

Research on the Transformation and Reform of Contemporary College Students' Ideological and Political Education under the New Media Environment

Qiu Jianning

School of Medical Engineering, Jining Medical University, Jining, Shandong, China

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Abstract: With the advancement of society, new media technologies have been widely used, especially in the teaching work of colleges and universities, and new media technologies have been widely recognized by teachers and students. At this stage, in the process of carrying out ideological and political teaching, colleges and universities have introduced new media technologies in terms of teaching forms and teaching concepts, and have also achieved certain results. However, there are still problems such as the disconnection between ideological and political teaching and students' actual life, the outdated ideological and political teaching methods in colleges and universities, and the shallow ideological and political awareness of college students. Therefore, based on the existing research results, this paper analyzes the advantages of applying new media in college students' ideological and political education, and proposes the strategy of transformation and reform of contemporary college students' ideological and political education in the new media environment.

1. Research background

1.1 Literature review

With the development of society and the growth of the economy, the material living standards of the people are constantly improving. When enjoying high-quality, high-quality material conditions, the cultivation and improvement of spiritual culture cannot be ignored, and attention should be paid. In the information age, the Internet platform and new media are a force that cannot be ignored for the dissemination of ideological and political courses and ideas in colleges and universities. The advantages of the new media environment can make up for the shortcomings of the traditional ideological and political teaching mode of colleges and universities, but it also brings new opportunities and challenges to colleges and universities (Wang, 2014). In the new media environment, the Internet platform has become the main way for college students to obtain information and information, and is deeply integrated with the daily life of students. It has imperceptibly influenced the outlook on life, world outlook and values of college students. The power of the new media to carry out the teaching of ideological and political education (Guo, 2018). When carrying out ideological and political teaching, colleges and universities should not only construct a traditional ideological and political teaching system, but also build an ideological and political teaching system in a new media environment. This is also a difficult problem in the current ideological and political teaching in colleges and universities, so it is necessary to explore How to construct an ideological and political teaching system in colleges and universities under the new media environment (Xie, 2018). With the development of new media technology, the impact on college students is getting deeper and deeper. The popularization of new media is a “double-edged sword” that can not only facilitate the development of ideological and political education in colleges and universities, but also provide new ways and means. College students' ideological cognition has certain adverse effects. Colleges and universities should clearly understand and master new media technologies, use them in the teaching of ideological and political education, and constantly research and explore to optimize the ideological and political teaching methods of colleges and universities in the context of new media. And it deeply analyzes the opportunities and challenges

that new media can bring to the ideological and political education teaching in colleges and universities, and gives corresponding countermeasures (Wu, 2017).

1.2 Purpose of research

Traditional media is mainly composed of television, radio, newspapers and periodicals. Traditional media is affected by equipment, venues and the environment, and its limitations are strong. The new media is developed on the basis of traditional media, which is a new media form formed by integrating the advantages of traditional media with digital network technology and mobile technology. Compared with traditional media, new media has wider dissemination, higher participation and stronger interaction. With these advantages, college students can directly participate in the process of information production and dissemination, bringing no problems to college students. The same virtual lifestyle (Duan, 2018). The wide dissemination of new media has brought positive and positive guidance to college students' ideological and moral literacy, enhanced their understanding of the ideas of democracy, equality and independence, and on the other hand, the diversity of content in new media. The privacy of the mode of communication, these will have an impact on the college students' own ideas, which is a particularly huge challenge for college students' moral self-discipline, moral behavior judgment and moral discernment. The environment of virtual and reality coexisting created by new media communication has brought severe challenges to the ideological and political teaching of colleges and universities (Mu, 2017). The traditional teaching mode of ideological and political education in colleges and universities is taught by teachers, and students are listening. This kind of teaching method can no longer be satisfied with the current study of ideological and political students, which has certain limitations. The purpose of this paper is to establish an ideological and political teaching system in the new media environment, and to optimize the ideological and political education of college students, which has become an important research topic.

2. Problems existing in the ideological and political education of traditional college students

2.1 Ideological and political education is separated from the actual life of students

In the current ideological and political teaching courses in colleges and universities, there is a great disconnect between the courses taught and the actual thinking of college students. When college students face society, life, study, and feelings, the ideological and political education knowledge they receive in schools is far from enough (Pu, 2011). The ideological and political teaching content of colleges and universities is still dominated by the knowledge of books, and does not take into account the problems encountered by students in real life. The teaching methods of ideological and political teachers in colleges and universities are mainly lectures in the classroom. Such teaching methods only explain the superficial knowledge, and the form is greater than the meaning. When students study ideological education knowledge, they should not rely solely on a single theoretical teaching, but also pay attention to practical training. When setting up ideological and political theory courses, colleges should pay attention to the combination of theoretical knowledge and practical training. If practice and theory are not high, In combination, the ideological and political education knowledge that students learn in the classroom will be wasted. After learning ideological and political knowledge, students are consolidating their ideological and political education knowledge through participation in practical training activities, and effectively applying them to actual social life.

However, college students currently have a big problem. College students put most of their energy into the study of professional theory courses. Students study professional courses only to complete their own learning tasks, instead of putting too much energy into them. Learn about social news and learn about the latest changes in the world (Pei, 2012). The consequence of this is that after graduation, college students are too “idealized” about the actual social situation. When they first arrive in society, there will be a lot of incompatibility. The knowledge they learn at school can't be used in society at all, and they feel at a loss. There is a serious gap between the society, so

colleges and universities must increase the curriculum of social practice and practical training when they are in school, so that students can fully understand the actual situation of the society when they are at school, improve their comprehensive ability and better serve them. society.

2.2 The ideological and political teaching methods in colleges and universities are old

The traditional ideological and political teaching methods are too old. The focus of teachers' teaching is to teach students theoretical knowledge, ignore practical training courses, and not combine ideological and political theory knowledge with social practice training. This single teaching model lacks pertinence and timeliness, and students have no motivation and enthusiasm for learning. Only the benign interaction between the teacher and the student can maximize the teaching effect of the classroom. The extent to which students absorb what they have learned has a lot to do with the way teachers teach. Teachers' diversified teaching methods can directly or indirectly affect the effectiveness of students' learning courses. The higher the interaction between teachers and students, the more knowledge students will learn. At present, the ideological and political teaching methods applied in colleges and universities have the characteristics of unity. This old teaching method may lead to fatigue between teachers and students. The teaching process is boring, and students gradually lose interest in the ideological and political teaching curriculum.

2.3 College students' ideological and political awareness is weak

In the process of ideological and political teaching in colleges and universities, students themselves also have great problems. College students are not very active in learning ideological and political teaching courses. They do not pay much attention to ideology, and regard ideological and political courses as a course for credits. In the sub-class, some students completely abandon the study of ideological and political courses. Once students have these negative thoughts, ideological and political courses are difficult to carry out. At present, the attitudes of college students towards things are utilitarian, and the values tend to be more pragmatic and utilitarian. The attitude of studying professional courses is better than that of ideological and political education. With the acceleration of the process of global integration, some Western negative thoughts and ideas have eroded the thinking of college students, so that students pay attention to gains and losses, and the interests of self-esteem are self-centered and the collective concept is weak.

3. The advantages of applying new media in college students' ideological and political education

3.1 New media to open up students' horizons and help to master advanced knowledge

Unlike traditional media, information dissemination is faster and covers a wider range in the new media environment. Global information can be interconnected between minutes and seconds. Traditional teaching methods can't meet the needs of contemporary college students to learn ideological and political knowledge. With new media equipment, they can get the knowledge and information they need in a shorter period of time. New media equipment can provide students with more abundant resources. And the opportunity to open up the horizon. In addition to the professional knowledge students have learned, they can also get the content and information they are interested in.

3.2 The application of new media promotes teachers to continue to improve and is conducive to teaching

For teachers of ideological and political education in colleges and universities, the use of new media can also reduce their work and broaden the horizons of teachers' careers. When students use new media equipment to understand social current affairs, pay attention to social hotspots, and produce something. When you have your own ideas and ideas, the teachers of the ideological and political teaching curriculum should actively learn, broaden their horizons and enhance their knowledge reserves. Teachers' knowledge base is rich, and they will resonate with the students' ideas to help students learn knowledge. The use of new media makes classrooms no longer the only

place for students to study ideological and political courses, breaking the limits of traditional teaching mode venues. The ideological and political teachers in colleges and universities should break the traditional shackles, understand the latest information at home and abroad, and have their own unique views on things, so that when they carry out ideological and political education for college students, they can truly be targeted and guide college students to establish correct values and life. View.

3.3 The use of new media enriches the presentation of the class

Combined with the content of the ideological and political teaching curriculum, the new media technology can combine teaching content, provide more diverse teaching methods and richer curriculum expressions, and present the best ideological and political curriculum resources to students. The biggest difference between new media technology and traditional teaching mode is that new media technology can not only provide paper materials, but also transform ideological and political courses into vivid and interesting multimedia courseware, which is more conducive to students' absorption. Ideological and political teachers can also make the video of the party's policies and the deeds of outstanding figures and the great rivers and mountains of the motherland. Using advanced new media technology, the ideological and political teaching work of colleges and universities can be carried out better.

4. The transformation and reform strategy of contemporary college students' ideological and political education under the new media environment

4.1 Using Network Technology to Improve the Timeliness of Ideological and Political Education

Colleges and universities can use the new media technology to further reform the ideological and political teaching methods, improve the quality of teaching, and achieve teaching goals. Using new media technologies, we can collect and summarize the ideological and political courses around the world, select some excellent content for students to learn and appreciate, and through the sharing and exchanges of everyone, sum up the unique key points and methods, and enrich the content of ideological and political teaching courses. Students and teachers can also interact with colleges and universities to enhance their enthusiasm for learning. Ideological and political teachers in colleges and universities should go deep into the students to understand the students' ideas and needs, select content knowledge points that can resonate with students, enrich the teaching style, stimulate students' motivation to learn ideological and political knowledge, and expand the study of ideological and political teaching in colleges and universities. space.

4.2 Combine online and offline to improve teaching efficiency

Teachers of ideological and political education should explore different teaching methods. Teachers should combine teaching in the classroom with teaching on the Internet. While carrying out classroom teaching, we also use social software such as WeChat, QQ, and other social software to carry out ideological and political teaching, and interact with students to understand the actual living conditions of students. When students communicate, they will tell their true thoughts and their existing confusions. This will make the ideological and political education teachers more annoying and easy to understand the students' situation and greatly improve the efficiency of teaching.

4.3 Change the concept of ideological and political education for college students

In the new media environment, the way of information dissemination is different from the traditional form of media communication. Teachers themselves need to accept the emerging concept of new media information. In the ideological and political teaching of colleges and universities, teachers have always taken the initiative, and only the teachers' ideas have been improved. In order to influence the students' ideas. Therefore, in the new media environment, teachers should keep pace with the times, enrich and enhance their knowledge reserves through learning, establish new

media information concepts, master new media theory knowledge, and make new media better applied to college students' ideological politics through practice. Education and teaching work. At the same time, teachers' educational concepts should be integrated with new media concepts, and effective use of new media to better promote ideological and political teaching.

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