

Innovation and Exploration of Ideological and Political Work in Colleges and Universities from the Perspective of New Media

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Abstract: With the rapid development of all aspects of society today, people are more strict with the requirements of ideological and political work in colleges and universities. Therefore, under the new media perspective, the ideological and political work ideas of colleges and universities have been greatly innovated, hoping to improve the ideological and political work ability of colleges and universities through innovative ways. At the same time, with the rapid development of our country's economy, people will pay more attention to the Internet, multimedia and other emerging media, this paper mainly on how to promote the innovation of ideological and political work in colleges and universities according to the perspective of new media, put forward some innovative ideological and political inquiry strategies, in order to promote the efficiency of ideological and political work.

1. Introduction

As we all know, the development of new media technology has brought us a lot of benefits and made our life more convenient and efficient. As an ideological and political educator in colleges and universities, we should correctly apply the significance of new media in ideological and political classroom, use inquiry teaching mode to create more vivid, rich and vivid ideological and political classroom for students, stimulate students'interest in learning, let students participate in classroom teaching activities more actively and actively, increase students'participation in classroom, cultivate students'ability of analyzing and solving problems, give full play to students'learning potential, guide students to cultivate innovative consciousness, so as to improve the effect of ideological and political classroom teaching in colleges and universities, and promote the construction of quality education in our country.

2. The Connotation of Innovation and Exploration of Ideological and Political Work in Colleges and Universities from the Perspective of New Media

The inquiry teaching mode has the characteristics of openness, initiative, interactivity, integration, advance and so on, and can deeply embody the educational idea of "all for the development of students" [1]. In exploring the innovative mode of ideological and political work in colleges and universities, it can educate students from many aspects, such as psychology and body, cultivate students'good cognitive ability and political comprehensive accomplishment, improve students'learning ability, improve students'ability to find problems, analyze problems and think problems, stimulate students'interest in learning in the process of independent thinking and cooperative inquiry, and make students participate in classroom teaching activities more actively, so as to improve the efficiency and quality of ideological and political teaching in colleges and universities.

The following problems should be paid attention to in the innovation of ideological and political work in colleges and universities from the perspective of new media: first of all, the innovation of work ideas does not mean to abandon the traditional teaching mode, the ideological and political teachers in colleges and universities should have the choice to carry out the innovation of work thinking, not "one-size-fits-all ", all the contents and knowledge should be innovated, but should

choose the appropriate teaching plan according to the actual content of teaching, so as to maximize the quality of students'knowledge; secondly, the ideological and political educators in colleges and universities should constantly improve their own comprehensive quality, set an example for students to study, and better cultivate students'innovative spirit and practical ability [2]. Finally, political teachers in colleges and universities should innovate their own teaching ideas and find more effective ways to help students resist the bad temptation and establish a good ideological foundation in order to promote the socialist core values and cultivate students'innovative spirit.

3. The Way of Innovation of Ideological and Political Work in Colleges and Universities from the Perspective of New Media

3.1. Access to Mass Information in New Media to Expand Information Channels for Students

Ideological and political education in colleges and universities is a comprehensive and timely subject, with wide knowledge coverage, which requires the freshness and advancedness of information resources. The traditional ideological and political teaching mode in colleges and universities is very difficult to meet the needs of students for the freshness and quantity of information [3]. The innovation of university politics in the new media cannot only help the university political educators to widen the channels to find the teaching information (Fig.1), but also help the students to broaden their horizons, broaden their knowledge, enhance their political information reserve, stimulate students'interest in learning, and make the ideological and political teaching content more vivid, rich and vivid. Ideological and political educators in colleges and universities should make full use of new media technology to show students more current affairs information, help students better understand the state form and related policies, continuously inject fresh and rich information resources into students, improve students'political knowledge, and promote the improvement of ideological and political classroom teaching quality in senior high schools.



Figure 1 Access to teaching information

3.2. Use new Media to Create Teaching Situations for Students

The traditional ideological and political teaching mode in colleges and universities is relatively single. Teachers attach too much importance to the explanation of the content of the teaching materials, ignore the students'subjectivity in the classroom, the atmosphere of classroom learning is not active enough, the students cannot raise their interest in learning, and the participation in classroom teaching activities is not high [4]. Ideological and political educators in colleges and universities can use new media to create teaching situations for students, such as online learning, to create a specific learning situation or atmosphere for students, to attract students'attention, to stimulate students'interest in learning, to make students participate in classroom teaching activities more actively and actively, to fully cultivate students'good logical thinking ability and political comprehensive accomplishment, so as to improve the efficiency and quality of ideological and political classroom teaching in colleges and universities, and to improve the classroom effect of high school ideological and political teachers.

Taking "ideological and moral cultivation and legal basis" as an example, the purpose of this class is to cultivate students'high sense of responsibility to the motherland, to inherit and develop the fine tradition of patriotism and to carry forward the national spirit and the spirit of the times

(Fig.2). In this chapter, teachers can use multimedia to introduce students into the major events in China in recent years, such as the recent "Hong Kong independence" incident, to show students that the destruction of "Hong Kong independence", the original beautiful university campus has become a mess, a wide and straight road has been set by them a road barrier, with laser light on the Hong Kong police, beating tourists to death, high-altitude throwing caused by sanitation workers [5]. Where did patriotism go? Through the video broadcast to bring students into the teaching situation, so as to tell students that patriotism is everyone should have the most basic political awareness, value norms and moral feelings, then students have not thought, what is patriotism, why people should be patriotic, people's patriotism is for themselves or the country. In the new historical period, what we should do is truly patriotic, these seemingly simple but not simple questions, hope that through the study of this chapter students can have their own understanding.



Figure 2 National and time spirit

Using the function of new media video broadcast to create learning situation for students, not only let students go deep into teaching, but also let ideological and political educators in colleges and universities see the good influence of new media on teaching, so as to better explore how to use new media to promote the innovation of work ideas, and then improve the quality of teaching.

3.3. Use of New Media to Engage Student Organizations in Collaborative Inquiry

Ideological and political educators in colleges and universities play an important role in teaching activities and students' learning process. Therefore, high school ideological and political teachers should give full play to the role of good teachers as guides, leave students with sufficient independent inquiry time, their own "guide" and students' exploration "to coordinate, so that students can have sufficient independent thinking, analysis, exploration time. The ideological and political teachers in colleges and universities can also integrate the students' learning ability and other aspects, divide the students into groups, fully mobilize the enthusiasm of each student to participate in the classroom teaching activities by letting the students learn to discuss and analyze the classroom problems, and train the students' thinking ability and the ability to retrieve the massive information in order to achieve a more efficient and efficient ideological and political classroom teaching effect.

When using Mao Zedong's ideas and Deng Xiaoping's theory to make students explore according to the new media, teachers should guide students into life, let students understand the source of knowledge to live, but also higher than life. Then let students use the Internet, multimedia and other emerging media co-search, with the development of new media technology, search methods have become more diversified, fingers on the keyboard can get thousands of or even tens of thousands of answers (Figure 3), students want to find in thousands of information close to the textbook, and in line with the subject of the group to explore the content of the very difficult, in the search will even appear examples of improper situation. [6]. Therefore, when students use multimedia search, ideological and political teachers in colleges and universities should take the responsibility of teaching and educating people, take students as the center, start from textbooks, have more curriculum needs, help students choose effective information, point out a clear and correct learning direction for students, stimulate students' interest in learning, and let new media really become a good helper for ideological and political educators in colleges and universities.



Figure 3 New Media Technologies

Through the student group cooperation exploration, lets the student consciously enter the study atmosphere, not only can let the student feel the Mao Zedong thought and the Deng Xiaoping theory the similarities and differences more intuitively, also can let the student consolidate the knowledge which has studied through the search, also has opened a window for the university ideological education worker, from the student search, understands the student to the knowledge grasps the situation, also can provide a more outlet for the later university ideological and political education worker's after-school reflection.

4. Conclusions

In a word, the innovation of ideological and political work in colleges and universities from the perspective of new media becomes an inevitable trend. The ideological and political educators in colleges and universities must update their own teaching ideas in time, see the two sides of the new media, change their own teaching methods, make rational use of new media to innovate their working ideas, stimulate students'interest in learning, cultivate students'good study habits and self-inquiry and thinking ability, so that every student can participate in the classroom activities, fully embody the teaching idea of "all for the development of students ", and improve the quality of ideological and political classroom teaching in colleges and universities in the real sense.

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