

Research on Scientific Integration of New Media Technology and Reform and Innovation of Ideological and Political Course

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Abstract: College ideological and political theory courses are deeply integrated with new media and new technologies, adapting to the needs of the development of information society. The arrival of the new media era has had a tremendous impact on the teachers, students, and practical teaching models of the practical teaching of ideological and political theory courses in colleges and universities. In the process of reform, we should improve the comprehensive quality of Ideological and political teachers, build a technological platform suitable for our college, and carefully design practical teaching topics. The self-construction of Ideological and political courses in Colleges and universities needs to be deeply integrated with new media and new technologies, and improved and strengthened in the integration. To a certain extent, enrich the content of classroom teaching and make teaching methods more diversified. It is necessary to explore the concrete path of deep integration from online and offline, form and content, classroom and extracurricular, teachers and students, so as to make ideological and political courses in colleges and universities continuously enhance the sense of the times and attraction.

1. Introduction

New media is based on computer processing technology and disseminates information and data through the Internet. It has the characteristics of diversification of disseminators, instantaneity of information dissemination, openness of dissemination content, fragmentation of information content and secrecy of dissemination process [1]. The emergence of new media has given people a virtual second living space, changed the mode of social clustering and interaction that people follow, and also changed the form of knowledge dissemination. However, it also contains a large amount of information which is not conducive to physical and mental health, and this information may have a negative impact on the college students who have just crossed the campus with simple ideas [2]. For ideological and political educators, our mission is to enable students to truly look up at the stars and develop in an all-round way in this new media era on the basis of down-to-earth experience. New media and new technologies have not only changed the way of life of people in the information age, but also have an inestimable influence on the reform of ideological and political education in colleges and universities and cannot be ignored [3]. This points out the direction for the reform of ideological and political courses as the main channel and main position of ideological and political education in colleges and universities. The ideological and political courses in colleges and universities should adapt to the development of information society and continuously explore the deep integration of ideological and political courses with new media and new technologies. Political classes have been continuously strengthened in the improvement.

2. The Necessity of Integrating New Media and New Technology into Ideological and Political Courses in Colleges and Universities

The use of new media and new technologies to realize the integration of ideological and political courses and new media and new technologies is a necessary move to improve the quality of ideological and political education in the new era, and it is also a useful exploration to solve the limitations of the unbalanced development of ideological and political work in colleges and universities. In the past, traditional media communication methods were mainly carried out in the

form of newspapers, television, books, etc. This media model is not very operative in the ideological and political theory courses of colleges and universities [4]. On the basis of digital technology, new media based on network as the carrier of information dissemination have sprung up like mushrooms after a spring rain, affecting the traditional teaching information transmission structure. Students can obtain various learning information through computer, mobile phone APP, digital television and other terminals. With the advent of the new media era, the carriers, channels and modes of information dissemination have also changed. The same information dissemination content 'fragments' have been re-integrated through the emerging media, playing a multiplier effect of information influence [5]. Like traditional media, the growth and development of new media also need to rely on scientific and technological progress. New media and new technologies greatly stimulate students' interest in learning and help ideological and political courses to answer the questions that students are eager to pay attention to, answer the questions that society needs us to answer, answer the questions that the party and the people account for, cultivate students' political awareness and political identity, and promote the all-round development of college students' humanistic quality and political literacy.

The basic framework and content of ideological and political course teaching are certain, but in today's information society, all kinds of social thoughts and values are mixed up, constantly harassing the thoughts of college students [6]. Under the new era background, if the teachers of ideological and political courses in colleges and universities are complacent and unable to keep up with changes, or are ostrich-like and unwilling to face up to changes, ideological and political education will fall behind the times and cannot meet the needs of students. At present, most colleges and universities in the ideological and political courses in the practice of teaching are relatively vague, although most schools in the teaching task book practice teaching, but in the implementation process, there is still a misunderstanding of the practical teaching of ideological and political courses, At the same time, it also caused no rigid curriculum index constraints [7]. Ideological and political teaching can not stay in the original teaching mode, must adapt to the development characteristics of new media and new technologies, and constantly reform and innovation. Therefore, only by closely following the development of the situation and actively integrating the traditional teaching of ideological and political courses with information technology can we enhance the sense of time and attraction of ideological and political teaching.

3. Feasibility of Deep Integration of New Media, New Technology and Ideological and Political Courses in Colleges and Universities

3.1 College ideological and political courses need to use new media and new technologies to expand educational channels

In the era of information explosion, students' access to information knowledge is increasingly diversified, which also requires diversified educational channels for ideological and political education. Teacher-led teaching is necessary. On this basis, it is necessary to further utilize new media and new technologies to expand educational channels [8]. We must focus on comprehensively implementing Xi Jinping's new era of socialist ideology with Chinese characteristics and the spirit of the 19th National Congress of the Communist Party of China, and enhance the sense of the times of ideological and political education; After the teacher's teaching plan has been formulated, it will be examined and approved by the director of the teaching and Research Department of the ideological and political course, the main leader in charge of the teaching of the ideological and political course, and it will be archived by the school's educational administration department and the Ministry of Ideological and Political Affairs. It is necessary to actively explore new measures and new ways to solve the work problems, especially to adapt to the new situation of the continuous advancement of social informationization, and accelerate the integration and development of traditional media and new media. Teachers of ideological and political courses should not only have a profound theoretical foundation and abundant knowledge reserves, but also have the new media literacy to impart these theories and knowledge to students

with new media and new technological means [9]. Therefore, ideological and political education activities in colleges and universities should cultivate students to set up lofty ideals and lofty beliefs on the basis of adhering to socialist core values. We should focus on the research of major theoretical and practical problems to improve the scientific nature of ideological and political teaching. We should focus on the construction of teachers and improve the security of ideological and political teaching.

3.2 College ideological and political courses need to use the new media and new technology to reform the teaching mode

The new media and new technology provide a platform for breaking the situation of the one-man show, especially in the era when everyone is self-media. This platform cannot be ignored and can only be strengthened. The student's voice cannot be suppressed, but rather it must be fully released and allowed to perform fully. The high integration of new media and new technology and ideological and political courses is not the popularization and application of technology in the general sense, but the use of technology as an "introduction" to promote the all-round changes in educational concepts, educational methods and student learning methods. New media The two-way interaction between new technology and education and teaching mode, simultaneous update and common development. However, in the teaching process of the ideological and political teachers, if there are no specific implementation steps and time requirements, it is very likely that there will be blindness and randomness in the implementation process [10]. In the process of teaching, teachers can use modern teaching methods to create different artistic conceptions, introduce students into situations, become active participants in teaching, and realize benign interaction between teachers and students. To help students fully realize their personal ideal in the process of realizing the common ideal of the Chinese dream of the great rejuvenation of the Chinese nation, correctly use the conditions brought by new media, and widely spread the harmonious concept with positive energy. In the new media era, network terminal equipment has become a necessary tool for college students' daily life, and network search has become the most important way for college students to solve their learning problems. In order to realize the reform of the teaching mode and the innovation of the concept, the ideological and political course must have the strong cooperation of the corresponding new media technology and means, and the high integration of the new media technology and the ideological and political course teaching must have a positive interactive relationship.

3.3 College ideological and political courses need to enrich teaching content with new media and new technologies

The practice teaching of ideological and political courses is generally divided into classroom practice teaching, campus practice teaching and social practice teaching. The practical teaching of ideological and political courses in colleges and universities is generally carried out according to the teaching plan. In a certain sense, the immediacy of the teaching content is not strong. In some cases, the students are not easy to accept because the time has passed and it seems rather old-fashioned. Through teacher-teacher interaction, teacher-student interaction and student-student interaction, a good teaching situation is created to arouse students' learning enthusiasm and enhance teaching effect. But at the same time, we also need to pay attention to the fact that the ideological and political class is a political theory class. It is necessary to explain to the students where the "reason" is. In the final analysis, it is necessary to rely on teachers to use their theoretical knowledge to show students the logical charm of the theory itself. The logical charm of oneself influences and inspires students. The ideological fines created by various new media and new technologies in modern society are the result of a long-term polishing of a team. Whether it is the collection of materials, the selection of content, or the analysis of depth, the expansion of thinking, is the result of large-scale team operations. In the view of University administrators, the reform plan of Ideological and political course is mainly carried out by the school's Marxist College to promote the reform, and the university's teaching office and so on are more inspection and approval in the form of examiners and approvers. Teachers can talk about things and theories, integrate the teaching content

into problems, and finally solve them through communication and communication. At the same time, the presentation of classroom teaching content, with the help of new media and new technology, also has a new form, easy for students to accept and understand.

4. Specific Path of Deep Integration of New Media and New Technologies with Ideological and Political Courses in Colleges and Universities

4.1 Online and offline integration

The ideological and political work of colleges and universities should realize the combination of “online and offline. Online is to use good information methods, use network positions, and provide them with correct nutrition and healthy nutrition. The information disseminators intentionally or unintentionally initiate, students Actively or passively accept the network virtual space of explicit or implicit knowledge and thought “education.” Therefore, the practice teaching link should combine theory with real life. If the instructor's understanding and application ability of practical teaching is uneven, it will be The results of different classes are very different. By focusing on the hot topics that students are interested in and using new media and new technology, we can produce a number of network cultural products with rich cultural connotation and deep thought, forming a positive public opinion field and occupying the ideological commanding heights. Students complete the relevant knowledge theory learning through online classroom, video lectures, coursework, e-books, online counseling and other ways before class. Off-line classroom teachers no longer repeat the relevant theoretical knowledge, but understand the difficulties encountered by students in the learning process in advance, and answer questions and puzzles on the students encountered. With the help of new media, we can understand students' thoughts and thoughts in the first place, communicate with students sincerely, guide students' values in due course, consolidate the position of socialist ideology, and make ideological and political education work blossom everywhere and bear fruit everywhere. Through full discussion and dialogue, the aim of “internalizing” students is achieved. Although teachers are no longer the main body of classroom teaching, the workload is greater in terms of checking before class, guiding in class and reflecting after class.

4.2 Form and content fusion

The combination of new media and new technology and college ideological and political courses, one can achieve accurate teaching and interactive teaching, from the original exclusion of students to take the mobile phone to take full advantage of mobile Internet access to participate in interactive teaching, to achieve emotional touch and rational reasoning Organic combination. The purpose is to visualize and vividize the obscure teaching content, and to be closer to the students, so that students can understand and accept. Therefore, this kind of packaging should serve the content and realize the organic combination of form and content. What needs attention here is the integration of form and content. The Ministry of Education can train through network, and colleges and universities can strengthen the use of new media technology by teachers in the form of seminars and activities of teaching and research rooms. Only by continuously increasing the training and learning of the implementation projects and processes of Ideological and political course practice teaching, can the whole team of Ideological and Political Course teachers in Colleges and universities be promoted as a whole. Through students' design of practical teaching themes and recording of students' practical teaching scenes through new media and new technology, on the one hand, students' positive efforts are affirmed, students' sense of ownership is stimulated, on the other hand, valuable resources are left for the students behind to form a sustained spiritual motivation. The mode of production and life determines people's way of thinking and ideas, as does the reform of teaching methods. This requires us to consider the adaptation of media form to teaching content when choosing media form. This open platform makes teaching no longer limited to the classroom, and teachers and students can interact in more and more communication paths.

4.3 Classroom and extracurricular integration

In fact, extracurricular activities refer not only to the practice education base outside the school, to investigations and investigations, but also to various forms of activities in the Internet age. New media and new technologies have played an intermediary bridge between classroom and extracurricular integration, breaking the traditional space constraints. Combining the pre-class design with the after-school data research and analysis, conducting the real research, provides effective technical support for the problem-oriented interactive teaching model. The organization and management of practical teaching of Ideological and political courses is related to the development of practical teaching projects of Ideological and political courses and the evaluation and assessment of students. Practical teaching of Ideological and political course in Colleges and universities includes classroom practice teaching, campus practice and social practice teaching. Secondly, all departments should cooperate fully to provide support and help for the application of new media and new technology to the practical teaching of Ideological and political courses in Colleges and universities. In addition to classroom time and space, students can be arranged to complete teaching tasks through micro-mail, micro-blog, micro-mail public number, course network information platform and other new media, so as to realize teacher-student interaction, dialogue and communication between students and students and contact between students and society. We will further expand ideological and political education. Building a high-quality new media team among student cadres is undoubtedly the icing on the cake for better ideological and political education. The new media environment enriches the educational means of ideological and political courses, making the interaction and communication between teachers and students more convenient and effective. The development of new media has greatly changed the teaching method of ideological and political courses aiming at values education.

5. Conclusion

The new media makes the transmission of information no longer limited by time and space. Through the new media, students can obtain more abundant information than before, broaden their horizons, deepen and expand their understanding of what they have learned. Make full use of the new media technology that students like to see to carry out the project, at the same time, strengthen the professional training of ideological and political teachers' practical teaching, improve the organization and management of ideological and political course practical teaching and the implementation of the teaching plan, and effectively improve the practical education function of ideological and political course practical education in colleges and universities. How do teachers thoroughly explain the theory and fully demonstrate the charm of the theory itself, so that the students can clearly and clearly understand the truth, truly resonate with the mind, and have a tangible sense of gain. This is the focus of the future work of the university. point. But at the same time, we should also see that the online teaching platform can't do everything. The teachers of the ideological and political class can only improve their ideological and political teaching quality by constantly tempering their own academic skills and improving their overall quality.

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