

Ideological and Political Education of College Students in the New Media Environment

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Abstract: Because of the great changes of new media technology in information collection, information content and form, information dissemination channels and so on, great changes have taken place in the mode of thinking, language characteristics, behavior and psychological awareness of the public in obtaining and communicating information. The innovation of ideological and political education of college students under the new media environment should attach importance to the application of new media and give full play to the respective roles of new and old media. It is necessary to strengthen the construction of campus network culture and grasp the initiative of ideological and political education in colleges and universities. College students' ideological and political education should pay full attention to the influence of new media, actively research and actively use new media, seize new media positions, enable new media to serve ideological and political education, and constantly open up new space for educating people.

1. Introduction

At present, social networking sites, chat rooms, blogs, microblogs and other new media are deeply loved and concerned by college students, and network terminals such as computers and mobile phones have become essential tools for college students' daily life. Because of the characteristics of hypermedia, hyperspace, openness, interaction and virtuality, new media has incomparable communication advantages compared with traditional media [1]. New media has become an important channel for college students to acquire knowledge and information, which has a profound impact on their ideas, daily life and learning behavior, and has brought new opportunities and challenges to ideological and political education in Colleges and universities. Under the new media environment, the effectiveness of college students' ideological and political education needs to have an operational research path and a solid empirical research basis [2]. Therefore, the preliminary thinking of the research on the effectiveness of ideological and political education in the new media environment has been formed. The new media has become an important channel for college students to acquire and exchange information with its rich information resources and convenient communication. It has been deeply concerned and loved by college students, providing a new environment and good opportunities for the current ideological and political education of college students. Therefore, college ideological and political education workers should follow the trend of the times, change the way of thinking and working methods, and innovate the ideological and political education of college students.

2. Characteristics and Influence of New Media

New media is a new media with digital media as its core, which provides users with information and services through digital interactive fixed or mobile multimedia terminals. "New media is a medium for all people to communicate personalized digital composite information to the public in real time and interactively. The state of information dissemination in new media has changed from one point to many points in traditional media to one point to many points. Everyone can carry out mass communication, "information" has nothing to do with "meaning", and the audience's initiative is greatly enhanced [3]. The form and application of new media are also expanding and expanding. The emergence and popularization of information terminals such as smart phones have accelerated

the update speed of new media and new media. New media is increasingly influencing and changing the cognitive style, lifestyle, way of thinking and ideas of college students through virtual space, which will undoubtedly bring new challenges to the ideological and political education of college students [4]. Opportunities and challenges coexist in the ideological and political education work of colleges and universities in the network age. Therefore, we must be brave enough to face the responsibilities that the times have given us, make good use of new media based on the Internet, and do a good job in ideological and political education. Although the digital phenomenon has not appeared in the history of human communication for a long time, it has had a qualitative impact on the lifestyle of modern people and the way of communication in modern society.

New media disseminate information very quickly, almost in sync with news events. All kinds of new media transmit frequently updated information around the clock, all time and space. Based on these technical characteristics, the new media has the characteristics of hypermedia, timeout, openness, interactivity and virtuality. These characteristics of the new media determine its communication advantages. What is certain is that the material basis of "new media" is based on the establishment of information technology and network technology. Without these new media, the material that depends on it is lost. The dependence of new media on technology is not only reflected in technology, but also at the same time. Reflected in form [5]. From the technical point of view, new media refers to the new media that provides information services to the audience relying on new technologies such as digital technology, Internet technology, mobile communication technology. But the new media blurs the boundary between the disseminator and the receiver. While receiving information, the receiver has the function of interacting with the disseminator, and even becomes the disseminator [6]. The ideological and political educators of college students should pay full attention to the influence of the new network media, actively use the new media to serve the ideological and political education work, constantly enrich the new means of work, and open up a new space for educating people.

3. The Impact of New Media on College Students

In the new media environment, college students get faster and more diverse information. College students are more relaxed and convenient in interpersonal relationships. As far as the Internet is concerned, since both parties to the exchange are conducted in an anonymous manner, the interference from other individuals or social factors is reduced, which is conducive to protecting personal privacy and freedom of speech. The carrier form of ideological and political education. The first is the activity carrier, which means that the educators consciously carry out various activities and integrate ideological and political education into the activities. The function of the activity carrier is mainly reflected in the objectization of the object that can better promote ideological and political education, and helps to expand the educational aspect. Many college students use a variety of new media at the same time. Mobile phones and instant messaging have the highest penetration rate in all aspects of College Students' learning and life. New media is popular among college students, and its ideology is more influenced by new media. If ideological and political education does not seize the new media position, it will undoubtedly lose the main battlefield of Ideological and political education. Some students are addicted to surfing the Internet or playing games. Seriously, they are absent from school and indulge in the Internet day and night. They become addicts who hide on the Internet all day and abandon their studies. However, because of this, many useless information and bad information enter the college students' group faster, which affects the healthy growth of College students.

The rapid development of new media has changed the way students think about learning. Learning in the traditional sense mostly refers to students taking classroom learning under the guidance of teachers. Whether the teaching content of college students' ideological and political theory courses is scientific and truthful, whether it is easy to carry and transmit new media, plays a decisive role in the realization of the effectiveness of ideological and political education. Information in the information society becomes a resource that is as important as, or even more important than, matter and energy. Undergraduates are immature in body and mind, which

inevitably leads to passionate feelings, and they are stuck in narrow and wrong ideas for a while and are difficult to extricate themselves. Once the personality in the virtual world stabilizes and forms a huge contrast with the personality in real life, there will be individual dual personality or multiple personality. The frequent exchange of various personalities will easily lead to personality disorders. At the same time, over-reliance on new media will also reduce their learning ability, and will make them ignore the accumulation of knowledge. It is very difficult to establish a foothold in this competitive society without fully demonstrating the personality of one's talents. The new media has an explicit or subtle influence on the formation and development of the personality of contemporary college students.

4. Innovation of Ideological and Political Education of College Students in the New Media Environment

With the rapid development of new media, great changes have taken place in the contents, forms, methods and means of Ideological and political work. We should adapt to the new characteristics of the times and the new changes in people's lives. Under the new media environment, the ideological and political education of college students attaches great importance to the unity of nationality and globality. It not only keeps the tradition of the nation, but also obtains the common achievements of human civilization. The effectiveness of the transmission and acceptance of Ideological and political education depends on the first realization of the effectiveness of content construction. Improving the effectiveness of the content of Ideological and political education for college students is the primary condition for improving the overall effectiveness. Therefore, leading cadres in various localities and departments must step up their knowledge of networked knowledge and attach great importance to the issue of online struggle. The gradual derivation of new media is the product of the development of modern network information technology, digital technology and mobile communication technology, and it is also the latest carrier for the network and modernization of ideological and political education for college students. This feature of new media technology brings both opportunities and challenges to the strengthening and improvement of ideological and political education in colleges and universities. In general, opportunities outweigh challenges.

Establish and improve the self-discipline mechanism of media practitioners. Self-discipline is an important manifestation of the awareness of media social responsibility. Propagators only always adhere to professional ethics and professional ethics, and reflect news facts honestly, objectively and fairly. The modernization of ideological and political education is a comprehensive and profound process of transformation and integration. That is to say, in the construction of textbook system, textbook content and teaching content of college students' ideological and political theory courses, the theory is linked with reality and adapts to the reality of social development under globalization and new media environment. We should actively publicize Marxist positions, views and methods, and give full play to the guiding role of the main theme website and campus network in public opinion and the function of disseminating advanced culture. This two-way interaction of information dissemination makes the educated change from passive acceptance to active participation and interaction, which is conducive to enhancing the autonomy of college students in the process of Ideological and political education. We should fully seize the new opportunities it brings, make the new media serve the ideological and political education, dig deeply into the ideological and political education function of the new media, and constantly open up new space for educating people.

Under the new media environment, colleges and universities should incorporate the new media culture into the construction of campus culture, effectively carry out the work of network public opinion in Colleges and universities, and construct the new media education position. In this way, our ideological and political education for college students can not only rely on the abundant educational resources in the new media, but also can publicize and disseminate correct ideas, theories and policies to students on a larger scale, actively and rapidly. By learning the basic principles of communication and mastering the communication skills of communication, we can

further improve the comprehensive quality of Ideological and political education workers. Under the new media environment, the content of College Students' ideological and political education returns to the life world of College students, and the choice of educational content is more democratic and free. By setting up the theme website of ideological and political education, colleges and universities must pay close attention to life, close to students, and integrate the functions of ideological and political education into practice, and seriously answer all kinds of ideological problems and confusion raised by college students. It is necessary to improve and improve relevant rules and regulations, and to improve the mastery, application level and sensitivity of ideological and political education workers to Internet technology. Create a healthy, harmonious and positive new media campus culture atmosphere, and carry out hidden education in the activities.

5. Conclusions

In short, in the new media environment, the development of the subjective and objectification, internationalization and nationalization, socialization and subjectivization, scientific and modernization, and life and democratization of college students' ideological and political education are complicated. new trend. At the same time, we must not ignore the challenges of ideological and political education in colleges and universities in the context of new media technologies. New media such as the Internet and mobile phone text messages have hit the life of college students with massive amounts of information. Some students blindly receive information, and there are double crises in physical and psychological conditions. The study of Ideological and Political Education under the new media environment is of great significance for exploring the initiative, enthusiasm and creativity of college students and guiding them to grow up under the new media environment. We can only firmly grasp the pulse of the times, fully understand and make use of the advantages of new media, insist on occupying the position of network culture in Colleges and universities with Marxist ideology and culture, and rationally use modern media means to build the dual spiritual home of College students, so as to build a new pattern of Ideological and political education of college students in the new media era.

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