. Colleges and universities attach great importance to the use of new media, give full play to the advantages of new media, so that traditional media and new media can give full play to their uniqueness, complement each other's advantages, and make full use of their strengths and avoid weaknesses to improve and innovate their working methods. The development of new media is just such a phenomenon. On the one hand, it has entered us. However, there is no fixed boundary for its application and its significance and value are not fully revealed.

3.2. Strengthening Media Literacy of Ideological and Political Workers in Colleges and Universities

In today's society, where new media shine brilliantly, the virtual world based on the real world continues to grow. This is not only a threat to the real world, but also a danger to college students themselves. Ideological and political education workers should also try to communicate with students in their positions and ways, understand the language skills of new media used by students, find common ground with college students, and strive to resonate with them ideologically. The continuous application of new media requires us to construct a new ideological and political education system, which can meet the needs of the main body of ideological and political education

[10]. Therefore, it is necessary to make the relationship between the educator and the educated be democratic and equal, and the relationship between teachers and students be friendly, equal and harmonious, free from discrimination and hostility. To a large extent, the development of ideological and political education in colleges and universities depends on ideological and political educators, who play an important role in their work. Under the condition of new media, ideological and political educators in colleges and universities must keep up with the pace of network technology progress, actively learn and apply new media technology, and use new media to spread mainstream ideas to exert positive and effective influence on students. Schools should give full play to their educational functions and provide more practical ways for college students to exercise their students. By creating a good campus cultural atmosphere, building a new platform for college students to practice, and actively organizing practical activities.

3.3. Building a New Practice Platform for Ideological and Political Education

The change of information technology to campus is not as dramatic as this scene, but it is also very profound. The dissemination of ideological and political education is a special kind of dissemination. If the dissemination value of ideological and political education is to be maximized, the laws of dissemination must be integrated. In the ideological and political education of college students in high schools, the degree of mutual trust between teachers and students is the main factor affecting their quality and level. As the main channel, ideological and political education theory courses in colleges and universities have limited integration with new media. Practice is the best teacher and the only criterion for testing truth. A simple explanation is not worth a real self-experience, self-practice and self-consciousness. Therefore, ideological and political education in colleges and universities should go out of the vicious circle of preaching and increase the links of practice. For college students, the wide application of new media has greatly expanded their access to knowledge. Looking at the development track of human civilization, ideological and political education shines in it. The following ideological and political education methods are also continuously inherited and developed.

4. Conclusion

Ideological and political education is a developing historical process. Traditional ideological and political education methods are the main ways to carry out ideological and political education. Strengthening ideological and political education under the condition of new media is the need for building socialism with Chinese characteristics, for the development of the times and for the all-round development of human beings. The development of new media continues to affect people's thoughts, concepts and behavioral awareness. Colleges and universities should cultivate college students' recognition of mainstream culture through ideological and political education. The opportunities and challenges brought by new media to ideological and political education in colleges and universities have important practical significance and theoretical value for exploring the use of new media to improve and perfect ideological and political education in colleges and universities. How to make the discourse of Ideological and political education play a better role in the context of new media is an urgent problem to be solved. We should guide educators to change their educational ideas and actively explore the new laws, methods and contents of Ideological and political education in the new media environment. In the process of Ideological and political education in Colleges and universities, we should give full play to the advantages of new media, integrate new media into the whole process of Ideological and political education, help students form a correct world outlook, outlook on life, values, and promote the overall development of students.

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Research on the teaching of question chain in the course of ideological and political theory

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