The Innovation and Improvement Path of College Students' Ideological and Political Ideas in the Micro Media Age

Zhang Huixin

Department of Public Security Management, Railway Police College, Zhengzhou, Henan, 450000, China

email: 1151387065@qq.com

Keywords: Micromedia Age, College Students, Ideological and Political Ideas, Innovation, Improvement Path

Abstract: In recent years, the development of network information technology has reached an unprecedented speed of development. In fact, the information age has come, the era of micro-media has also come, all kinds of media appear in people's lives, especially for college students. College students are the reserve army and the main beneficiaries of micromedia, which is enriching the ideological and political knowledge of college students with a new type of educational idea and way. This paper will discuss the innovation and improvement of the ideological and political ideas of college students in the era of micromedia, and promote its further development.

1. The Importance of College Students'Ideology and Politics in Micromedia Age

In the new era environment, higher education has gradually brought new learning experience to college students through its own changes, especially in the present era of micromedia. In order to let more college students master more and more complex ideological and political knowledge and improve the level of ideological and political education, many colleges and universities try to use micromedia platform to help college students' learning theory. However, there are also some problems in the process of its application and development, which affect the further development of college students [1]. Therefore, the innovation and improvement of the ideological and political ideas of college students in the era of micromedia is one of the main tasks of colleges and universities today.

Figure 1 Multidimensional innovative ideas

1.1. Enriching the Ideological and Political Content of College Students

Due to the rapid development of information technology and the wide application of Internet technology and big data analysis, college students can understand more comprehensive and rich ideological and political. Micromedia, as one of the new types of media, has won the affection of college students for its own advantages. The micromedia takes the information big data as the information source, takes the video, the electronic text, the sound, the picture and so on as the expression way, brings another kind of new learning body to the university student. At the same time, compared with the ideological and political education content in the past, the ideological content in the era of micromedia is more extensive and abundant [2]. Therefore, college students can find a suitable learning platform for themselves through these micromedia technologies to

understand ideological and political knowledge more comprehensively, reduce the phenomenon of knowledge omission in the study of traditional college students, and improve the learning efficiency of ideological and political content of college students.

1.2. Improving the Timeliness of Ideological and Political Education for College Students

The era of micromedia has brought great benefits to the ideological and political education of college students. Because of the rapid dissemination of information today, both relevant teachers and college students can learn the latest ideological and political knowledge in the shortest possible time. At the same time, college students can access the multi-micromedia platform to learn the latest ideological and political news, so that college students can be lucky to learn the theoretical knowledge [3]. Gradually, college students gradually in the study of ideological and political knowledge will turn passive into active, to achieve student-centered teaching theory. And it can also increase the interaction between teachers and college students. Pull into the distance between the two, college students in the micromedia platform with an equal mentality to interact and communicate with teachers, at the same time, teachers can also understand the difficulties and needs encountered by college students in learning as soon as possible, so that the contradiction between teachers and college students is gradually reduced, but also gradually improve the teaching efficiency of ideological and political education [4].

Figure 2 Internet timeliness

1.3. To Innovate the Teaching Mode of Ideological and Political Education for College Students

Under the influence of the era of micromedia, the traditional mode of ideological and political education has been changed. In the process of ideological and political education before, teachers always show the teaching of ideological and theoretical knowledge in the form of a classroom lecture, celebrity speech and so on in the face of college students. Traditional classroom instruction is already the most common way for college students. Therefore, some college students often in the study is not so high interest, even appear disgusted feelings. And the micro media platform can use a new teaching mode to attract the attention of college students and stimulate their learning. College students no longer only learn knowledge from the classroom, but also through the electronic equipment around them can learn more about ideological and political education knowledge material, bring a new learning experience to college students.

2. Innovation and Improvement of College Students' Ideological and Political Ideas in Micromedia Age

2.1. Improving the Media Literacy of Teachers and Students

Nowadays, the change of information media is very rapid, and the upgrading of various electronic information equipments may affect the opening of ideological and political teaching. In the previous ideological and political teaching of micromedia college students, whether teachers or college students are sometimes unwilling to discover and try new media platforms and electronic products, only willing to use a single electronic medium to learn. Teachers do not realize that more micromedia platforms can bring college students more comprehensive knowledge content, WeChat,

Zhihu, Weibo and other software are new products of the era of micromedia, these platforms can be used as a new channel to obtain information, to bring more knowledge to college students. Therefore, whether teachers or students, in the era of micromedia must have a certain number of vector elements. With a positive and innovative attitude to accept the new micromedia platform, but also to improve their own learning ability, correct learning attitude, fundamentally improve the ability of college students to learn ideological and political knowledge.

For example, teachers can recommend some new and efficient micromedia platforms to college students, such as Weibo, today's headlines and so on. At the same time, teachers should also start a series of relevant preparatory work to explain to college students the use of these media platform skills, after all, some new platforms may innovate more excellent use function, can make college students learn more. In addition, pay attention to the cultivation of college students' ability, but also improve the psychological quality of college students, so that college students' understanding ability, analytical ability, discrimination ability are gradually mentioned. For a long time, teachers not only use the micromedia platform to improve the efficiency of ideological and political teaching, but also help college students to form a good world outlook, outlook on life, values, conducive to the further growth of college students.

2.2. Adhere to Ideological and Political Education as the Center

One of the characteristics of micromedia is that the information world is rich and colorful, and in this colorful information dissemination, colleges and universities can be confused by it, at the same time make correct guidance to college students, adhere to ideological and political education as the main work. Under the ideological and political education of college students in the previous micromedia era, many college students may deviate from their learning goals on various platforms and deviate from the ideological and political focus. In the face of the situation encountered by these college students in learning, teachers must innovate the teaching mode in the era of micromedia, and teachers should formulate teaching objectives and teaching in every stage of college students' study. At the same time, we should give full play to the role of "leader" in ideological and political teaching, and bring college students together to lead the students to learn and understand the latest ideological and political knowledge. Therefore, no matter when and where, any teaching method to start teaching activities, should always adhere to ideological and political education as the center.

Figure 3 Thought-oriented

For example, colleges and universities can arrange some excellent ideological and political teachers on the media platform to focus on teaching, but also let college students' counselors assist teachers to carry out online knowledge transmission. Therefore, whether teachers or counselors should give full play to their own leadership role, active in the major media teaching platforms and college students to interact. In this way, teachers can help students in life and learning to meet all kinds of difficult problems, understand the state of learning and learning changes, do a good job of guiding students. At the same time, teachers can also share some excellent teaching cases to

students, let students try to learn relevant ideological and political knowledge from the case, and gradually improve the teaching level of ideological and political in colleges and universities.

2.3. Strengthening the Management of Micromedia Platforms

In the innovation of ideological and political education of college students in the era of micromedia today, it is very necessary to strengthen the management of micromedia platform. In the previous micromedia platform, false information, false information, malignant information are often found in the side of college students, which not only has a bad impact on college students themselves, but also seriously affect the shape of their colleges and universities. And because the number of college students using the micromedia platform is too large, it is also very difficult for the background system of colleges and universities to manage it, so whether it is the information management on the platform or the management of the users, it affects the ideological and political teaching work today. In order to change this situation, colleges and universities must strengthen the management of micromedia platform, crack down on the behavior of spreading false information, and classify the college students who use micromedia platform.

For example, colleges and universities can organize a group of inspectors to carry out activities on the micromedia platform, let these personnel to be responsible for the daily management of the platform, the main purpose is to ensure the smooth progress of normal learning activities on the micromedia platform, but also to provide some instant news for college students to cultivate their political identity. In addition, colleges and universities can manage college students on the micromedia platform according to the way of department, grade and so on, which is beneficial to the comprehensive integration of college students' learning information. At the same time, some interactive communication, online voting, micro-class and other activities can be classified to achieve twice the result with half the effort.

3. Conclusion

To sum up, college students, as the people deeply affected by the information age, should keep up with the pace of the times, conscientiously study the relevant contents of ideology and politics, dare to try new learning experience, and bloom their own light on the micro media platform. At the same time, colleges and universities should have the confidence to face all kinds of challenges in the era of micro media, innovate and improve the idea of ideological and political education, overcome all resistance, and promote the new development of ideological and political education of college students in the era of micro media.

References

[1] Zhang Li. challenges and countermeasures of ideological and political work in colleges and universities since the media era. Henan Social Sciences, vol. 25, no. 08, pp. 120-124.

[2] Xu Jianzhong, Yang Tiezhu, Ma Guang,. Research on ideological and political education work in colleges and universities based on the background of new media. Hebei Enterprise, no. 09, pp. 144-145, 2017.

[3] Feng Wenqi, Zhang. challenges and optimization countermeasures of new media to ideological and political education in colleges and universities. Higher Education Exploration, no. S1, pp. 155-156, 2017.

[4] Han Zhi. Research on the innovation of ideological and political education of college students in the new media era. Equipment Manufacturing and Education, no. 03, pp. 42-44, 2017.