Research on the Transformation and Change of Ideological and Political Education of Contemporary College Students in New Media Environment

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Abstract: With the development of technology and the reform of media industry, all kinds of massive information resources can be found on various media platforms, and the information that students can access is very rich, and the information that students can contact can influence students' ideology, change students' thinking mode, change students' behavior pattern, and improve students' learning methods to a certain extent, but it also has a great challenge to carry out ideological and political education work in colleges and universities. The ideological and political education work of the traditional mode has been unable to adapt to the development of the times, it is necessary to adjust the teaching methods and concepts in time, keep up with the pace of the development of the times, give full play to the role of new media resources in teaching work, and explore and build the ideological and political education work mode in colleges and universities under the background of the new era to improve the overall ideological education level.

1. Introduction

With the progress of the times and the development of science and technology, the new media platform through its special WeChat fast front features quickly spread, students can access all kinds of information resources through the network platform. After 00, as a new generation, its acceptance ability is very strong, the speed of learning new things is also very fast, is also a very active group on the Internet, in the process of playing in the network world to find new and their own information resources, the data on the network through continuous collation, integration, analysis and other processes gradually developed into important and valuable information. Although the Internet platform can help students to improve their learning efficiency to a certain extent and also help students in their daily life, it is now in a mature and immature intermediate state, a very easy to be tempted, changed age, and the Internet platform to help students, but also to bring great impact and change to students' views on the world. Therefore, colleges and universities must attach importance to the importance of Internet information platform to students' study and life, and the influence of various information resources on students' ideological and political construction, which will not only affect students' thinking mode, but also affect students' development direction and potential to a certain extent in the future. Therefore, under the background of the Internet information technology era, colleges and universities should pay full attention to the creative reform of ideological construction for students.

Figure 1 Internet information technology age

2. Analysis on the Influence of New Media Age on College Students' Ideological Education

2.1. Characteristics of New Media

First, the new media has no time and space constraints. Students and others can access the required information resources on the network at any time and at any place, which improves the scope and speed of dissemination of information to a certain extent. Second, the information platform is rich in information resources. Any information, any aspect of knowledge can be published on the network platform, anyone can find the information they need on the platform, which is also the embodiment of resource sharing. The function and characteristics of the Internet information platform can be fully utilized in the ideological and political education work in colleges and universities, which is also an innovation to the ideological and political education work. Third, the flexibility of the information network platform is very strong, the operation of college students search information is simple, usually only need to input the key words of the information they need on the network platform, can carry out the search of relevant information, convenient, fast and simple. Fourth, the information platform is a virtual information platform. If a person communicates on the network platform for a long time, there may be obstacles in the process of daily life communication, which will affect the daily communication relationship of people.

2.2. Self-Media Challenge to College Students' ideological Education

With the development of information technology and the popularity of communication tools, Weibo and WeChat have become an important platform for people to communicate and communicate daily, that is, to enter the so-called micro-age. For college students in this era, their daily life and study are surrounded by a large number of information resources, but also need a large number of information resources and materials to meet the enthusiasm and curiosity of college students. Some students indulge in the entertainment brought by the new media, will also ignore the benefits of information technology, excessive waste of time in entertainment star gossip and other aspects, wasted the golden learning time and energy. In this process, will also have an impact on students 'ideas, because the network is full of a variety of ideas and information, over time will affect students' thinking patterns and ideas. From the point of view of the current situation, the Internet has once again hit people's moral bottom line, if there is no correct discrimination ability, it will affect whether students can correctly establish values and practical views, therefore, it has brought great problems and challenges to the ideological construction of college students[1].

Figure 2 Ideological work

3. The Necessity of Using the New Media for Ideological and Political Education of College Students

3.1. Change the Malpractice of Traditional Ideological and Political Education

Under the traditional mode, the sources of information and knowledge are in the form of paper newspapers or books, or television broadcasting, but the speed of information dissemination under

these forms is extremely slow, and the scope of information dissemination is limited, so it cannot meet the relevant needs of students to a certain extent. And the emergence of new media has greatly improved the efficiency of obtaining information, which is very popular and loved by students. Therefore, colleges and universities can fully combine the characteristics of the information age when carrying out ideological and political construction work. Using information technology to build a platform that can carry out ideological and political education work, to help students make full use of fragmented time to carry out relevant learning, to use the way students like to learn, to a certain extent, to improve the quality of ideological and political education work. And the information platform can also provide a place for students to communicate and interact with each other, which can enhance students' enthusiasm for learning, stimulate students' innovative ability and imagination, and provide a good platform for students to show themselves[2].

3.2. The Need to Occupy Mainstream Ideological Positions

With the emergence and popularity of new media, colleges and universities can fully combine information technology and ideological and political education work, and use information platform to carry out related education work. Although the information platform is a virtual world, it is also a way for people to communicate, which is inseparable from real life and learning. Compared with the real world, people are in a relatively relaxed state in the virtual world. In this state, the relevant education work, can achieve twice the result with half the effort. However, if it is influenced by negative attitudes and ideas, it will also affect students'ideas more seriously. Therefore, colleges and universities must pay attention to the ideological and political education work on the information platform, so as to avoid the problem of ideological deviation among students, and improve the quality of ideological and political work accordingly[3].
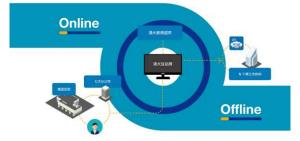

Figure 3 New media

4. New Media's Innovative Thoughts on the Ideological and Political Education of College Students

4.1. Strengthen the Safety Education of College Students' network Civilization and Promote Their New Media Civilization.

College students are still in a stage of exploring the world, for some information on the network, cannot carry out relevant value analysis, may be guided by the temptation of bad information and bad values, resulting in the wrong cognition of students' ideas above. Therefore, we should pay attention to the change of students' ideology and concept when they study in the new media, and fully combine the new media civilization literacy education in the ideological and political education work. Let students learn to improve themselves in the new media, learn knowledge at the same time, seriously distinguish the dual nature of information. Guide students to treat the network world correctly and arrange the network learning reasonably. Treat all kinds of information in the network world dialectically, resist the bad information on the network, at the same time, it can also improve the students' dialectical ability and self-discipline ability.

4.2. Building a High-Quality Talent Base for Applying New Media for Ideological and Political Education

Under the background of the new information age, it is necessary to train a group of ideological

and political education teachers with high quality and strong professional ability to deal with the changes and needs of the new information media era. First, at the technical level. Ideological and political educators should adapt to the development of the times, study the information technology of the new media era, study the use of their technology and the law of development, enhance the information technology operation ability of the educational staff, make full use of the information platform as a tool for ideological and political education, combine the excellent characteristics of the traditional ideological and political education, and perfect the disadvantages and shortcomings of the ideological and political education work. Second, ideological education workers should constantly improve their ideological and political quality, constantly improve themselves in practice, improve their knowledge system, in order to be able to solve problems encountered in the process of education. Third, it is necessary to continuously introduce new high-quality professional and technical personnel, in the face of suitable talent, can also be introduced, and then carry out relevant training. Finally set up a high-quality, skilled technical team to help complete the ideological and political education of college students.

4.3. Build Special New Media Platform and Perfect Ideological and Political Education System

The new media can play an extremely important role in the ideological and political education of colleges and universities. Students can communicate and communicate with students in various colleges and universities through the new media platform to discuss all aspects of problems and knowledge. Students can also find like-minded friends on the platform to develop interest while achieving the purpose of increasing learning. The information platform can also combine the characteristic teaching work and practical activities of the school, such as the characteristic community activities of the school, to attract the interest and attention of the students, and to publicize the relevant ideas and consciousness in the activities. In addition, it can also publish the characteristic customs or activities of various places on the information platform, increase the students'insight, also arouse the students'interest, can influence the students'thinking mode in the subtle influence, and cultivate the students'patriotic feelings. Finally, it is necessary to perfect the relevant systems and regulations to avoid the emergence of bad information on the platform, resulting in students being guided by mistakes and producing wrong cognition in ideological and political aspects. Create a positive learning platform

5. Conclusion

Traditional ideological and political education work under the impact of new media has been unable to effectively play its due role and effect. Therefore, the ideological and political education construction work in colleges and universities should fully combine the characteristics of the new era, play the role of information technology, on the basis of the original ideological and political construction, improve the deficiencies, improve the education system, combined with the use of information platform, improve the quality of ideological and political education work in colleges and universities.

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