

Research of Path of Network Ideological and Political Education in Colleges and Universities under the Media Communication

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Abstract: Under the background of “financial media”, some traditional methods of Ideological and political education lag behind the development of the times, unable to meet the requirements of the new situation. From the aspects of organization construction, ideological and political theory course construction, ideological safety management, news propaganda and campus culture construction, colleges and universities should give full play to the joint force of “media fusion” and constantly improve the methods and approaches of Ideological and political education in Colleges and universities.

1. Introduction

With the development of the times and the progress of science and technology, the emerging media has gradually become an important position in the ideological work of the party and the state, and the concept of “financial media” has emerged. “Financial media” takes development as the premise and integration as the means to maximize the advantages of traditional media such as newspapers, radio, television and emerging media such as websites, microblogs, wechat, etc., so as to turn the competitiveness of a single media into the common competitiveness of multimedia, and make its functions, means and prices worth comprehensively improving. At present, some traditional methods of Ideological and political education obviously lag behind the development of the times, unable to meet the requirements of the new situation. Colleges and universities should actively respond to the call of the party and the state, integrate the traditional media and new media, make use of the organizational advantages, disciplinary advantages and resource advantages of colleges and universities, give full play to the joint efforts of “media fusion”, and promote the development of Ideological and political education in colleges and universities(Figure 1).



Fig.1 Media Technology

2. “Melting Media” Opens a New Perspective of Ideological and Political Education

December 2017 In June, general secretary Xi Jinping put forward the idea of “Ideological and political work throughout the whole process of education and teaching” in the national ideological

and political work conference of the whole university. It aroused enthusiastic response in the education sector. The system construction from “Ideological and Political Curriculum” to “curriculum thinking and Politics” is quietly carrying out a reform of Ideological and political education concept. The original teaching profession is “the main line”, and the teaching of occupation morality and accomplishment is the main line. The educational way of “auxiliary line” has been changed by more in line with the pattern of “Ideological and political work” in the rule of Ideological and political work, teaching and educating people, and the law of student growth. The new era has put forward higher requirements for the ideological and political education's cognitive concept, working category, methods and ways, and so on. How can we bring ideological and political education into the brain under the guidance of Xi Jinping's new era China characteristic socialism thought? It has become a task of the times to practice and lead the whole Party and the whole people to strive for the great rejuvenation of the Chinese nation. Therefore, the ideological and political education work starting from the field of education and teaching has gradually moved from point to surface, from the outside to the inside, to a broader development space. This important measure also provides an opportunity for the occurrence and development of the “financial media” platform in the field of Ideological and political education.

The concept of “media integration” is proposed by domestic scholars and industry insiders based on the “media integration” proposed by Chel Soller Poole, Professor of MIT. That is to say, it refers to the process that the traditional media such as newspaper, television, radio, etc. are combined with the new media such as network, mobile phone, etc. to produce information, which is transmitted to the people through different ways of communication. The era of “media integration” has opened up a modern channel of multi-party dialogue, seamless information docking and resource advantage exchange. At present, some colleges and universities have taken it as an important means to carry out ideological and political education. Through propaganda and communication, leading demonstration, advocating practice and other ways, they have constantly optimized the positive role of the “fusion media” platform, achieving the effect of cohesion. However, from the perspective of the university environment, the popularity of “financial media”, a new means of information communication, is not high. According to the questionnaire on the understanding of “financial media” among teachers and students in a university, 36.36% of them know a little bit about it, 57.58% In order to lead the media resources to gather in the ideological and political education, we must fully realize the inevitable trend of Ideological and political education work with the help of media integration, so that both resources can be shared and fully integrated. In this way, we can conform to the trend of the times and accelerate the penetration of “media integration” Under the environment, the new path of Ideological and political education in Colleges and universities is explored^[1].

3. “Melting Media” Creates a New Field of Ideological and Political Education

3.1 Stick to the Core and Change Ideas

At the 2018 national education conference, it was proposed that to realize the modernization of education, we should take the work goal of uniting people's minds, improving personality, developing human resources, cultivating talents and benefiting the people, and cultivate socialist builders and successors with all-round development of morality, wisdom, body, beauty and labor. Taking this as the core task, with the help of the modern platform of “media integration”, optimizing the innovation of Ideological and political education system is the inevitable way to realize the scientific development of Ideological and political education system. However, the survey shows that college students who are used to obtaining information through traditional media do not have a high recognition of “financial media”, but they think or hope that the two kinds of media can be interdependent and become information acquisition channels together. Therefore, it is the first thing to clarify the subtle relationship between traditional and modern media and establish a new media relationship that complements, integrates and cooperates with each other. Marshall McLuhan, a communication giant in Canada, believes that newspapers are the extension of human

vision, broadcasting is the extension of human hearing, and television is the extension of vision and hearing. And so on, the advent of “melting media” is a comprehensive innovation that integrates information, listening, reading, writing and speaking, and so on. Internet plus The modern education idea dominated by the thinking of Ideological and political education should also take the initiative, innovate when necessary, abandon the old concepts of “network is entertainment” and “education in the classroom”, integrate the advantages of talents, business and experience of traditional education mode with the advantages of platform, technology and speed of modern education mode, and build a three-dimensional and practical pattern of Ideological and political education communication^[2].

3.2 Strengthen the Team and Build a Platform

General secretary Xi Jinping once pointed out that “the key to media competition is talent competition, and the core of media superiority is talent advantage”. Ideological and political education should go out of the classroom, out of textbooks, towards students, and expand to a new field, which inevitably needs certain human, technical and platform support. Ideological and political education is a social or social group with a certain ideological, political and moral standards, to exert a purposeful, planned and organized influence on its members. Therefore, ideological and political education workers must have lofty ideals and firm beliefs. The characteristics of media integration also require workers to have the ability of information integration and discrimination, text editing and platform operation. Only by building a team of Ideological and political work with excellent political quality, rich theoretical foundation and high professional level, can we get on the fast track of the era of “media integration”. Of course, to firmly grasp the main position and channel of Ideological and political education, in addition to human support, platform support is also essential. In a survey of recent major news events, mobile phone users accounted for over 96%. If we can make good use of WeChat public official account and micro-blog public service platform, ideological and political education will also be everywhere and seamless^[3].

3.3 Long Term Promotion and Brand Formation

The Central Committee of the Communist Party of China and the State Council printed and distributed the opinions on strengthening and improving the ideological and political work in Colleges and Universities under the new situation, which pointed out that strengthening and improving the ideological and political work in Colleges and universities should adhere to the whole process and all-round education. Through the whole process and every link of education and teaching, we should guide the ideological value and form a long-term mechanism of teaching, scientific research, practice, management, service, culture and organization. Under the new situation, the ideological and political education faces many challenges in order to form a pattern in which all kinds of education mechanisms complement each other. The arrival of “financial media” has resolved the current situation of Ideological and political education. The construction of innovation platform, the improvement of system and mechanism, the allocation of professionals and the construction of platform facilities provide the foundation for ideological and theoretical education and value guidance Conditions make ideological and political education realize platform construction and resource exchange. At the same time, in the multi-cultural background, in order to explore the long-term mechanism of Ideological and political education from a deep level and realize the development of brand, we need to start from the content, start from the details, and realize the combination of internal and external and the combination of internal and external.

4. “Melting Media” to Innovate the Content System of Ideological and Political Education

4.1 Humanization of Expression

At present, college students in the information age tend to study and live online. The Internet provides a simple, convenient and fast way for college students to extract information sources. The mixed network space also makes their information acquisition become critical. Therefore, the

content of Ideological and political education should be close to the students, life and reality, and the language should be more friendly to the people and grounded, and the form should be more lively and interactive. We should use storytelling to convey profound truth, situational experience to convey complex ideas, and folk discourse to build a three-dimensional learning, interaction and communication platform^[4].

4.2 Fragmentation of Presentation

The Internet era is also the era of fast food culture. The “coverage” presentation of information is easy to make college students suffer from visual fatigue, so they are tired of clicking. It's difficult to attract young students to stop for in-depth reading in long speeches. Therefore, the “financial media” platform also needs to be aware of and think about changes, create a “micro platform” and try “micro experience” in a series, plate and step-by-step manner. In this way, the systematic text is transformed into fragmented language fragments, and the deep-seated discourse system is interpreted from point to surface, so as to give readers a quick and efficient reading experience.

4.3 Standardization of Operation Mode

As a modern media platform with fast communication speed, large information capacity, strong audio-visual experience and many interactive exchanges, “financial media” attracts a large number of young students to acquire, collect and release information here. In an open environment where everyone can record and spread, it has gradually formed a communication pattern of “everyone is a journalist”. On the one hand, it requires ideological and political educators to enhance the height, depth, sharpness and sensitivity of information dissemination, actively play the role of ideological guidance, grasp the right direction of public opinion, strengthen ideological guidance in Colleges and universities, and do a good job in positive publicity. On the other hand, we should also take the initiative to undertake the supervision and management of the ideological and political education platform, establish an effective supervision mechanism, pay close attention to the ideological trends of college students, and standardize the daily operation of the “financial media” platform^[5].

5. “Melting Media” Enriches the Discourse System of Ideological and Political Education

5.1 Built at the Forefront of the Times

Education, as a national and Party plan, has always been concerned. In September 2018, general secretary Xi Jinping stressed at the national education conference that “Ideological and political work is the lifeline of all schools' work. Party committees at all levels, competent departments at all levels, and school party organizations must only grasp their hands.” It also points out the direction for the ideological and political education workers and keeps the pulse of the times. The ideological and political education work in the era of “media integration” should be changed according to the circumstances, advanced according to the times, and new according to the situation. It should focus on the ideological front and glow the brilliance of the times^[6].

5.2 Based on Student Groups

General secretary Xi Jinping stressed at the National Conference on Ideological and political work in Colleges and universities, “Ideological and political work is fundamentally a work of human beings. We must focus on students, care for students, serve students”, and “melt the media” platform as a tool for educating people. The main body of the construction is students. Therefore, in order to do a good job of Ideological and political work in the era of “financial media”, we must first let students understand, accept and participate in the construction of this platform as masters, so that the “financial media” platform can truly become the platform of young students themselves. In the process of students' active construction, maintenance and promotion, ideological and political education is also advancing imperceptibly that 's ok^[7].

5.3 Built on the Way to Practice

“Practice is the source of valuable discourse system, which can fully reflect the connection

between the discourse of Ideological and political education practice and specific situations and actions.” The essence of Ideological and political education is “to improve students' ideological level, political awareness, moral quality and cultural quality, so that students can become talents with both moral and talent and comprehensive development”. The purpose is to guide practice and train students to become better socialist builders and successors. Therefore, ideological and political education needs to pay attention to process guidance, be good at transforming theoretical guidance into practical tools, and let students feel the ideological transformation and action power brought by ideological and political education(Figure 2)^[8].



Fig.2 Network Ideological and Political Education in Colleges and Universities

6. Conclusion

“Financial media” integrates and utilizes broadcast, television, Internet and other media, so as to comprehensively improve the media's communication function, means, quality and value. This operation mode embodies a scientific and innovative practice. “ It is this kind of scientific innovation practice that endows ideological and political education with multiple forms of expression, more discourse power, and more possibilities for the construction of the whole process of all-round education pattern. This is not only a branch of exploring the multiple paths of Ideological and political education, but also an inevitable trend to fully implement the fundamental task of moral education in the new era. In order to continue to deepen the project, it is necessary for the society, schools and students to work together, strengthen the construction of network positions, promote mutual integration in system construction, theoretical guidance, content innovation, platform construction, brand construction, etc., and explore a sustainable development path jointly built by teachers and students under the guidance of socialism with Chinese characteristics in the new era, so as to jointly run the people well The education of satisfaction makes efforts.

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