

Political Education in Colleges and Universities under the New Media Environment Education Effectiveness Study Ascension Path

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Abstract: With the development of society and economy, new media technology emerges as The Times require. Due to its characteristics of interactivity, timeliness, individuality and openness, it has been widely used and promoted in various fields, and has gradually become an important part of public life, exerting a significant influence on people's behavior of obtaining, screening and screening information. Among them, the new media in ideological and political education in colleges and universities give full play to the role of the media, provides college students with a learning knowledge, understand the world open platform, this to the ideological and political education work provides a rare opportunity, but these conveniences also to the ideological and political education work brings new problems and puts forward the new challenges. In this case, it becomes an important topic to analyze the influence of new media on ideological and political education in colleges and universities, and then explore the ways to use new media to enhance its effectiveness. This article, the former related research theory and ideological and political education present situation, the combination of ideological and political education under the new media age effectiveness of the existing problems and causes are analyzed, and put forward the ascension path of effectiveness, improve ideological and political education work is dedicated to provide you with more theoretical basis, the propulsion of education education for colleges and universities play a positive role.

1. Introduction

The arrival of the new media era has not only realized the innovation of the media carrier, but also changed the content of media communication. In particular, from the perspective of ideological and political education in colleges and universities, the integration of traditional content and technology has realized the innovation of ideological and political education contents, methods and methods [1], which have become the focus of the current theoretical circle. Ideological and political education in colleges and universities under the background of new media is facing a new topic. General secretary xi jinning made it clear at the national ideological and political work conference on the Internet that “information technology and ideological and political work should be deeply integrated.” It emphasizes the importance of the integration of Internet and ideological and political work. In the Internet era, there are many new situations in the ideological and political education of college students. The world outlook, outlook on life and values of college students are all affected to some extent, and the ideological and political education in colleges and universities is also affected in different ways [2-3]. Therefore, how to better understand and grasp new media and make full use of new media to play a positive role in ideological and political education in colleges and universities are of great significance to the work of higher education [4].

The actual effect of ideological and political education in colleges and universities under the new media era research in the path of ascension, not only can optimize the theoretical system of ideological and political education, and enrich the ideological and political education of the overall architecture, the new media, the Internet and ideological and political education combined, realize the further optimization of traditional ideological and political education architecture [5]. In addition, the arrival of the Internet era has brought great opportunities and challenges to colleges and universities. The research of this paper has enriched the thinking of ideological and political

education, promoted the orderly promotion of ideological and political education in colleges and universities, and provided a new way for the participation of ideological and political education of college students [6].

Based on the background of the new media era, this paper studies the ways to improve the effectiveness of ideological and political education in colleges and universities. This paper combines the literature analysis method, interview method and questionnaire method, sorts out and summarizes the previous relevant researches, analyzes the status quo, tasks, problems and causes of effectiveness of ideological and political education in colleges and universities in the new media era, and obtains the improvement path of effectiveness of ideological and political education in colleges and universities.

2. Method

2.1 The New Media

In general, can from the technical dimension and time dimension to define new media, technically speaking, the new media is the mobile phone, computer, network and other media as a carrier to the spread of information technology, from a practical point of view, new media is the traditional media of radio and television, a kind of transcendence, is a kind of new communication media [7]. We believe that new media is a constantly developing concept, which can change with the development of The Times. It is a new media form based on wireless communication and Internet, with the help of mobile phone terminals and computers to realize information transmission [8]. New media has the characteristics of hypertext, in addition to text, digital, image, sound, film and television and other multimedia information occupies an increasingly important position. New media has the characteristics of virtuality, and the real source of information cannot be determined.

2.2 The Effectiveness of Ideological and Political Education

Theory of ideological and political education has the following meaning: for object of education, colleges and universities to carry out the ideological and political education is mainly based on the talent training goal, understanding to the characteristics of students, from students' learning life, communication and other aspects the present practical problems, using the way of ideological and political education method, carries on the effective guidance, etc., to help students to solve the problem of education goal [9]. The effectiveness of ideological and political education refers to the degree to which ideological and political education can be realized under the background of ideological and political education of college students, according to the content and purpose of ideological and political education, and in combination with the different physiological and psychological characteristics of college students [10]. College students are a special stage, they have different characteristics, especially post-2000s generation has entered the university, its own distinctive personality, coupled with the advent of the Internet era, the in-depth development of multimedia technology, these have played a boost role in the effectiveness of ideological and political education in colleges and universities.

2.3 Challenges and Opportunities for the Effectiveness of Ideological and Political Education

(1) Opportunities for the Effectiveness of Ideological and Political Education

First, we should effectively combine new methods of ideological and political education in the context of new media. In the context of new media, we must take students as the center, innovate the ideas and methods of ideological and political education, and teach students according to their aptitude and local conditions. Second, we should fully explore the new contents of ideological and political education under the background of new media. Students can learn the classic works of Marx and Engels through the network, and learn the latest national policies. The content of ideological and political education is expanding. Third, we should improve the new carrier of ideological and political education in the context of new media. Including management, culture, activities and media carriers. Fourth, draw lessons from the new achievements of ideological and

political education in the context of new media. There are more and more kinds of communication software. Students and teachers can communicate with each other through QQ, WeChat and share their opinions. Teachers can also know more about students through such platforms, so as to teach students according to their aptitude in the teaching process.

(2) Challenges for the Effectiveness of Ideological and Political Education

First, the challenge of complex ideological and political education environment. The arrival of the new media era has brought about great changes in the ideological and political education environment in colleges and universities. Colleges and universities need to realize the changes in the complex environment and guide students correctly so as to prevent them from being influenced and misled by the wrong ideological trends in the west. Second, the challenge of the declining effectiveness of the traditional ideological and political education model. The arrival of the new media era has shaken the status of the traditional ideological and political education model to some extent. Traditional ideological and political education is more about giving rigid guidance to students, paying attention to theoretical teaching and lacking spiritual communication. Third, the ideological and political education difficulty increases the challenge. New media is a double-edged sword with both opportunities and challenges. Fourth, ideological and political education workers to improve the quality of the challenge. The new media has brought about the change of working style and environment for the ideological and political educators in colleges and universities, and also promoted the students to be more active in thinking.

3. Experiment

3.1 The Current Situation of Ideological and Political Education under the Background of New Media

In order to understand the current use of new media among college students, this paper conducted field evidence collection and research on some universities, and issued 3,000 questionnaires, 2980 of which were actually recovered. After eliminating invalid questionnaires, 2930 were obtained, with a recovery rate of 99%. As shown in Figure 1, among the 2930 valid questionnaires, the distribution of male and female population, the distribution of grade population, the distribution of different majors and the distribution of ethnic population were taken into account from different perspectives, so as to have a more comprehensive understanding of the detailed situation of the use of new media among college students, and take this as the sample data for analysis.

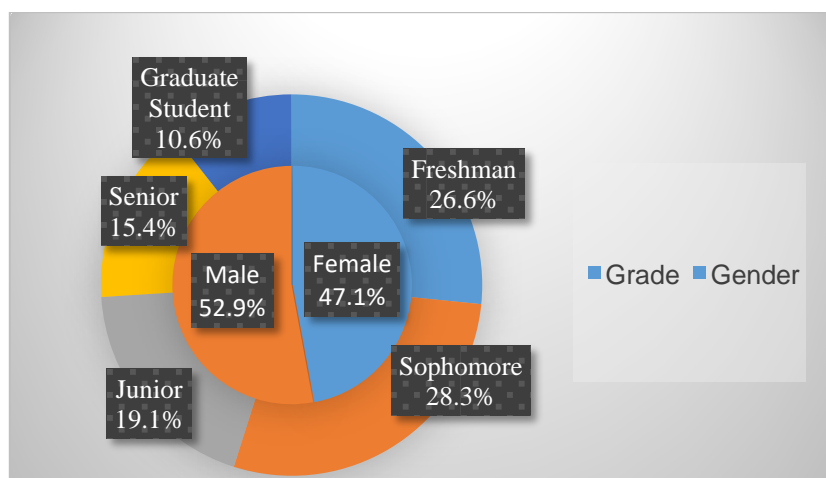


Fig.1 Survey Group Composition

In addition, this paper adopts the way of interview to analyze the current situation of ideological and political education in colleges and universities by using new media. We have learned that new media has been widely used in colleges and universities, and students can get the freshest ideological and political information through different network terminals, and actively respond to

the call of the party and the country. Considering the important role of new media, colleges and universities have also set up the ideological and political network of party and government, ideological and political education column, etc. In order to enhance students' interest in ideological and political courses, so that students can fully feel the great mountains and rivers of the motherland, many schools will carry out practical teaching activities in their spare time, while granting theoretical knowledge and putting it into practice.

3.2 Problems in Improving the Effectiveness of Ideological and Political Education in Colleges

First, the construction of mainstream values of college students is insufficient. With the development of new media, the information circulation and communication ability of college students and non-governmental organizations have been greatly improved. The diversity of thoughts makes college students' choice of values and ideology show the characteristics of decentralization. The improvement of selectivity also makes it more difficult to construct mainstream values and ideology. Secondly, the effectiveness of propaganda and ideological education is weakened. The overlap between the official public opinion information formed by the traditional top-down communication mode and the private public opinion information formed by the new media is reduced, which leads to the reduction of the influence of the traditional propaganda ideological work on the public. Thirdly, the supervision of public opinion information work is prominent. Due to the rapid development of new media, the corresponding laws and regulations are in the process of improvement, so this provides opportunities for many criminals, universities network security supervision technology is limited, can not quickly complete the supervision of new media bad information. Finally, the status of non-mainstream ideology in society rises. Many students dream of becoming a big coffee, so they neglect their studies and end up with nothing in the way of study, fame and wealth, which leads to increasingly serious psychological problems.

4. Discuss

4.1 Analysis on the Restricting Factors of Ideological and Political Education in Colleges

Table 1 Results of a Survey on the Effectiveness of Ideological and Political Education

The Dimension	Sub-index	Mean Value
Content Construction	Satisfaction	3.32
The Conduction	Exposure Rate	2.54
	Participation Degree	2.84
	Influence Degree	3.26
Acceptance	College Student	3.49
	The Environment	2.95
Entirety		3.14

Through a comprehensive analysis of the survey results of each dimension indicator of effectiveness, the three links of content construction, transmission and acceptance of ideological and political education for college students under the new media environment and the overall effectiveness survey results are shown in Table 1. Through the analysis of survey data, we can get the following conclusions: first, from the perspective of content of effectiveness, the daily ideological and political education and network ideological and political education to more actively apply new media design content, the production of college students' love micro products, network culture teaching content also needs to update the concept, content, reconstruction, improve the feasibility and pertinence. Second, from the perspective of conduction effectiveness, the frequency of new media teaching in theory courses and the release and update frequency of weibo and WeChat platforms in colleges and universities need to be greatly improved to increase the exposure rate and improve the conduction effectiveness. Third, from the perspective of the effectiveness of acceptance, there are different phenomena in the acceptance of ideological and political education, and there are deviations between theory and practice. Fourth, from the perspective of overall effectiveness, the ideological and political education of Chinese college students under the new media environment

has achieved certain results on the whole, but there is still a large room for improvement, which needs further efforts.

4.2 Analysis on the Effective Improvement Path of Ideological and Political Education in Colleges

New media has brought new vitality to ideological and political education in colleges and universities, but at the same time, many college students are influenced by too much and complicated network information, which leads to distortion of their values and decline of willpower. These negative effects will obviously weaken the role of ideological and political education. Therefore, in the new media environment, how to use it to improve the effect of ideological and political education is particularly important. Based on previous relevant theories, researches and the current situation of ideological and political education in colleges and universities under the new media environment, as shown in Figure 2, this paper explores the paths and countermeasures to improve the effectiveness of ideological and political education from the following four perspectives.

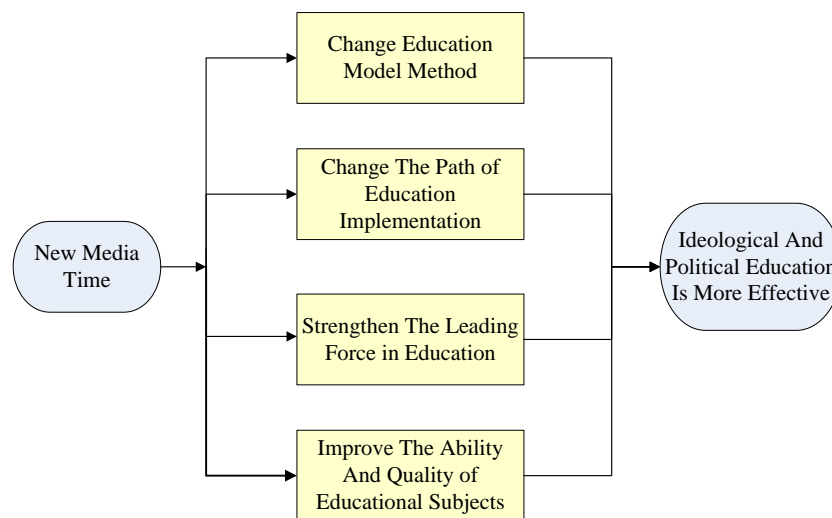


Fig.2 The Promotion Path of Ideological and Political Education in Colleges

First, change the education model method. Traditional education mode is given priority to with teachers' teaching, students are the passive recipients of knowledge, in the era of new media, multimedia technology has become one of the major media to promote ideological and political education, the teachers can use multimedia to introduce real-time hot issues to discuss, can also be used in the process of daily course teaches network buzzwords and students to interact, thus closer to the teacher and students sense of distance. Secondly, change the implementation path of education. An important measure to improve the effectiveness of ideological and political education is to constantly innovate the path of ideological and political education, so as to better adapt to the background of the network era and meet the new requirements of the multimedia era. Third, strengthen the leading force of education. First, we should improve the relevant laws and regulations, establish and improve the system, so that there are laws to follow, and lead the positive social atmosphere, forming a healthy network environment. Finally, to improve the ability and quality of the subject of education. The arrival of the multimedia era requires the education team not only to have a wealth of theoretical knowledge, but also should have a solid network information knowledge.

5. Conclusion

With the rapid development of information technology, new media has exerted a profound influence on college students' thinking mode, interpersonal communication and study life. Based on the theory of marxism, this paper studies how to innovate the ideological and political education in colleges and universities under the background of new media to guide the healthy growth of college

students. In the context of new media, the information received by college students is more diversified, and ideological and political education in colleges and universities is facing challenges and opportunities. We should not only grasp the opportunities but also deal with the challenges, so as to help college students set up a correct outlook on the three aspects. Ideological and political educators need to improve their own quality and ability, change educational concepts, improve media literacy, and fully control the new media, a platform of ideological and cultural diversity.

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