

# Analysis of the Significance and Value of Enhancing Affinity in Ideological and Political Education in Colleges and Universities from the Perspective of New Media

Xing Liang, Zhang Ping\*

Shen Zhen Polytechnic, Shenzhen, Guangdong, China

\*Corresponding author

**Keywords:** New media, Ideological and political education, Affinity, Countermeasure.

**Abstract:** Enhancing the affinity of Ideological and political education has become an important part of higher education research. At present, the teaching method of Ideological and political education in Colleges and universities still has the problem of students' low interest in learning, and further research is needed to improve the affinity of Ideological and political education. Firstly, the paper analyses the coupling between new media and ideological and political education, and points out that the improvement of affinity in teaching is beneficial to students' interest in learning, to build harmonious teacher-student relationship and to create a harmonious campus. In teaching, we should adopt a scientific way of Ideological and political education and constantly break through the traditional mode of education. Then it puts forward the countermeasures to enhance the affinity of Ideological and political education in Colleges and universities from the perspective of new media: building a learning ideological and political team, building campus network culture, Innovating Ideological and political work ideas, Innovating Ideological and political work carriers and expanding ideological and political work channels.

## 1. Research background

### 1.1 Literature review

Now is the era of new media, ideological and political education in schools should be modified according to the current situation of education. From the perspective of new media, in the process of Ideological and political education development, teaching methods and teaching ideas need to be adjusted, and ideological and political education concept is relatively backward. Therefore, schools should effectively use new media technology in all aspects of teaching, so as to improve the teaching effect (Zheng, 2017). Colleges and universities should give full play to the innovative role of new media in Ideological and political education, and make rational use of new media technology to promote the development of education system. The integration of these new media technologies and teaching can improve teachers' teaching literacy (Zhao, 2014). New media technology has become a new carrier of disseminating information. In the process of Ideological and political education, the application of new media has improved the effect of education, broadened students' cognitive horizons, and gradually diversified school education models. In order to better achieve the teaching objectives of Ideological and political education, schools need to constantly optimize teaching methods through new media technology, and create ideological and political education websites suitable for students, and gradually improve the supervision mechanism of teaching (Ma, 2016). Nowadays, with the continuous development of Internet technology, ideological and political education in Colleges and universities has a very important impact. Colleges and universities should seize this opportunity and try new work strategies in the new media perspective. At the same time, we should construct the ideological and political network culture of the school and set up a new ideological and political education concept (Zheng, 2014). New media is developed in modern information technology. As a new way of disseminating information in Colleges and universities, new media plays an important role in the process of

Ideological and political education. The school's reform requirements for ideological and political education can be achieved through the dissemination of new media technology (Hu, 2015).

## **1.2 Purpose of research**

In the new media environment, adherence to the road of innovation and development can effectively improve the teaching level, so that the teaching process can maintain a certain vitality. At present, the idea of Ideological and political education in Colleges and universities is still lack of innovation, and there are some rigid dogmas in the teaching system. The teaching mode of Ideological and political education in Colleges and universities is relatively traditional, and in the process of teachers' teaching, the content is dull and boring, which can not arouse students' interest in learning. Therefore, students' acceptance and understanding of Ideological and political education is still very low. Under the new media environment, ideological and political education should break through the traditional mode, constantly explore and innovate, so as to develop students' interest in learning and rich content of teaching content. The improvement of affinity in Ideological and political education is the optimization of Ideological and political education in Colleges and universities. New media is not only an effective channel to improve ideological and political education in Colleges and universities, but also the only way to develop it. Although it is still a great challenge to improve the affinity of Ideological and political education through new media channels. However, colleges and universities attach great importance to this issue. This paper puts forward some strategies to improve the affinity of Ideological and political education in Colleges and universities from the perspective of new media in view of the poor teaching effect and dull teaching content of Ideological and political education. It is of great significance to study and discuss how to enhance the affinity of Ideological and political education.

## **2. Coupling of new media and ideological and political education in colleges and universities**

New media technology is efficient and open, which is coupled with ideological and political education in Colleges and universities. But the premise of this coupling is that when students transmit information, they will generally use new media. It will be timely to disseminate information through new media such as mobile terminals and digital traditional media, and the content of information will be more diversified and open. Nowadays, with the rapid development of self-media, the form and network technology of new media have been rapidly promoted, and the formation of new media environment has been promoted. In this new environment, the dissemination of information through new media has individualized differences. New media information can receive and transmit diversified information, so that the recipient and the transmitter have a good two-way communication effect. Information dissemination of new media has great advantages, and has gradually become the main way of disseminating information. Colleges and universities are the places most willing to try and easiest to accept new media to disseminate information. Renren.com, Weibo and Weixin are all popular in schools. However, we need to pay attention to the fact that the main role of new media is actually to disseminate information, so as a mainstream tool of disseminating information in Colleges and universities, to a certain extent, it has a certain impact on the ideological and political education of schools. Because of the high amount of information on the Internet and the inaccuracy of information, it will also have some impact on the ideological and political education in schools (Yu, 2015).

## **3. The value analysis of enhancing the affinity of ideological and political education from the perspective of new media**

### **3.1 It helps students to improve their interest in learning and the teaching effect of ideological and political courses.**

The main body of Ideological and political education is teachers and students. Teachers directly transmit teaching content to students. This relationship is actually the relationship between top and bottom. In our present ideological and political education, there are very few times when students

give feedback to teachers on their learning effects. It is obvious that there is a lack of interaction and communication between teachers and students. This mode of Ideological and political education makes the distance between students and teachers more and more far, resulting in the poor effect of Ideological and political education curriculum. In the long run, students' enthusiasm for ideological and political lessons will be greatly reduced. Therefore, teachers should improve the affinity of Ideological and political education to cultivate the relationship between teachers and students, so as to improve the teaching effect. Teachers try new teaching methods to change the teaching mode of Ideological and political education from beginning to end as much as possible. With the help of modern new media, the dull classroom can be as active as possible, so that students are willing to comprehend the connotation of Ideological and political education in the course of class and make ideological and Political Education easier to understand among students (Xiong, 2014).

### **3.2 Facilitating the construction of harmonious teacher-student relations**

In the traditional ideological and political classroom, only the content of the course is taught by teachers, and there is almost no interaction between teachers and students. This situation leads to a hierarchical gap between students and teachers, which is not conducive to achieving teaching objectives. The interaction between teachers and students in the classroom is too little, and there is almost no intersection after class. The relationship between teachers and students will be very distant (Ou, 2013). If only teachers constantly instill some boring theoretical knowledge in the classroom, without teachers' personal opinions on teaching content sharing, students will not be able to understand the teacher's thinking well. Therefore, in Ideological and political education, we should pay attention to the promotion of affinity, so that the relationship between students and teachers can be improved, so that teachers are no longer superior to students, so as to establish a harmonious relationship between teachers and students. In this way, students' recognition of teachers' teaching content will increase, and students will actively approach the core of teaching, which is conducive to students' self-examination through the classroom, and actively find ways to improve themselves. Increasing affinity in Ideological and political education can make teachers more lively and interesting in classroom teaching, achieve good teaching results, and the relationship between teachers and students will be more harmonious.

### **3.3 Favorable to create harmonious campus**

Ideological and political education in Colleges and universities should start from the classroom and gradually expand to other aspects of the school. As the main teaching place of Ideological and political education, schools should actively assist teachers to improve the affinity of curriculum, which is conducive to building a harmonious campus. Only by improving the affinity of the ideological and political education curriculum and making the content of the curriculum closely related to the life in school, can students begin to truly accept the core of Ideological and political education. This is conducive to opening students' inner world and understanding their thinking and ideas. Teachers will also find puzzles and problems in students' hearts in time, and formulate targeted solutions. At the same time, in the process of solving problems, teachers still need to keep communication with students, which will help teachers to have a better solution to emerging problems, and constantly improve the programs that have been formulated. The improvement of affinity in Ideological and political education will shorten the distance between teachers and students, make the campus atmosphere more harmonious, and establish a campus environment with good school atmosphere and excellent style of study.

## **4. The countermeasure of enhancing the affinity of ideological and political education in colleges and universities from the perspective of new media**

### **4.1 Creating a learning-type ideological and political team**

New media brings new opportunities to higher education. In order to improve the affinity of

Ideological and political education, colleges and universities can create a team of Ideological and political education. The ideological and political team should be skilled in using new media technology to integrate this technology into teaching, so that students can feel the change of teaching. If the new media technology is well utilized, it can serve University education, information dissemination and information dissemination. The ideological and political team can also find the problems in Ideological and political education faster by analyzing the data of network information and teaching effect, so as to improve the efficiency of teachers in solving problems. Therefore, the ideological and political team in Colleges and universities should actively learn new media technology, and constantly apply this technology, so as to skillfully grasp the methods and corresponding software used in the application process of these new media technology. The ideological and political team should be a professional team in the application of new media technology in schools. This team can set up employment information newspaper and publish some dynamic information of Ideological and political work through new media technology.

#### **4.2 Constructing campus network culture**

At present, the school attaches great importance to the hardware facilities, but also in the continuous improvement. Comparatively speaking, the school's teaching information resources are limited, and the improvement of hardware facilities can not meet the students' needs for information. Professional information on Ideological and political education topics is often scarce. Therefore, in the new media era, the construction of campus cultural network is very important. Schools can rely on the campus network platform to innovate ideological and political teaching content. In view of some serious ideological and political themes, schools should extend the function of this theme and explore new teaching modes in the process of teaching. Teachers should let students have a profound understanding of knowledge in the context of the curriculum. The school should integrate the new media technology into the ideological and political education system of colleges and universities, and create a digital and informational atmosphere for the teaching of colleges and universities. In the course of Ideological and political education, the integration of new media technology also requires universities to actively grasp the core of network ideology and culture, thus highlighting the theoretical, guiding and diverse characteristics of network politics. Such a model is conducive to the positive and healthy development of Ideological and political education in schools, to increase the affinity of Ideological and political education, and to enable students to feel the liveliness and vividness of the ideological and political atmosphere in the process of learning.

#### **4.3 Establishing ideological and political work concept**

Some people's actions are guided by ideas, so if you want to do a good job, you must first have an advanced concept. Teachers should pay attention to the relationship between teachers and students in the process of teaching. Students have more right to know and participate in the new media era. Only by establishing an equal relationship between teachers and students and improving the shortage of traditional education, can ideological and political education ideas be better transmitted to students. Therefore, university teachers should become a leader and promoter in Ideological and political education, and gradually eliminate the traditional role of “inculcator”. In order to increase the affinity of Ideological and political education, we should emphasize the sense of equality in teaching and enhance students' autonomy, so that students can deeply feel the influence of Ideological and political education. Ideological and political teachers in Colleges and universities must make clear the characteristics of new media and have innovative working ideas according to the requirements of the times.

#### **4.4 Carrier of innovative ideological and political work**

New media technology is a necessary process of teaching development, but also a double-edged sword. Ideological and political education in Colleges and universities should grasp the law of teaching work, and make innovations on the carrier of Ideological and political education according to new media technology. Schools can open official microblogs, or be public numbers of schools.

They can also train college students and teachers to be the carriers of responsible persons, timely release of information and mainstream ideological and political ideas. At the same time, the responsible person also needs to respond to the negative information, so that the positive energy in the student group can be promoted, so as to eliminate the negative information in the teaching process. Teachers can join the QQ group of college students and increase interaction with them. This will help teachers to keep abreast of the ideological trends of College students. Through the analysis of the status of College students, teachers can better help college students to make curriculum plans, highlight the affinity of Ideological and political education, and also provide more ways and broader development space for ideological and political education. Therefore, colleges and universities should make rational use of new media carriers.

#### **4.5 Expanding channels of Ideological and political work**

New media technology has brought new challenges and opportunities to ideological and political education in Colleges and universities. In order to improve the teaching efficiency of Ideological and political education, we must constantly broaden the channels of work. With the development of the internet, ideological and political education on the Internet appears. Schools should actively provide news and videos that college students like to hear on the Internet platform, so as to make the boring theory vivid and vivid. In this way, students can feel the ease of learning mode and the affinity of Ideological and political education in the process of learning. Teachers should establish friendly relations with students through the network, actively interact with college students, and break the limitations of time and space in traditional teaching. This method allows teachers to penetrate into the college students. Students can use the new media as a channel to express their views, which is also an important channel for teachers to understand students' thoughts. The information on the network is extensive but the authenticity is low. If there are some irrational and wrong views, teachers should organize students to express their views in time and correct the mistakes. This method can quickly reduce the impact of negative information, and can also train students to take the lead in receiving and disseminating information.

#### **Acknowledgements**

This research has been financed by The Annual project of Shenzhen philosophy and social science planning 2019"Research on ideological and political work of colleges and universities in shenzhen from xi jinping's new media view perspective"(SZ2019B035).

The Humanities and Social Sciences Research Project of the Ministry of Education in 2018 (Ideological and Political Work in Colleges and Universities) "Affinity Promotion Path of Socialist Ideological Identity Education for College Students under the New Media Environment" (18JDSZ3046).

#### **References**

- [1] Zheng J. Y. (2017). Analysis on the Effective Use of New Media in Ideological and Political Education in Universities, *Human Resources Management*, 12(10): 222-223.
- [2] Zhao J. (2014). On Ideological and Political Work Innovation in Colleges and Universities from the Perspective of New Media, *Manager*, 30(34): 286-286.
- [3] Ma L. (2016). How to Improve the Effectiveness of Ideological and Political Education for College Students from the Perspective of New Media, *Educational Observation*, 5(5): 10-11.
- [4] Zheng L. (2014). Innovation of Ideological and Political Work in Colleges and Universities from the Perspective of New Media, *Journal of Fujian Radio and Television University*, 22(1): 26-29.
- [5] Hu C. X. (2015). New Media Enhances the Function of Ideological and Political Education in Colleges and Universities, *China's Newspaper Industry*, 28(6): 93-94.
- [6] Yu J. (2015). Innovative Research on Ideological and Political Work in Colleges and

Universities from the Perspective of New Media, Science and Education Educational Journal (Previous Periodicals), 7(7): 82-83.

[7] Xiong Z. X. (2014). New Media's Impact on Ideological and Political Education in Colleges and Universities, Literature Education (Secondary), 10(1): 148-148.

[8] Ou Y. L. J. (2013). Challenges and Countermeasures of Ideological and Political Education in Colleges and Universities under the New Media Environment, Science and Education Educational Journal (Preliminary Journal), 5(9): 64-65.