

## Research on College Ideological and Political Education in the Perspective of New Media

Siyu Zhou<sup>1,a,\*</sup>

<sup>1</sup> School of Marx, Sichuan University, No.24 South Section 1, Yihuan Road, Chengdu, China

<sup>a</sup> 316917988@qq.com

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**Abstract:** In the new media era, the ideological and political education in colleges and universities is facing new challenges: the high-speed transmission of information has led to the multi-agent coexistence between teachers and students; the students pursue independence, democracy and equality more than ever before; the content and methods of ideological and political education have become more diversified due to the changes of information dissemination. It is imperative to innovate ideological and political education in colleges and universities. Establishing equal teacher-student relationships, making full use of network resources, improving personal media literacy, building information communication platforms, strengthening the monitoring of public opinion on campus are all necessary measures to meet the challenges of new media.

### 1. Introduction

Traditional university value leading system is usually carried out in theoretical courses, party classes, class meetings and social practices.<sup>[1]</sup> Educators choose specific content to complete the top-down transmission. As a new way of information dissemination, new media is imperceptibly changing the way students think and behave, which has a great impact on effect of the ideological work in the universities. How to understand the challenges faced by ideological and political education in colleges and universities in the times of media convergence and how to use new media to innovate network ideological and political education is a new topic in recent years.

### 2. The Challenges to Ideological and Political Education in the Era of New Media

#### 2.1. The Authority of Education Subject is Challenged

The education subject is the initiator and undertaker of the ideological practice of the teaching. They are in the central position of information dissemination, consciously choosing specific content and passing it to the students at a fixed time and place. They control the absolute rights of transferring information. On the other hand, the students are often the passive recipients of information, receiving the continuous and one-way indoctrination from the teachers. However, the emergence of new media such as we-chat and micro-blog has broken this traditional balance of classroom teaching process. In the era of new media, the way of information dissemination has led to the loss of the colleges' absolute authority over ideology, making it possible for everyone to be the center of information dissemination and opening a new era of "everyone to everyone" communication.<sup>[2]</sup>

#### 2.2. The Characteristic of Education Object is Challenged

The education object is the recipient of education practice, whose personality characteristics are the main factors affecting the effectiveness of ideological and political education. Now the college students are a generation born with a mouse whose studies, lives, and values are all influenced by the new media. Firstly, freedom of speech is further expanded with the rapid development of network technology. So the young people hold the view that everyone can freely express their issues in the virtual network. They challenge the authority of knowledge, question the content on

the books, and are unwilling to accept boring lectures. They are eager to get involved and be free to express a different perspective on something. Secondly, the college students have immature ideological cognition and great fluctuation of emotion, so their ability to think and judge independently needs to improve. In a word, information filter is very important. If colleges and universities don't build up information filter, it will easily results in the loss of moral ideals, beliefs and moral direction.

### **2.3. Education Medium is Challenged**

The education medium refers to the intermediary factor that the subject acts on the object in the process of teaching, mainly including the content and method. The content of traditional ideological knowledge transfer mainly consists of words and books. And educators usually based on classroom and adopt the mode of "teachers speak, while students listen". It is hard for college students to accept these traditional mode of information dissemination. The new media provides a multi-modal medium that integrates text, audio, video and picture, realizing a more vivid form of information transmission. College students usually tend to receive massive information by shallow and fragmented reading. The university value leading system in the new era should break through the boundaries of time and space, and be carried out in a variety of ways, especially by using network resources.

## **3. Measures to Meet the Challenges of Ideological and Political Education**

### **3.1. Transforming Education Ideas**

#### **3.1.1. Establishing a New Relationship between Teachers and Students**

Just as Negroponte pointed out that there is the biggest gap between generations in information society. When children occupy global information resources, it is adults who need to study hard and catch up. It is even more true for educators. In the era of free speech on the internet, information is transmitted rapidly due to the use of various intelligent terminals. The college students' ability to use digital devices such as mobile phones and internet is often higher than that of teachers. So in the new media era, master doesn't have to be superior than his students, while the student doesn't have to be inferior than his master.<sup>[3]</sup> The comparative advantage established by educators in theory and knowledge has been broken. If the teachers still adhere to the traditional teaching form of "teacher-centered" and adopt a simple top-down preaching form, it will inevitably lead to students' rebellious psychology.<sup>[4]</sup> The ideological guidance for young students nowadays requires educators to establish a democratic, equal and harmonious relationship with students. Abandoning the shackles of outdated ideas and traditional thinking is the first step to keep the teachers' professional core quality in the new era.

#### **3.1.2. Using The Network to Share Resources**

In the era of information explosion, students' access to information is not limited to educators. All kinds of new media have greatly broadened the students' horizons with their unique ways of communication. On the other hand, the new media have provided more abundant resources for the possibility of reforming ideological education model. Various innovative curriculum models such as university open class, MOOC, flipped class and micro class have subverted the leading position of classroom teaching mode. The ideological education system of keeping pace with the times should break through the limitation of time and space, pay much attention to the network information resources. Educators should enrich teaching contents and innovate teaching methods. Only in this way could ideological and political education in colleges and universities keep its attraction to students.

### **3.2. Improving Personal Literacy**

#### **3.2.1. Improving Media Literacy**

Just as someone said workers must first sharpen their tools if they want to do their best. College

educators who want to use new media technologies to get better results in their teaching must be familiar with the basic rules and operations. For elderly educators, we can carry out relevant training to improve their ability to control the digital devices. Meanwhile, educators should also master the new features of language recognized by students and grasp the network communication skills. It can shorten the distance with students.

### **3.2.2. Improving the Ability to Observe Details**

In the new situation of scientific and technological revolution, students often use virtual platforms such as micro-blog and we-chat to communicate and express their opinions. Therefore, various new media have become a window to grasp the ideological dynamics of students. It requires all participants in ideological and political education application skills of using various new media. They need to keep up with hot issues that students are concerned about and analyze potential problems. It is necessary for educators to answer the students' concerns in time and make an authoritative and correct explanation. For the false and misleading information, educators should give a powerful reply to help students distinguish right from wrong and strengthen their ability of information judgment.<sup>[5]</sup> All in all, the new media is a way to strengthen the foresight of young students' ideological status.

### **3.2.3. Improving the Ability to Training Opinion Leaders**

With society develop, the fission of information weakens the right of discourse, while the role of "opinion leaders" is increasingly prominent. "Opinion leader" refers to an active group often provides information to others and exerts influence on others in interpersonal communication networks.<sup>[6]</sup> At present, ideological educators especially the political instructors should improve their ability to cultivate "opinion leaders". We should make full use of the influential students to make them a bridge to connect class students, a vane to understand class trends and a microphone to spread mainstream values. It is important to pay attention to and give full play to the positive guiding role of opinion leaders.

## **3.3. Building Information Communication Platforms**

### **3.3.1. Build Mainstream Platform**

The emergence of new media has provided educators with a platform for positive interaction with students, effectively avoiding the embarrassment of "face-to-face" communication. The "zero distance" communication can imperceptibly produce positive guidance to students, dispel the dissatisfaction and prevent the negative influence in students' groups. At the same time, students' feedback also provides an important reference to improve the ideological work efficiency in the future. Building an effective information communication platform can also ensure that students receive information in the first time, thereby improving the information transfer of effective and timely.

### **3.3.2. Promoting Effective Communication of Information**

Every ideological and political worker should foresee the great influence of new media on college students. Establishing websites, official micro-blogs, and We-chat are necessary methods to improve the pertinence of thought leading work. Transforming the content of traditional ideological and political traditional teaching into a variety of forms such as text, pictures, voice, video, etc., can attract students to participate. Using the network platform to carry out unique student activities can also enrich campus culture, integrating students' hobbies and education practices into one. Educators can also use the new media platform to conduct a series of lectures, interviews, psychological counseling and other educational activities to enhance the teaching efficiency and make the teaching process more interesting.

## **3.4. Strengthening the Monitoring of Public Opinion on Campus**

The environment is an external factor affecting young people's values. The development of digital revolution has provided opportunities for hostile forces from all sides to deliberately spread

rumors and incite social discontent. To ensure the students' idea and value orientation, we need to improve the control ability of monitoring public opinion on the network. Firstly, educators need to play the role of "gatekeeper" of information, helping students to establish information screening ability and guiding students to make correct value judgments. Secondly, we need to improve supervision and complete net forewarning mechanism so as to handle network public opinion crisis. Under the influence of globalization and information technology, social transformation as well as higher education reforming have brought many negative effects to the colleges, the college online public opinion crisis incident have occurred. We need to pay attention to the crisis and collect information as soon as possible, coordinate the school departments to respond quickly, work in a targeted manner, stabilize the mood of students, and prevent the situation from expanding.

#### **4. Conclusion**

The development of new media technology is a double-edged sword. While it brings great challenges to the the traditional university value leading system, it also brings unprecedented opportunities. Colleges and universities should actively turn challenges into opportunities.

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