

# The Development Path of Ideological and Political Education in Colleges and Universities under the Background of Media Fusion

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**Abstract:** The emergence of the new coal mass has a wide and profound impact on the study life and thinking mode of college students. At the same time, it has also brought new opportunities and challenges to the ideological and political education in colleges and universities. At the party's press and public opinion forum, General Secretary Xi Jin ping stressed the need to promote the development of media integration and take the initiative to take advantage of the advantages of media integration and communication. In the era of big data and Internet, the propaganda and ideological work of colleges and universities is also facing new situation, new tasks and new challenges. Promoting the development of campus traditional media and media integration is an important task to innovate the propaganda work in colleges and universities. Therefore, it is very necessary to explore the development path of ideological and political education in colleges and universities under the background of media fusion.

## 1. Introduction

College campus media covers the school newspaper, radio, television, campus network, We Chat, Weibo and client and other media, a full range of media. These media unified under the leadership and management of the propaganda department of the Party Committee of colleges and universities, and the management is relatively centralized. Each media not only has the professional team required for media integration, but also has the cross-section and can used through. At the same time, the selection of topics of campus media relatively unified, and there is technical interoperability among various media platforms. As long as these advantages used well to promote the development of campus media, the ability of public opinion guidance of campus media can enhanced.

## 2. The concept of Media Convergence

With the great changes in the media environment, media convergence (media convergence) has become a hot topic in the media field in recent years, but the concept of media convergence is still controversial. Massachusetts Institute of Technology Professor Ichel O. Sole Purl (Ithiel De Sola Poo) first proposed Media convergence. Pool first proposed "form Convergence (convergence of modes)" in 1983 in "Free Science and Technology" (Technologies of Freedom). Andrew Acheson, director of the American Press Society's Center for Media Studies, defines "strategic, operational, and cultural alliances between print, audio, video, interactive digital media organizations." Professor Richard Gordon of Northwestern University put forward "five kinds of fusion theory", namely, "ownership fusion, strategic integration, structural integration, information collection fusion, news expression fusion". Media convergence as a after the introduction of Western concepts into China, domestic scholars have done extensive research based on predecessors.

### **3. The present situation and deficiency of ideological and political Education in Colleges and Universities in China under the background of Media Fusion**

#### **3.1 The Internet has become the main medium for students to acquire knowledge.**

The traditional infused ideological and political education cannot resonate. Under the background of media convergence, the inclusiveness and openness of the network increase the amount of information that students can receive, and the students' ability to acquire knowledge independently through the network continuously improved, which is no longer satisfied with the traditional classroom teaching and books. The traditional mode of ideological and political education emphasizes too much on the management of students, the adaptation of individuals to others, groups and society, neglects the individuality of students. In addition, students tend to one-sided that ideological and political education is more preaching and Abstract theory, it is difficult to resonate.

#### **3.2 The teaching content of ideological and political education lags behind and the educational mode is single.**

The network is making connecting everything a reality. International political news can spread all over the world at the same time, new phenomena, new news, new ideas emerge in endlessly. And the way of ideological and political education in colleges and universities still takes classroom teaching, colloquium, class meeting and so on as the main carrier, lacks the means innovation, lacks the theory to connect the practical practice, unifies the current politics change and the fusion with it, fits the current affairs transformation and the link path with it. Also cannot touch the focus of the real society in time, hot spot phenomenon.

#### **3.3 The teachers of ideological and political education practitioners are not strong, the theoretical level, the skills of using the network platform need to be improved.**

The team of ideological and political education in colleges and universities is generally non-specialized and non-specialized, teachers are obviously insufficient, the theoretical level of practitioners needs to be improved, and the role of network in ideological and political education cannot be correct understood or even ignored. At the same time, using the network platform to carry out the teaching work on the low level, skills need to be improved.

### **4. Set up the idea of promoting the Integration and Development of Campus Media**

To improve the operation mechanism of news center and guide the development of media fusion. At present, colleges and universities generally set up news center, as the unified management of campus media, but also the main organization of school news production. In terms of management mechanism, information centers attached to the propaganda department of the party committee. Such a management mechanism is conducive to the centralized and unified management of all kinds of media, such as school newspapers, news networks, radio, television, Weibo, We Chat, and so on. Implement the fundamental principle of Party media surname the Party. At the same time, the construction of the information center also provides a basis for solving the problem of sharing campus media resources, complementing each other's advantages, planning together, borrowing from each other, and realizing the integration and development. To build a media-integrated news center, we need to strengthen the news.

### **5. The Development path of ideological and political Education in Colleges and Universities under the background of Media Fusion**

It is one of the main tasks of colleges and universities to optimize or innovate the way of ideological and political education by means of media fusion. Colleges and universities are important positions of national ideological work. Facing the risks of "Internet ideological and

political education", such as media language derangement, network fraud, network violence and other risks, the future development direction of college media integration ideological and political education should be considered deeply. Guiding college students to carry forward positive energy, spread the voice of the times, improve their own quality, avoid network risks and set up correct "values" are the keys to the integration of ideological and political education in the media in the new era, and must optimize the path. Present the content of network ideological and political education that students like to see.

## **6. Advocating multi-media integration of ideological and political education**

In the environment of media convergence, the speed, breadth and depth of information transmission have also changed significantly. Media convergence brings opportunities, and risks and crises come together. In a media fusion environment, ideological and political education must introduce digital technology, through which many symbols such as numbers, pictures, sounds, codes, colors, actions and other elements are superimposed on each other, so as to improve the quality of information dissemination and make the page design. Visual perception accords with the needs of college students. At the same time, through the integration of digital technology and media, automatic screening, ideological and political education information, to prevent the influx of vulgar information and screen.

## **7. Strengthening the Construction of educators and managers**

Strengthening the quality, ability and responsibility of educators and managers is an important aspect of optimizing the path of ideological and political education in colleges and universities. Educators and managers should start with the construction of media fusion platform and the optimization of information technology; enrich the dissemination materials, contents and forms, so that ideological and political education can influence college students subtly in the form of "approachable" and "civilian". In the information dissemination should grasp the time node, let the mainstream voice return to the main tone. At the same time, educators and managers should participate in more big data, media integration, media public opinion briefings and related skills training, to enhance big data's thinking and consciousness of innovation. Only in this way, the network ideological and political education in colleges and universities can play a better role.

## **8. Constructing the Evaluation and Monitoring Mechanism of Public opinion in ideological and political Education**

Innovative ideological and political education, effective public opinion evaluation, management mechanism and work system are also very important. It can be used as a reference for the way, skill and content of the post-information release. On the other hand, the quality and efficiency of monitoring be improved; especially the management mechanism should be reformed to be more flexible and effective. For example, it can meet the needs of college students in many ways, enrich the supply of media fusion resources, and break the ideological and political education. Time and space limits, etc.

## **9. A sound and optimized media platform as the foundation of convergence and development**

To promote the development of campus media integration, the construction of media platform is the basis. First, we should improve the mainstream media platform. As an important hand in school news and public opinion work, the mainstream media must be sound in order to realize the full coverage of news public opinion guidance. Under the new situation mainstream media, not only school newspaper, radio, television, news network and other traditional media, but also including official Weibo, We Chat client. Second, we should optimize the mainstream media platform. Mainstream media just to do is not enough, but also strong. If you want to be strong, you have to

optimize. We should give full play to the characteristics and advantages of all kinds of media and actively explore and reform Version, create a new image of the media, enhance the influence of the media. We will actively promote the revision of traditional media and school newspapers, optimize layout design and column setting, strengthen original news and in-depth reporting, and reform the school's home page and news network in English and Chinese to enhance the comprehensiveness of news coverage and the visual image of the website. Reprint radio and television programs, the introduction of visual image unity, content system news programs, topics wide, close to teachers and students micro-video programs, spring weather, moving radio programs, improve the level of program production. Build a "two-micro-one-end" public platform to bring the new media into full play, close to the perspective and the way of expression, and gather pictures and texts. The third is to integrate the mainstream media platform.

## 10. Summary

In general, in the new era of co-existence of risk and opportunity, we should constantly guide college students to evade the network trap, cultivate their correct view of media integration, and give full play to the advantages of ideological and political educators. Strive for ideological and political education to do meaningful things interesting, so that students have a sense of satisfaction, accomplishment and sense of achievement. The news and public opinion work in colleges and universities should take promoting the integration and development of campus media as an important subject, and constantly explore new ways and methods to realize the integration development, in order to improve the dissemination power, guidance power and influence of campus media. New breakthroughs have made in credibility.

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