Research on the Innovative Path of Education in Ideology and Politics in Universities and Colleges from the Perspective of New Media

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Abstract: Education in ideology and politics in colleges and universities is a complex and open system. College students will be affected by multiple ideologies and multiple values in the context of Internet and new media. However, education in ideology and politics is confronting great challenges. The disorder of information communication, in the context of new media, poses challenges to the authority of education in ideology and politics in colleges and universities. Against the background of new media, the complexity impacts the socialist values of students in universities. Besides, the openness of the new media exerts impact on the contents and styles of education in ideology and politics, thus affecting the effect of education in ideology and politics in colleges and universities. Therefore, concrete and innovative countermeasures are put forward by comprehensively reviewing the influence of complex environment of new media on education in ideology and politics, analyzing difficulties confronting higher educational institutions in aspects of developing new base for the education in ideology and politics in colleges and universities, delivery of socialist core values by subtle use of new media as well as innovation in contents and forms in the education in ideology and politics.

Introduction

The emergence of new media innovates the way and scope of transmission of information, and the diversified center based information dissemination enables diversified ideologies and values to spread in higher educational institutions [1].The complex linguistic context brought by new media produces influence on the idea and values of students in colleges and students. Besides, the diversified ideology erodes students' values and concepts and moral culture. Against the background of complex new media, the traditional way of education in ideology and politics in colleges and universities fails to meet new requirements and new way of research can be adopted for response to the complex linguistic context led by new media, which offers new dimension in research on innovative education in ideology and politics in higher educational institutions.

1. New Media Context: The New Field of Education in Ideology and Politics in Colleges and Universities

1.1 Decentralization of the Background of New Media for Expansion of the Information Sources of Education in Ideology and Politics in Colleges and Universities

New media comes into being in the Internet information age. With the promotion of Internet based information technology, traditional media has been transformed and generates we-media and other communication centers with rich content of information, and legal information and illegal information coexist in the source of information [2].Against the background of new media, spread of information is characterized by decentralization. It is not regarded as a single source of information any more, rather as a multi-centers. Any individual or organization can become a publisher, reeditor and disseminator of information.

According to historical materialism, social consciousness is determined by the existence of society, and education in ideology and politics in higher educational institutions is part of the category of ideology, which is required to satisfy he development requirements of the times. The

centralization of information communication under the background of new media makes information communication more rapid and convenient, and the massive information that is happening in all fields around the world can be accessible on the Internet [3]. It is necessary to cultivate talents in education in ideology and politics in colleges and universities in the new era. The decentralization of new media makes the information providers more diversified, greatly expanding the horizons of college students and the knowledge structure is enriched.

1.2 The Instantaneity of Information Acquisition in the Background of New Media Bridges Education in Ideology and Politics in Higher Educational Institutions

New medias based information transmission is no longer unidirectional, but interactive and dynamic. Information transmission is characterized with instantaneity and interactivity, and college students can exchange their ideas on the Internet [4].With the assistance of new media, education in ideology and politics in higher educational institutions can be conducive to the combination of theory and practice in education, and to integration of hot events, problems and theory to guide students in university to give focus on the objective existence of society, thus reflecting the advance of education in ideology and politics in higher educational institutions with the times. In the context of new media, there are more channels for information acquisition and timely information push. With the help of new media, education in ideology and politics in higher educational institutions can be conducted among college students to break the limitations in time and space in traditional classroom teaching. The features of virtuality and invisibility of the Internet enable college students to speak freely about hot social issues and express their inner pressure. With the help of new media, educators in ideology and politics in higher education institutions can conduct real-time communication with students, grasp the state of students in universities in ideology in time, and solve students' confusions. Students can be organized to discuss hot social issues online, so as to carry out targeted work in education in ideology and politics [5].

1.3 The Richness of Information under the Background of New Media Enhances the Appeal of Education in Ideology and Politics in Higher Educational Institutions

Students in universities are the subjects growing up in the Internet era. They are used to using Internet, new media software for social activities. Videos and pictures of new media are very appealing, which changes the one-way communication approach of traditional information and makes bilateral interaction and multi-directional interaction possible, greatly arousing the enthusiasm of college students for engagement. For a long time, the form of education in ideology and politics in higher educational institutions is the indoctrination of theories. The educators are authoritative and the educated are in the position of passively receiving information [6].College students growing up in the Internet era have more accesses to diversified information channels, and more innovative information is needed to attract college students. Under the background of new media, education in ideology and politics in higher educational institutions is implemented by using new media, including video, audio, pictures, mind mapping and other multimedia tools. Therefore, the ideological and political education for college students is dynamic and easy to understand and makes the education in ideology and politics in higher educational institutions more interesting and vivid.

2. New Challenges Facing Colleges and Universities in Education in Ideology and Politics in Higher Educational Institutions from the Perspective of New Media

The traditional education in ideology and politics in higher educational institutions for students in universities is the indoctrination centered education, ignoring the subjectivity of the recipients. The purpose of education in ideology and politics in higher educational institutions is to cultivate people who have socialist values, agree on socialist ideology, and with social universal moral concepts [7].Under the complex background of new media, the disorder, intricacy and openness of

information communication will lead to a variety of heterogeneous consciousness in the area of ideology, influencing college students' identification with education in ideology and politics to certain extent.

2.1 The Openness of New Media Marginalizes the Subject of Education in Ideology and Politics in Universities

The education in ideology and politics in higher educational institutions is needed for ideological education among students in colleges and universities. However, in the era of Internet and new media, ideology is characterized by diversification, and colleges and universities are more public for students, as a result, more extensive and diversified sources of knowledge and information can be acquired by students, and the subject of education in ideology and politics in higher educational institutions is easily marginalized. With the popularization and application of Internet education platforms and the emergence of high-quality courses such as MOOCS, more and more college students can obtain knowledge through Internet channels, which marginalizes the main function of education in ideology and politics in higher educational institutions.

2.2 The Complexity of New Media Impacts the Authority of Education in Ideology and Politics in Universities

Under the background of new media, education in ideology and politics in higher educational institutions is confronted with a pretty complex environment, and the cultivation of students' values is an important task in education in ideology and politics. In the era of new media, students grow up in a complex environment, their values are impacted to some extent, and the dominant position of socialist core values is affected [8]. In the new media with varied ideas, values, the values of the traditional indoctrination based education methods ignore the initiative of students. The ideology of students is more easily developed in a freedom manner as the spread of information is characterized with trans-territory in different time. Besides, the mainstream ideology of the education in ideology and politics is impacted, which causes certain suspicion among students to the core socialist value and the socialist system. The authority of the education in ideology and politics is challenged.

2.3 The Openness of New Media Has Affected the Ideological and Political Education Content in Colleges and Universities

In the context of new media, diversification of the information content and openness, students in universities can communicate smoothly. During communication, the thoughts of students in universities are affected. The contents in teaching of education in ideology and politics in higher educational institutions are challenged under the new media environment. Besides, the utilitarian nature and pragmatic education in ideology and politics in higher educational institutions impose great challenges to the cultivation of cultural quality and values [9]. In the content of education in ideology and politics in higher educational institutions, too much emphasis is placed on the education of socialist core values and social responsibility as well as the education of political identity. However, against the background of new media, students in university tend to lack the emotional resonance of value identification, which makes it difficult to realize the purpose of education in ideology and politics in higher educational institutions.

3. Innovative Strategies to Improve the Effectiveness of Education in Ideology and Politics in Higher Educational Institutions in the Aspect of New Media

The new media of Wechat, Microblog and customer end has revolutionized the values and propagation modes of education in ideology and politics in higher educational institutions, and enriched the modes and methods of education in ideology and politics, but at the same time, new challenges to the education in ideology and politics in higher educational institutions was brought.

Therefore, it is imperative to combine the characteristics of new media information communication, constantly innovate the path of education in ideology and politics in higher educational institutions, improve the effectiveness of its work, and enhance the effect of ideological and political education for college students.

3.1 To Strengthen the Construction of Ideology and Politics Based Education Content in Chigher Educational Institutions by Using the Massive Information of New Media

Education in ideology and politics needs to cater to the characteristics of students in universities and colleges. Students in universities who grow up in the Internet age pay high attention to and participate in Internet information. Education in ideology and politics should be made by integrating resources and expand the depth the contents in forms of adopting the advantages in contents based communication[10].First, to build a resource sharing platform for education in ideology and politics in higher educational institutions and enrich teaching resources. Under the new media environment, colleges and universities can build a resource sharing platform and insist on specialization and quality in the production of education in ideology and politics in higher educational institutions.

In terms of content sharing, it applies the characteristics of fast transmission and wide terminal network of new media to integrate education in ideology and politics content with information communication of new media, constantly integrating content, and increasing the discourse power of education in ideology and politics in the new media environment. Second, the establishment of ideological and political teaching resources database way enrich the content of education. The way to establish a database for education in ideology and politics in higher educational institutions is to collect course theories and social political hot spots, social hot spots, and political cases, etc. The big data platform is used to analyze students' interests and hobbies, and the big data algorithm is used to form push educational products, which can create personalized educational curriculum services for students.

Third, the non-linear relationship of new media is used to integrate educational resources. The relationship based dividend in new media is mainly for the social circle with common hobbies, interests and cultural values in weibo, WeChat, short video platform. The social circle can be used by higher educational institutions in education in ideology and politics for contents dissemination to form the sporadic spread, which can increase the browsing rate for N times of push of contents. Thus, the appeal of education in ideology and politics is enhanced.

3.2 Two-way Exchange of Mode of Education in Ideology and Politics Based on the Interaction of New Media

The openness, interactivity and permeability of new media enhance the interactivity between publishers and receivers of information and shorten the distance and emotion between information communicators and audiences. In the education in ideology and politics in higher educational institutions, the interaction between the impostor and the college students is not enough. Therefore, a two-way interactive communication mechanism between the subject and the object should be constructed to enable the students to have a sense of identity with the education in ideology and politics in higher educational institutions.

First, to accurately grasp the characteristics of students by making advantage of the interactivity of new media. Under the background of big data, new media platforms are endowed with characteristics in algorithms that can be used to analyze the demands of users and characteristics to realize personalized push in education contents and occupy the advantage of content communication. Second, we should build a network of interactive relationship between the subject and object in education in ideology and politics. The emergence of new media changes the way of communication of information contents in a one-way manner, and a two-way interactive mode of transmission, real-time communication are gradually accepted. Education in ideology and politics in higher educational institutions can be conducted in way of interactive communication by new media, such as the program of Forum in Core Values held by Guangming website. Microblog and Wechat

were used for interaction with audiences. In the process of education in ideology and politics in higher educational institutions, new media can be adopted to realize the push transmission of information and network interaction assisted by WeChat, weibo and other platforms.

3.3 Innovative Ways of Education in Ideology and Politics in Higher Educational Institutions with New Media Visualization

The appearance of new media enables visual tools to be applied to education in ideology and politics in higher educational institutions, which can make education in ideology and politics vivid and interesting. First, new media technology should be applied in the process of education in ideology and politics to effectively give full play of visualization. The adoption of new media to create scene technology, such as the use of H5 technology, VR technology, etc., to enhance students' learning experience in education in ideology and politics. Some of the current Red Revolution education bases are integrated with VR technology, which enables visitors to feel the atmosphere of the revolutionary era and the difficult times of revolutionary martyrs in decision making, which helped the audience to deeply experience and feel in the learning process. Second, MOOCS can be used to expand the application of education App in ideology and politics and push contents in education in ideology and politics. Education in ideology and politics can be implemented by actively using educational apps to enhance its influence.

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