Research Based On The Ideological And Political Education Methods In The New Media Environment

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Abstract: With the continuous development of society, science and technology in China is undergoing rapid development, and new media have gradually been universally used in people's daily life, which facilitates the communication among people. New media is universally adopted in all areas of society, and it also serves as an significant role in the education industry. New media has a greater impact on education in ideology and politics in colleges and universities. The use of new media technology can promote education in ideology and politics with the times. The application of new media offers opportunities for the development of education in ideology and politics in colleges and universities in an innovative manner. This article analyzes the situation of ideological and political education in the new media environment and proposes corresponding strategies to promote the development of education in ideology and politics in colleges and universities.

As the rapid development of Internet technology, modern society is gradually transformed under the influence of new media, which not only changes the way of dissemination of public information, but also has a great impact on education in ideology and politics in colleges and universities, creating the a different development environment. The ideological and political atmosphere created by new media has two sides. First, the new media environment has a greater impact on education in ideology and politics in colleges and universities, and offers a solid information foundation and more educational methods for education in ideology and politics in colleges and universities. The communication among the two is more convenient and faster; secondly, the environment created by the new media also limits the development of education in ideology and politics in colleges and universities to a certain extent. The huge amount of information generated by the new media exerts influence on the authority of teachers in universities and colleges. Quality teaching is also difficult to effectively popularize. Therefore, against the background new media, studying the development of education in ideology and politics in colleges and universities and optimizing the methods of education in ideology and politics have more important significance and functions.

1. Features of the new media

New media refers to dissemination through network digital services based on computer processing technology. New media is a new way for dissemination of information. By comparison with traditional media, new media was capable of disseminating information in a wider range with faster speed. New media has the following characteristics:

First of all, new media has good interactivity and equality. By comparison with traditional media technology, new media can realize the instant dissemination of information. There is no fixed requirement on the way of dissemination of information. People can obtain information through various platforms. Traditional media is the unidirectional spread of information. The disseminator of information and the recipient of the information form an unequal phenomenon. The recipient of the information is only passively receiving the disseminator's information, but the recipient of the information cannot Convey your opinions to the disseminators of information. As information disseminators, new media provides a communication platform for information recipients, making the two in a relatively equal position, thus ensuring the two-way transmission of information.

Secondly, new media has two characteristics: openness and privacy. Due to the limitation of
communication channels and speed, the information development and privacy of traditional media are relatively poor. However, new media can realize the instant dissemination of information, and people can obtain all kinds of information very quickly and apply the information obtained on various platforms. In the Internet environment, everyone can become a disseminator of information, and of course as a receiver of information, so the secrecy of information is gradually increasing.

The third new media has strong individual characteristics, which can satisfy the requirements of most people. The wide application of new media enables people to communicate in real time without restriction in time and space. Therefore, new media could better meet the growing needs of people and enable them to get a better information service experience [1].

2. Education in ideology and politics in colleges and universities against the new media era

(1) Educational methods are more diverse

In Education in ideology and politics, teachers are required to conduct face-to-face education in ideology and politics for students at a specific time and place, and transmit knowledge in ideology and politics to students. In the new media environment, the traditional education model has been broken. Teachers can adopt modern information technology to teach students online in the form of online videos. Teachers can conduct communication with students based on the information exchange platform, which is not subject to time and space, as a result, teachers are encouraged to carry out education in ideology and politics after class. The themes of education in ideology and politics, WeChat public account, Weibo big V account, Douyin anchor account, and Bilibili Up host have also become effective supplements for daily education in ideology and politics, which are instant, extensive and visible. The advantages. The growing modern new media technology exerts the positive influence on education in ideology and politics in colleges and universities, and offers diversified educational methods for education in ideology and politics in colleges and universities.

(2) Teaching methods are more varied

Under the influence of the traditional education model, teachers stand on the stage to conduct unilateral knowledge dissemination to students, which to a certain extent also impedes the development of education in ideology and politics in colleges and universities, not only restricting the location, but also hindering the volatilization of students' thinking. New media can offer a good development environment for education in ideology and politics. Teachers can carry out online teaching in ideology and politics with students through the network information dissemination platform, no longer restricted by time and place, and students can also give feedback to teachers through the communication platform, So that teachers can adjust teaching content and methods according to students' conditions.

(3) More in-depth teacher-student exchanges

Under the traditional teaching model, certain communication gap exists between teachers and students. Because students are concerned about certain factors around them and their own psychological reasons, they cannot convey their true ideas to teachers, which affects the thinking of colleges and universities to a certain extent and the efficiency in political education. New media has created a way of communication between teachers and students without face-to-face. Students can let go of their worries and express their true thoughts in a virtual communication environment. Therefore, the application of new media in education in ideology and politics in colleges and universities has created conditions for in-depth exchanges between teachers and students, so that education in ideology and politics can be carried out better [2].

3. Problems in the application of new media in education in ideology and politics

(1) Insufficient content and form of in education in ideology and politics in colleges and universities

The traditional teaching methods of education in ideology and politics in colleges and
universities include classroom teaching, lectures, etc. However, the teaching fails to satisfy the needs of students, and students have little choice. Although new media has applications in education in ideology and politics in colleges and universities, its effect proves to be not ideal. Although the traditional ideological and political education model has improved, it still fails to meet the needs of students. The reform of teaching methods for college teachers is relatively slow, and the application of new media technology in college education in ideology and politics is not flexible. In addition, when applying new media technology to teach, teachers often just copy the traditional teaching content into the teaching, and the teaching content has not kept pace with the application of technology in new media, which makes the content and form of college education in ideology and politics exist. Seriously insufficient.

(2) The student's dominant position is not reflected

The adoption of new media in education in ideology and politics in colleges and universities has facilitated the practice of education in ideology and politics in colleges and universities. However, in the process of applying new media technology, teachers still retain traditional teaching concepts and lack awareness of new media. The utilization of new media as a tool for imparting knowledge has not given full play to its role. New media can be adopted by students to carry out education in ideology and politics, which is still unilaterally conducted by teachers. The process of mutual exchange between students and teachers is lacking. The main status of students has not been reflected, and students cannot participate in learning in ideology and politics well. In the process, initiative cannot be brought into play.

(3) Imperfect management system

The application of new media gives more connotation to the information content of education in ideology and politics in colleges and universities, and at the same time, a large amount of information has also caused a certain impact on education in ideology and politics. The information brought by the new media has the characteristics of openness and privacy. A lot of information needs to be authenticated before it can be transmitted to students. However, the ability of students to identify information is relatively poor. When the management system is not perfect, students are vulnerable to the impact of various information in the online world, which affects students' emotions, causes great harm to students' physical and psychological health, and even affects life of students and study[3].

4. Means of education in ideology and politics against the new media era

There are certain deficiencies in the adoption of new media in education in ideology and politics in colleges and universities, which affects the role of new media technology in education in ideology and politics. Teachers need to create methods for education in ideology and politics, bring out the positive side of new media, and be positive to students in education in ideology and politics.

(1) Building a campus platform through new media technology

In the new media environment, higher requirements are needed on the teaching ability of college teachers in ideology and politics. Teachers not only need to strengthen their own teaching ability, but also need to be proficient in new media technology, teachers should be sensitive to the application of new media, and be able to use it better. New media technology for teaching. New media environment should be improved in universities and colleges, and a new media platform should be independently built by colleges and universities so that a new media information collection and transmission system can be developed, to give full play of the advantages of new media technology, enrich and improve new media education content, and innovate education forms.

(2) Establishment of a wholly new media supervision system

To establish a wholly new media supervision system, two aspects need to be given focus. One is the construction of the supervision system and the other is the construction of the supervision team.
When establishing a complete new media network supervision system, it is necessary to stipulate corresponding management regulations in accordance with the school’s own situation, establish an effective information management system, identify and filter bad information, and strictly implement the information approval system to ensure that new media Complete construction of the information system. Regarding the supervision team, to establish a good new media environment, a good faculty team is needed. The threshold for teacher recruitment must be raised, and teachers are required to have higher abilities. For the existing teaching team, strengthen training and strengthen work in ideology and politics. The construction of political culture and moral quality enables teachers to become good role models and play a role.

(3) Innovating methods for education in ideology and politics in colleges under the new media environment

To innovate methods for education in ideology and politics, one is to adopt new media technology to create real-time communication and mutual communication teaching channels in colleges and universities, so as to strengthen student participation, so that teachers can master the ideological status of students and political demands in a timely manner, which is conducive and efficient to carry out education in ideology and politics. The second is to strengthen the utilization of new media, give full play to the influence of new media, develop a variety of cultural and sports activities with the help of new media technology, integrate the values of education in ideology and politics into campus cultural and sports activities, and take advantage of the role of education in ideology and politics in universities. The third is to build after-school practical activities through new media network resources, and use practical cases to strengthen students’ learning impression.

Conclusion

As the continuous development of social economy and the continuous deepening of reform in education, new media technology has become a channel for the reform and innovation of education in ideology and politics in colleges and universities. In the new media environment, education in ideology and politics in colleges and universities has ushered in opportunities for innovation, but also faces certain challenges. Therefore, it is very important to innovate ideological and political education methods in colleges and universities. In order to strengthen education in ideology and politics and teaching, it is necessary to innovate methods in education. The key is to strengthen the dominant position of students, establish a sound supervision system, develop a new campus media platform, identify and filter the bad information disseminated by new media, and give play to the new Media technology is positive, creating a good new media environment and creating a healthy environment for education in ideology and politics in colleges and universities. Do a good job in the construction of new media, make the education in ideology and politics in colleges and universities better carried out against the new media era, and promote the development of education in ideology and politics in colleges and universities.

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