

On the Innovation Path of College Students' Ideological and Political Education in the New Media Age

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Abstract: In the new media era, the ideological and political education work path of college students needs to be constantly innovated, and the development of education and teaching work must be consistent with the development of the times and keep up with the pace of the development of the times. In the background of the new media era, the ideological and political teaching methods of college students are more diverse, and the content of the teaching classroom is more abundant. The new media era has put forward higher requirements for the ideological and political education of college students, and teachers need to innovate in all aspects of education and teaching activities. This paper will expound the present situation of the ideological and political education of college students, and discuss the innovation of the way of ideological and political education of college students in the new media era.

1. Introduction

The new media age is a more convenient and convenient era, in which people are surrounded by all kinds of information. In this state of information explosion, people need to have a correct judgment of the information obtained. The new media era has a higher demand for people's logical thinking ability, and people need to maintain their views and opinions in the intricate information environment. In the new media era, the development of education and teaching work also needs to be changed, and the education and teaching system should be more in line with the trend of development in the new media era. Teachers and students should recognize the new media era ideologically and treat the changes brought by the new media era with rational attitude. In the concrete practice of education and teaching, teachers should grasp the characteristics of the new media era, give full play to the advantages of the new media era in the ideological and political education of college students, and try their best to avoid the shortcomings brought by the new media era.[1]. The path of ideological and political education for college students in the new media era is still under further exploration, which requires the joint efforts of teachers, schools and other forces.

2. The Present Situation of Ideological and Political Education for College Students

2.1 Students' initiative in Learning is low

In the current ideological and political education of college students, the initiative of students is not high, and students are in the state of passive learning. Teachers do not pay attention to the cultivation of students' learning ability, but focus on the teaching of knowledge. Teachers cannot fully mobilize students' interest in learning in class, and students' learning efficiency is generally low. Now, although the ideological and political education of college students has increased the form, but the results are not significant. The emphasis of the ideological and political education of college students is still in the ideological and political class of the university, and the teachers only pay attention to improving the knowledge reserve of the students, and reduce the connection between

the theoretical knowledge mastered by the students and the actual life. The students' learning attitude and concept have not changed, and the students' main position in the classroom is not prominent. Teachers do not fully guide students to play their own initiative in learning, and students' participation in ideological and political classes is not high. Students have no consciousness of active learning in thought and no trend of active learning in behavior.

2.2 Boring Classroom Atmosphere

The classroom atmosphere is boring, on the one hand, it is related to the characteristics of the original subject of ideological and political education, on the other hand, it is related to the way of education of teachers. College students' ideological and political subjects involve a lot of philosophical and historical related content, which is more boring in the process of learning (Fig.1). From the specific content of education, the content of Marxist principle in college students' ideological education is rather obscure and difficult to understand. Only when students have fully grasped this part of the content, can they apply it correctly in real life [2]. It is not easy for students to fully understand this part only through the teacher's narration in class, and students need to further understand it through other information after class. For example, when studying this part of the outline of modern Chinese history, students cannot make a correct judgment on the whole historical event only through the expression of the textbook and the teaching of the teacher. Students need to take the initiative to understand the relevant historical background knowledge. Teachers can only guide students in the classroom in education and teaching activities, teachers need to promote students' interest in ideological and political subjects through the classroom, help students form the consciousness of active learning, and arouse students' enthusiasm for learning.



Figure 1 The ideological and political subjects of college students

3. Characteristics of the New Media Age

3.1 Access to Information

In the new media age, the access and transmission of information is more convenient, and everything that happens in the world is connected by an invisible network. With the further development of communication tools, people's access to information is more diverse. People can get the latest social information through TV programs, radio stations, and people can also get the information they want through the Internet. Internet is a huge information base, people cannot only get the latest social trends through it, people can also retrieve the historical developments through it. In addition to the popularity of smart devices, people carry a huge information base with them.

3.2 Diversity of Media for Information Transmission

A variety of information delivery media can be understood from the following aspects. One is the diversity of information formats, information is no longer presented in the form of text, but also can be expressed as pictures, video and other forms. The visual feelings brought to people by various information forms are different, and people are more inclined to accept the information expression form such as picture and video than the expression form of words. The second is the diversification of information transmission. The way of information transmission is not mainly by letter, people can communicate by means of telephone. Now launched a variety of communication

software, such as, WeChat, Tencent QQ and so on, people's communication is more convenient (figure 2). Third, the diversity of information transmission equipment. With the development of the times, the equipment of information transmission has undergone great innovation from the original pager to the present smartphone [3]. All of these changes are to make people's lives more convenient and make it easier for people to communicate.



Figure 2 Commonly used communication software

4. Innovation of the Work Path of Ideological and Political Education for College Students in the New Media Age

4.1 Mobilize Students'Enthusiasm for Learning

In the process of ideological and political education of college students in the new media era, teachers need to arouse the enthusiasm of students to learn and let students take the initiative to acquire knowledge. Taking this part of the ideological and political curriculum as an example, teachers can supplement the relevant historical background knowledge in the classroom when teaching this part of the content, and show it in the form of video or picture, and teachers can also organize students to watch movies related to this history. Besides, teachers can also let students take the initiative to understand this history and develop students'ability to retrieve and acquire knowledge. For example, the content of Marxist principle in college students'ideological and political courses is difficult to understand. Taking the main principle of marxism, the law of unity of opposites, as an example, this part of the content seems to be easy to understand, in fact, hidden mystery (figure 3). The law of unity of opposites is also called the law of contradiction, and its expression is very concise, that is, the two sides of the contradiction are opposite and unified with each other. However, it is difficult for students to distinguish where the opposite and unity of the two sides are when the law is put into practice. Only if students have a profound understanding and grasp of the meaning of this law, can students avoid mistakes in practical application.

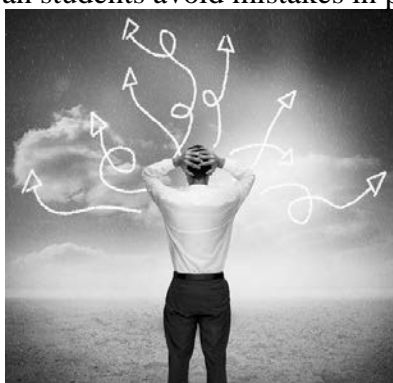


Figure 3 Specific understanding of the law of unity of opposites

4.2 Active Classroom Atmosphere

In order to avoid the boring phenomenon of college students'ideological and political classroom as far as possible, teachers need to actively activate the classroom atmosphere in the classroom and attract students'attention to the classroom. Teachers can mobilize the classroom atmosphere by changing the method of teaching, such as situational teaching method, group cooperative inquiry

learning method and classroom practice. In studying the ideological and moral cultivation and the legal basis of this part of the content, teachers can organize students to carry out or participate in some social practice activities, such as, to work as volunteers in nursing homes, and so on. Students need to walk into life to truly understand the relationship between life and theoretical knowledge, in order to understand the knowledge thoroughly. Teachers can also use the method of questioning in the course of teaching, increase the interaction between teachers and students, and grasp the students' thinking dynamics at any time. In teaching this part of Marxist principles, teachers can often use the method of group cooperative learning to teach, giving students the opportunity to explore each other [4]. Students in the process of communication with other students can spread their own thinking, in the continuous discussion can form their own views.

4.3 Increase the use of Smart Devices

Teachers need to increase the use of intelligent equipment in the process of ideological and political teaching of college students. In the new media era, teachers need to keep up with the development of the times in the classroom. Taking the teaching of this part of the ideological and political situation and policy of college students as an example, teachers can advocate students to read daily news and understand the current political events at home and abroad while carrying out this part. Under constant edification, students' political literacy and political sensitivity will be effectively improved. Students often contact with current political information, will let students understand political knowledge more, will have their own innovative views on political views. Teachers can guide students to use smart devices correctly, not be bound by smart devices. Students need to recognize that smart devices are only a tool to assist learning, not the whole of after-school life. The New Media Age provides a more convenient platform for students than a cage that limits their imagination and creativity.

5. Conclusion

The new media era has brought us speed and convenience, but also destroyed our thoughts and cognition to a certain extent. Under the background of the new media era, teachers need to help students establish a correct view of right and wrong, so that students can still maintain their initial mind in the rich and colorful information age. The focus of ideological and political education for college students in the new media era is still to cultivate students' initiative, respect students' individual differences, attach importance to students' personality education, and promote students' all-round development. In the specific education and teaching activities, teachers need to take various ways to enliven the classroom atmosphere, create a positive and pleasant learning environment for students, and mobilize students' initiative in learning [5]. Under the background of the new media era, teachers need to increase the use of multimedia equipment in the teaching process to show students the new characteristics of the new media era.

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