

## Innovation of Discourse Mode of Political Thought Education for Higher Vocational Students in the All Media Era

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**Abstract:** The multi-symbiotic characteristics of the all-media era itself have prompted traditional political thought education to face new challenges, and the discourse structure of political thought education has changed from traditional rational discourse to two-way interaction. At present, there are certain problems when the "micro-political thought" work in vocational school is carried out scientifically. The main reason is that the education work related to "micro-political thought" in vocational school is not given enough attention. Because the computers all over the world are connected by the Internet into a huge database, the information is massive and the content is diverse, which makes the information present a diversified situation in the new media environment, resulting in the exchange and collision of different cultures and the coexistence of diverse values. Red belief reflects the ideals, beliefs, morals and values of the Communist Party of China (CPC) and the working people, and is the solid spiritual pillar and distinctive spiritual symbol of the Chinese nation. This paper mainly aims at students' comprehensive educational influence, so that they can get the information they need at any time. And carry out the learning of relevant knowledge, which can effectively change the traditional wrong cognition and obtain the scientific improvement of thought at the same time.

### 1. Introduction

The advent of the all-media era has had a profound impact on the discourse of college students' political thought education. The multi-symbiotic characteristics of the all-media era itself have prompted traditional political thought education to face new challenges, and the discourse structure of political thought education has changed from traditional rational discourse to two-way interaction. Facing the reality of the changing discourse of young students, political thought educators of college students should seek to adapt to the new era in their educational methods. At present, there are some problems in the scientific development of "micro-political thought work" in vocational school, the main reason of which is that the education related to "micro-political thought work" in vocational school is not paid enough attention. The discourse paradigm of political thought education in colleges and universities is that teachers use specific language to influence the educated through certain context, in order to form a common world outlook and the unity of behavior. Because the computers all over the world are connected by the Internet into a huge database, the information is massive and the content is diverse, which makes the information present a diversified situation in the new media environment, resulting in the exchange and collision of different cultures and the coexistence of diverse values.

With the rapid development of digital information technology, new media has become a rookie of the times different from traditional media and has promoted global social change. The sustained and rapid development of its technology has led to significant changes in modern information communication technology, which not only promotes the progress of science and technology, but also affects the development of human social economy. In this situation. Red belief reflects the ideals, beliefs, morality and values of the Communist Party of China and the working people. It is a solid spiritual pillar and distinctive spiritual symbol of the Chinese nation. With the widespread popularity of "micro content" such as Weibo, WeChat, and micro video, the corresponding "micro era" has come. The so-called discourse is the specific language behavior of communication between

people in a social context. At present, there are certain problems when the "micro-political thought" work in vocational school is carried out scientifically. The main reason is that the education work related to "micro-political thought" in vocational school is not given enough attention. Therefore, the cultivation of red faith should become the key content of political thought courses in vocational school, so that the fire of faith will continue, let the red gene be integrated into the blood, and let the red spirit inspire power.

## 2. The basic characteristics of political thought education in vocational school under the background of all media

### 2.1. Information spreads faster

Under the background of all-media development, every type of information spreads very fast, and the information channels that students get become diversified. However, the autonomy and fragmentation of discourse have brought difficulties to the field and validity of information screening, value discrimination and discourse supervision, and the discourse subject has changed from "center" to "individual" to "individual" to "society". It is more convenient for college students to obtain and publish information. They can like, comment, forward and pay attention to topics of interest, share information and broaden their knowledge. From a professional point of view, all media can be regarded as a scientific communication of media information, which can be displayed by using the voice of words, animation and other media. However, the "decentralization" efficiency of information dissemination has amplified the complex and diversified development of people's values. Therefore, to ensure that students receive more positive and healthy information, we must put an end to the infringement of some bad problems such as pornography, gambling and drugs, and the proliferation of bad information on campus. Internet users' online use behavior has an important influence on the development of online entertainment, the trend of online culture and the promotion of mobile Internet access. Therefore, it is more important to study the online behavior of teenagers in the all-media era. Figure 1 shows the network application of teenagers' mobile phone users.

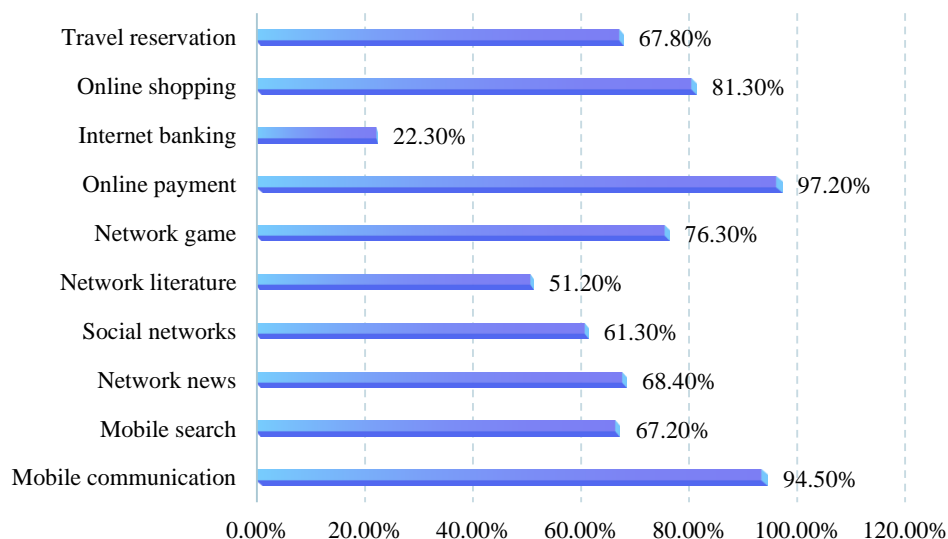


Figure 1 The network application of teenagers' mobile phone users

### 2.2. Information virtualization and insecurity

Under the development background of the all-media era, the related work of political thought education in vocational school is gradually changing towards virtual space. It is mainly because college students are not yet fully mature, and they can't consciously produce mature values. In most cases, they can only be indoctrinated from the outside. In addition, the diversity and interactivity of information have greatly reduced the attractiveness of traditional political thought course teaching content, while the rich and diverse network information has met the diversified knowledge needs of

students, and the participation of students has been continuously improved. The classroom education form of "teachers speak and students listen" does not meet the development needs of students. It is a traditional education method that obtains comparative advantages through asymmetric information. Through the development of information retrieval tools, the speed of information retrieval has been raised to a higher level, making it faster, so as to make people's daily life more convenient. In the social environment of virtual network, the overall security of students' personal information still needs to be effectively verified, and there are some false information, students can not correctly judge the authenticity of the overall information in a short time, and lead to the leakage of personal information.

### 3. The innovative path of discourse mode in vocational school in the all-media era

#### 3.1. Take advantage of practical activities

Red belief is spirit, style and advantage. In the magnificent revolution, the red belief is the spirit of seeking truth from facts and keeping close contact with the masses in our party's reform, opening up and socialist construction. The purpose of education determines the direction of political thought education, and the purpose of political thought education determines that political thought education must adhere to the principle of guidance. The form of communication can be a dialogue between two people or an exchange between many people, which has strong man-machine interaction and multi-dimension. On the one hand, the media provides more channels for students to communicate. On the other hand, promote students to become the center of information dissemination channels. The main body of evaluation is still teachers, and there are few opportunities for students to participate in evaluation, which greatly affects students' learning enthusiasm. Political thought education in vocational school can strengthen ideological guidance for such a group of high-quality talents, and play a very obvious directional role in students' scientific and correct outlook on life and values. The construction platform and development path of College Students' belief education have expanded the time and space of the spread of red culture, and college students have a broader space for their recognition of red culture. However, everything has two sides. All media not only brings opportunities for the cultivation of red belief in Colleges and universities, but also brings many challenges. On the whole, ideological and political education discourse is a concrete speech system between ideological and political education subjects through the use of different discourse forms to achieve the purpose of conveying specific content in a specific context. As far as the specific functions of various elements are concerned. The action mechanism of discourse elements in ideological and political education is shown in Figure 2.

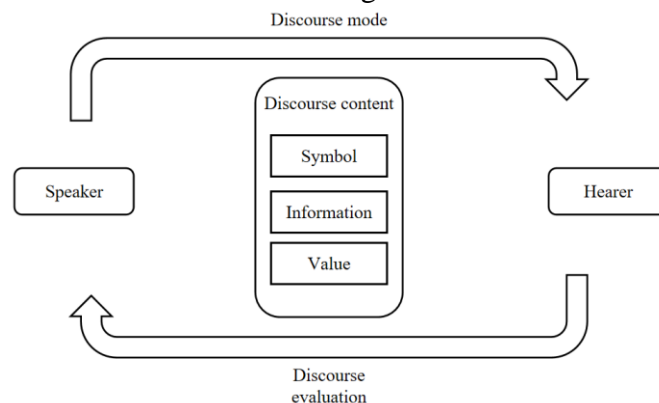


Figure 2 The mechanism of action of discourse elements in ideological and political education

#### 3.2. Establishing a Red Spiritual Propaganda Matrix

With the wide use of diversified network platforms, everyone is both a user and a publisher of information. It is more convenient for college students to obtain and publish information. They can like, comment, forward and pay attention to topics of interest, share information and broaden their knowledge. At present, the socialist ideology is China's exclusive ideology, that is, to some extent,

the form of ideology determines the form of discourse, which are the socialist ideology and the socialist discourse. Therefore, the discourse power of Political thought education should be changed to the equality of teachers and students. Teachers should correctly guide students on the basis of equality between teachers and students, fully understand students and communicate with students with the help of network platform. We need to deal with the influence of other words and values through political thought education, so as to promote students to recognize and accept mainstream ideas, so as to help students form correct values. Of course, we can't deny that modern network plays a positive role in Political thought classroom. However, in the long run, it is easy to cause the decline of students' learning subjectivity and teachers' leading role. Too diversified, networked and entertaining teaching forms will confuse students' learning objectives and affect college students' thinking ability and judgment. In addition, college students can also be organized to participate in social public welfare activities such as publicizing red culture, so as to achieve the purpose of inheriting and protecting red culture.

#### 4. Conclusion

All in all, in the era of all media, with the further development of Internet information technology, micro-media such as Weibo and WeChat have gradually entered people's lives, and can further change people's production methods and lifestyles. It plays a very important role in the red culture education of contemporary young college students. The red faith is the ideological driving force of the Chinese Communist Party's hard-working and hard-working spirit. However, due to the definition and clarification of the concept of political thought education discourse itself, as well as the analysis of the concept and characteristics of new media, it requires not only theoretical knowledge related to its specialty, but also multidisciplinary knowledge. Such as linguistics, communication, sociology and so on. The discourse of traditional education is gradually weakening, and the space of college students' life, communication and comments has turned to new media, which determines that new media has become a new position of political thought education. In the all-media era, the discourse place has broken the original top-down mode, and educators can communicate with students through the Internet. Teachers in vocational school combine some "micro-media" such as WeChat and Xinbo with political thought education, and gradually form a scientific mode of "micro-political thought education", so that micro-political thought education can develop a diversified basic teaching mode.

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