

On the Cooperative Education of Party History Education and Ideological and Political theory Course in Colleges and Universities in the Media era Triple Dimension

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Abstract: The deep integration of media in the new era not only provides strong technical support for the publicity and education of party history culture, but also provides a new media for the integration of party history education into Ideological and political theory courses in Colleges and universities. To this end, we should build the three dimensions of value, theory and practice of collaborative education of party history education and ideological and political education, strive to promote the practice system of collaborative education of educational resources, educational practice, multi-agent collaboration and diversified educational methods, improve the pertinence and effectiveness of collaborative education of Party History Education and ideological and political education in the new era, and constantly create a new pattern of Ideological and political development in the era of integrated media.

1. Introduction

On March 21, 2022, the General Office of the CPC Central Committee issued the Opinions on Promoting the Long-term normalization of Party History Learning and Education, stressing that ideological and political courses in schools should be well used to better promote Party history into textbooks, classrooms and minds, and give full play to the important role in cultivating Party history and educating people^[1].

Under the environment of financial media, the discourse power of ideological and political education is facing transformation and remodeling in terms of subject status, discourse environment, content display, communication mode and value orientation. Give full play to the advantages of financial media, and discuss the value significance, core meaning and practical path of integrating the party history education into the ideological and political theory courses in colleges and universities from the three dimensions of value, theory and practice, so as to form a collaborative mechanism between ideological and political courses and courses in the party history learning and education^[2] To convert red resources such as party historical figures, major events and the spirit of party building into media products into the ideological and political theory curriculum^[3] To improve the pertinency and freshness of the ideological and political education theory course, to realize the organic combination of the party history learning and education and moral education, and to play the role of colleges and universities in guarding the ideology, cultivating the new people of The Times and leading the social fashion.

2. Dimension of Value: the Profound Significance of Integrating Media Communication Ecology to Integrating Party History Education into Ideological and Political Theory Course

The value of promoting the development of financial media and extending its influence to the inheritance and development of the red gene of the Party history is mainly reflected in the concept of sharing and integration, the creation of massive information and the co-construction of

technology empowerment.

2.1. With the Concept of Sharing and Integration, and Make Good Use of Party History Resources to Enhance the Effectiveness of Ideological and Political Education

Financial media is the product of the combination of old and new media. It gives full play to the advantages of traditional media and new media, effectively integrates human resources and material resources, and plays the role of rapid communication and interaction and sharing. It is of great value to improve the attraction of ideological and political theory courses and implement the fundamental task of cultivating people by virtue. Under the pattern of "great thinking and politics", the integration concept of financial media has gone beyond the function of traditional media, and the rapid dissemination of new media has a subtle influence on the values of cultivating college students. Therefore, the ideological and political educators should have the ability to capture the best educational opportunity, actively accept new things, adapt to the new environment, promote the level and depth of communication, and sing the main melody. Combined with the ideological and behavior characteristics, psychological characteristics, growth needs and acceptance methods of the post-00s college students, one-way communication changes to multi-directional interaction, from passive acceptance to direct and real-time communication and dialogue, and from negative reception to positive feedback. At the same time, the media and sharing communion ecological environment, make the party history red resources strengthen students patriotic living materials, form sharing resources system, explore the red gene inheritance theory and practice into media coding into the ideological and political teaching process, with the great founding spirit education guide young students, history, enlightenment history, wise history Ming dao, relentlessly resourceful, to achieve the second goal of youth strength.

2.2. Create Massive Information Together and Dig out the Red Gene to Enrich the Content of Ideological and Political Education

With the great changes of the users, the market and the technology, the massive information resources highlight the students' autonomy in choice. The era of financial media provides rich learning materials for the "post-00s" college students, reshaping the communication between the subjects and objects of ideological and political theory courses, and also providing new opportunities for the resource integration and value co-creation in colleges and universities. In the era of financial media, the application of new media technology has created a new teaching ecological situation, excavated the red gene, and improved the interactivity and interest of the teaching content. At the same time to ideological and political theory teachers put forward higher requirements, need to master the knowledge and skills of media technology, mining party history red resources education function, using information technology, integrating education resources, establish education teaching resources, mining and refining red culture resources connotation and value, form characteristic education courses, make high quality education teaching resources to high quality teaching, through the media channels instant, multi-directional spread, can assign students to grow.

2.3. Jointly Build Technology Empowerment Tell Good Party History Stories to Help the Ideological and Political Course Education Model

The professional, fine and individual characteristics of financial media and the advantages of instant, interactive and convenient media have become an indispensable carrier for colleges and universities to play the fundamental task of moral education, and also provide a new channel for the reform of ideological and political education mode in colleges and universities. At present, with the help of new media platforms such as public account, B station, TikTok, video account, wechat and other platforms, we tell the party history story well, enrich the party history education resources and the dissemination and teaching means of ideological and political theory courses in colleges and universities, effectively solving the characteristics of "less, pure, harmonious and obvious" of traditional education methods. Using new media to promote the reform of teaching mode, Through specialized research and instructional design, Connecting student needs, From the student's

perspective, Explore visual classroom teaching practice to make excellent red culture education arouse college students to know, empathy and work together; Pay attention to give full play to the teaching function of multimedia technology, By focusing on hot current events, Focusing on social development, Improving the reliability and validity of student participation, Select the interactive teaching mode of virtual reality technology to realize the timely and real interaction with students, Create a good ideological and political education and public opinion atmosphere, Give full play to the unique advantages of online and offline class isomorphism, learning red resources synchronization, teachers and students exchange with peers, Let the warmth of ideological and political affairs direct to the hearts of students.

3. Dimension of Theory: the Core Essence of Party History Education and Ideological and Political Theory Courses in Colleges and Universities in the Era of Financial Media

The ideal party, belief, values and spiritual pursuit of the Communists embodied in the century-old party history are important teaching resources for the ideological and political theory courses in colleges and universities. The party history education has the same educational function as the ideological and political theory courses. Therefore, the use of new media to promote the party history education and ideological and political theory course to go deep and solid, adhere to the correct political direction, public opinion orientation and value orientation.

3.1. Highlight the Advantages of Party History Education and Ideological and Political Theory Courses in the Era of Colleges and Universities

As General Secretary Xi Jinping has pointed out, " The Party's original aspiration and mission are a concentrated embodiment of the Party's nature, purpose, ideals, beliefs, and goals, and they inspire the Party to always stick to it and forge ahead with perseverance^[4]." In the century-old history, his image of striving to present the pursuit, feelings, responsibility and contribution need to be shaped and expressed, inspiring the whole Party and the people of all ethnic groups in China to work together and enter a new journey of modernization with high spirit, and writing a new chapter in the rejuvenation of the Chinese nation. In the party history education and ideological and political education, we should give full play to the advantages of financial media, keep integrity in the content and thought, innovate in the way of communication, improve in the breadth and depth of learning and education, and carefully create a "never-ending party history classroom" in the Internet space.

3.2. To Show the Content Advantages of Party History Education in the Era of Financial Media and Ideological and Political Theory Courses in Collaborative Education of Colleges and Universities

Party history as the best "big ideological and political course" textbook, the content of ideological and political course from this textbook, but also in this great innovation and developing ideological and political class. One hundred, is the ideological and political education, the new era of ideological and political courses to adhere to the history of the party history education peers, adhere to the interaction with ideological course integration development, the history of the party into the ideological course, with the history of the party's history in the ideological course clear under the guidance of marxism, the communist party of China, the Chinese nation and the masses of the people's struggle, construction history and development history. In the study of party history ideological and political courses to establish Marxist ideals and beliefs, cultivate noble moral sentiment, stimulate the will of patriotism and the country, give full play to the knowledge and education function of ideological and political courses. In the environment of financial media, the content of collaborative education between party history education and ideological and political education in universities is effectively integrated with the group preference needs of college students, which responds to the contemporary needs of college students, and constantly strengthens the political identity of college students to party history education and ideological and political education.

3.3. Improve the Carrier Advantages of Party History Education and Ideological and Political Theory Courses in the Era of Colleges and Universities

The century-old history of the Party contains rich resources for patriotism education. In different historical periods when the Party led the Chinese people in revolution, construction and reform, valuable educational ideas were condensed. With the ideological and political theory courses in colleges and universities as the main position, the practice of red culture education improves the cultural confidence of college students in the new era, and strives to build a Chinese discourse system of historical research, so that students can enhance the sense of ownership of history. Integrating the party history and culture into the teaching of ideological and political courses, and guiding students to correctly grasp the hundred years of struggle of the Party in the teaching of knowledge, is conducive to students to enhance their ideological and political concepts and cultivate their patriotic feelings. Lead the new era of college students in the theoretical study to understand the party's history, in the party history education to deepen the ideological and political theory, the party history education into the ideological course theory system, to construct both theoretical depth, and historical depth and political education, the education content, methods, education subject, guarantee conditions such as the construction of party history education and ideological and political theory collaborative education system.

4. Dimension of Practice: the Path and Method of Collaborative Education Between Party History Education and Ideological and Political Theory Courses in Colleges and Universities in the Era of Financial Media

Melting media environment, realize the party history of education and ideological and political theory course collaborative education goals and tasks on the persistence of the new development concept, on the basis of the requirements of the history of education normalized, to promote education resources curriculum, education education practice, multiple subject synergy, education diversification, so as to realize the fundamental task of the new era of khalid ents.

4.1. Educational Resources Curriculum Strengthen Students' Political Identity

In the era of financial media, we integrate the party history education to be integrated into the ideological and political theory course, give full play to the advantages of media concepts, do a good job in the construction of the party history resource pool, form the curriculum resources of joint construction, sharing and sharing, and create a positive and positive network environment and communication space. In the process of collaborative education, combine the professional characteristics of the school, form a curriculum group with the party history education as the core, lead the party history education through the whole process of education and teaching, and strengthen the students' political identity and cultural confidence. Through combing the party history resources, telling "live" party history stories through micro videos, educational sitcoms, operas and other ways. Through innovation carrier means and communication platform, in B station, video, small red book, TikTok and other new media platform will be party history learning education resources into digital animation and audio video, with technology can expand to realize the party history education and ideological and political education education scene, strive to enhance the party history learning education appeal, appeal, pertinence and effectiveness. Through the curriculum-based teaching method, students 'subjectivity and teachers' dominance are actively played to stimulate students' political identity and cultural confidence.

4.2. Practical Education and Build a Collaborative Education Mode

Adhere to the practice of party history education and ideological and political teaching collaborative education, adhere to the online and offline dual parallel track, field visit is based on the real situation, actively explore real problems, and acquire more profound knowledge and skills. Build a party history discourse system integrating party history, industry history, character history and character history, so that students can practice the ownership of history. Strengthen the media

position of ideological and political theory in colleges and universities, further promote the party's history good into the teaching material, into the classroom, into the student mind, play to the important role of good party khalid ents, the party history learning education into education yucaï process, enhance the affinity of college students and identity, enhance the influence of ideological and political theory in colleges and universities. Based on the classroom theory, refining the practical theme, taking the history of the Communist Party of China as the material, combined with the growth process of the party heroes, the historical connotation of the revolutionary memorial site, and the symbolic significance of major events, the practical content and practice methods are carefully planned. Visit the party history museum, direct dialogue war heroes, party members, moral model workers and other national heroes, advanced figures; can provide the social services, in the experience of the spirit of the spirit of the party, deeply understand the party leads the Chinese people from poverty to stand up, from rich to strong theoretical logic and practical logic.

4.3. Multiple Entities to Create a New Pattern of Ideological and Political Development

Under the background of financial media, the key to the media transformation of ideological and political education in colleges and universities is to build a team of ideological and political teachers with excellent political theory quality and high media business level, and to create a new pattern of ideological and political development. Setting up new ideas and making good use of new technologies are the key to deep media integration and joint red education base. Colleges and universities should strengthen the guidance of public opinion and social multiple values through the new media platforms, effectively strengthen the ideological guidance, management and education in colleges and universities, give full play to the leading role of the official financial media platform, realize the ideological guidance and value guidance, and build a solid network position of integrating media ideology. As the main position of talent training, colleges and universities should actively build the campus brand of we-media, give full play to the role of new media platform, enhance the learning effect of students' party history theory and party history and culture, and guide practical actions. Campus communication media is an important part of the university campus culture. Integrating the party history and culture into the communication media can better spread the party's fine traditions, lofty ideals and beliefs and advanced values, and can effectively improve the spiritual quality of college students. The ideological and political education website of college students is also an important platform to promote the party history education into the whole process of ideological and political education and teaching. Ideological and political teachers in colleges and universities should take the initiative to occupy this ideological and political education territory and establish ideological and political education theory website. Help students to distinguish between right from wrong under the new public opinion ecology, grasp the correct political direction, consolidate and strengthen the mainstream thought and public opinion, carry forward the main theme, and spread the positive energy.

4.4. Diversified Education Methods and Create a New Ecology of Education

Diversified education methods are the media of the party history education and ideological and political education in the era of integrating media. Teaching ideological and political courses well is the responsibility of ideological construction in colleges and universities, and educating students to strengthen the correct political direction. New media technology has broadened the way and way of knowledge dissemination, from teacher indoctrination to the change of students' active acceptance. Ideological and political theory courses in colleges and universities should be based on the essence of the course, grasp the historical direction, transform the historical resources, expand the course objectives, enhance the historical care, and accurately solve the doubts and doubts, so as to enhance the pertinence and effectiveness of the ideological and political course teaching. Through the popularization and application of media technology, to enhance the sense and attraction of The Times and times, it is necessary to enhance the attraction and interest of ideological and political theory courses, meet the needs of the growth and development of college students in the new era, and construct the education pattern of all courses in the same way to form a synergistic effect. This requires education teachers in colleges and universities in the media era under the background of

innovation course content, create academic discourse system, using concrete language about the party history education in one hundred, to solve the problem in ideological course practice teaching, attract students to explore principle, innovative practice effect, the radical, fundamental effect, let the students understand the nature of the history, status, role and significance, deeply reveals the theme of the development of the party's historical development, scientific experience, provide reference and guidance for ideological and political teaching practice, to enhance students' responsibility consciousness and mission bear.

New media has been deeply integrated with the study and life of contemporary college students, clarifying the opportunities brought by integrating media to the party history education and the teaching reform of ideological and political theory course, and promoting the implementation of the fundamental task of cultivating people by virtue. In this context, in order to implement the fundamental requirements of moral education, from the coordinated development of educational resources, teaching practice, education methods, education and other main body, to form a long-term mechanism of casting soul education, and effectively improve the quality and level of ideological and political education work.

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