Problems and Countermeasures in the Political and Ideological Education of College Students in the New Media

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Abstract: With the continuous development of science and technology, the new media technology in the market is constantly updated, and all kinds of new media platforms appear in people's vision, which brings new opportunities and challenges to the development of college students' ideological and political teaching field, which not only promotes the dissemination of a lot of information, but also has an inestimable and far-reaching impact on the values orientation, ideology and life style of contemporary college students. New media technology has both positive and negative effects on the learning and education of Dangdang University. In order to meet the needs of social environment quickly, it is necessary for ideological and political teachers in colleges and universities to actively change their teaching forms and ideas, keep pace with the times, guide students to rationalize the application of new media technology, and explore effective ideological and political teaching path.

1. Introduction

In recent years, the development of new media has gradually become stronger, followed by the rapid spread of various new cultures. The young people of the new era are in the important stage of ideological transformation and development, and their outlook on life, values and world outlook will be greatly impacted under the background of the new era. Through various new media platforms, cultures around the world are displayed in the vision of college students. Influenced by the cultural diversity, the contemporary young people's thought gradually tends to diversify, and the style and thinking characteristics are more unique. Under the new media background, how to guide the students to establish their correct values and use the corresponding teaching means to gradually teach students to form the ability to distinguish between right and wrong has become one of the key research topics in the field of ideological and political teaching in today's universities.

Figure 1 New media

2. The Role of New Media Technology in Introducing the Classroom

First, the use of new media access to information faster. Students can quickly find rich learning materials on the network platform with the help of new media. Under the background of the new media with the characteristics of diversification and openness, the diversified information has a very important influence on all kinds of groups, especially for the contemporary college students, it can make them more targeted to seek the required learning information. Through various new media platforms, students have access to a variety of learning resources[1]. Second, expand students'learning space. The development and emergence of new media have continuously expanded the teaching channels, teaching contents and teaching space of political courses in colleges and universities in our country. in the context of new media. The sharing and richness of information resources extend the scope of ideological and political study of college students to a certain extent, and effectively ensure the smooth development of their study work. Educators can also use the new media teaching mode to carry out two-way communication teaching activities to grasp the students'ideological dynamics and learning situation in real time, constantly expand the knowledge coverage of political and ideological teaching, give full play to the sharing and timeliness characteristics of new media information, and enhance the enthusiasm of college students to participate in teaching activities. In addition, the ideological and political topic hall of mediaization will become very fast in information browsing and online reading, break the limitation of traditional teaching mode, and effectively reduce the blind spot of knowledge in teaching. Third, ensure the timeliness of teaching. Under the background of new media, mass information Kashgar began to spread quickly through multiple channels, which had a profound impact on contemporary students. As the main application group of new media technology, college students are most influenced by new media, which not only broadens the students'horizons, but also enriches the channels for students to search for information. While bringing convenience, information technology also brings development opportunities and challenges for the development of teaching work. Therefore, educators should change their teaching ideas in time, delay the trend of the times, and innovate the teaching mode constantly in practice teaching, combining with new media. For example, students can be asked to search for real-time news and political events on the Internet before class, and discuss and communicate on a certain topic in class, which can effectively improve the efficiency of class and ensure the timeliness of teaching[2].
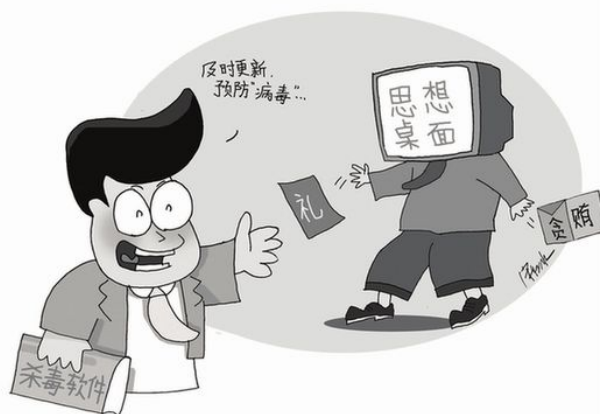

Figure 2 Timeliness of teaching

3. Existing Teaching in the New Media Context

3.1. Single Use of New Media for Teachers

As far as the current situation of ideological and political teaching of educators is concerned, not all teachers can apply the new media technology easily and cannot apply the relevant media resources skillfully to carry out the teaching. The concrete performance is: some teachers do not combine virtual cyberspace education with reality education effectively, for example, the teaching

content of the established WeChat, Weibo, website cannot be updated in time, relatively backward, to a great extent, the effective development of teaching work has been hindered, and the effectiveness and complementarity of the combination of network education and reality education cannot be brought into full play. Although some educators have set up relevant new media assistant teaching platform and organized related teaching activities, because of the single application means, the utility of new media technology has been greatly reduced, so that the media teaching cannot make substantial development and progress, and have been stuck in the initial stage for a long time. In a word, the present media teaching still has no tendency to steady development[3].

3.2. Unreasonable Use of New Media for Students

With the rapid development of new media technology, the Internet has been popularized to thousands of families, and college students have gradually become the main media platform, network technology application group. Even some students'application of new media technology has gradually tended to morbid state, because of lack of self-control, excessive dependence on network technology, unreasonable application measures make students out of touch with life, and reduce the actual communication with others, in the long run, students will eventually face the development dilemma of distorted values and weak social responsibility.

3.3. Teaching Environment Tends to be Complex

Influenced by the new media, the teaching environment will gradually tend to be complicated. However, it is one of the major challenges in ideological and political teaching nowadays to guide students to form the ability to distinguish between right and wrong and establish correct values. The traditional information dissemination mode is very controllable, and the new media technology not only brings convenience to human beings, but also has some negative effects. Driven by interests, the dissemination of new media information will often appear expansionary, low-cost, borderless and other characteristics. The concrete manifestation is that some anti-china forces spread some bad information through the new media platform, which makes the ideological and political teaching environment of our country's colleges and universities tend to be complicated gradually, which has a very unfavorable influence on the formation of the correct values of college students in our country.

Figure 3 New media impact

4. Teaching Strategies in the New Media Context

4.1. Full Use of Self-Media Technology

In order to effectively improve the ideological and political teaching mechanism in our country, teachers should make full use of learning websites, WeChat public numbers, Weibo and other self-media platforms for teaching. To provide students with more ways to learn, while carrying out ideological education, cultivate students to independently consult learning materials, independent

thinking, problem-solving learning attitude and habits, comprehensively improve the ideological and political teaching level and teaching realm. In addition, teachers can adopt appropriate life cases that are consistent with textbook knowledge to guide students to gradually form the ability to distinguish between right and wrong through multimedia technology.

4.2. Innovation of Teaching Ideas

The innovation of teaching concept is the basic premise and core link to promote the reform of ideological education in colleges and universities. In carrying out the ideological teaching work, educators need to give full play to the shared, free and open characteristics of the new media technology to abandon the previous lagging teaching concept, rationally arrange the teaching content and teaching time, apply the innovative teaching form, ensure the teaching quality of theoretical knowledge, use the new media technology to create a good teaching atmosphere and teaching situation, strengthen the students'cognitive ability, increase the time and opportunity of interaction and communication between students, take the cultivation of students'ability of cooperation and distinguish between right and wrong as the main responsibility and goal of the ideological teaching work, gradually improve the ideological and political level of the students in contemporary colleges and universities, set up correct values, outlook on life and world outlook to create a good beginning and atmosphere, and effectively avoid the negative impact of the new media on the students's growth.

4.3. Diversity of Teaching Methods

In order to effectively make up for the lack of timeliness of ideological and political teaching in colleges and universities, as teachers, we should keep up with the pace of the times, take the new media technology as the basis, and constantly explore innovative and diversified teaching methods in teaching practice. According to the survey, many students think that a single indoctrination teaching is no different from brainwashing. In the past, ideological classroom teachers often over-interfere with students'ideological and political theory learning approaches and development directions, which largely limits the development space of students'thinking and does not accord with the original intention of educational reform in our country. Therefore, teachers should actively carry out the reform of teaching means and teaching mode, boldly break through the shackles and shackles of previous teaching ideas, and organize and lead students to participate in extracurricular new media activities on the basis of ensuring that students master relevant theoretical knowledge skillfully. In addition, it can combine the image, audio, video and teaching content organically through multimedia technology, give full play to the advantages of new media, and realize the teaching goal of teaching content diversification and teaching strategy diversification.

5. Conclusions

In a word, in the traditional classroom, the teaching method is single and the teaching resources are scattered, which leads to the lack of innovation in organizing teaching activities, and the students' participation is generally not high, which is extremely unfavorable to the smooth development of teaching work. And the arrival of the new media era has brought new opportunities and challenges for university teaching. Educators can make full use of multimedia technology, effectively change teaching ideas and teaching mode, and constantly explore innovative teaching methods. On this basis, we can effectively relay ideological and political theoretical knowledge through various modes such as group discussion, thematic discussion, thematic discussion and so on.

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