On The Role Of New Media In College Students' Ideological And Political Education

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Abstract: In recent years, with the continuous improvement of my country's scientific and technological level, NM have begun to penetrate into university education, and occupy a more important position in university ideological and political(IAP) education. The purpose of this article is to study the role played by the ideological and political education of college students under the continuous development of NM. In this study, I collected and read relevant research materials about the NM in the IAP education of college students in various ways, studied the relevant literature of experts and scholars at home and abroad, and discussed the main classifications and NM on the basis of relevant theories. Characteristics. In the end, the comparative method was used to compare traditional media with contemporary NM. Through a simple sample survey of the University of Political Science and Law, a questionnaire was used to understand the role of NM in IAP education in universities. The characteristics of IAP education of contemporary college students in the era of NM and NM. Experimental research results show that teachers need to fully understand the application of NM, continue to combine the commonness and characteristics of the development of college students, effectively use the corresponding NM tools, and continuously improve teaching methods.

1. Introduction

With the development of education informatization, IAP education in colleges and universities also needs the assistance of NM technology, which can make IAP education have a "qualitative" leap [1]. In the past, the teaching model used to be classroom teaching, one-on-one talks, meetings, etc. These methods can certainly solve the confusion encountered by students in learning and life, but they cannot widely spread the content of ideology and politics. Students who are similarly confused share information, the efficiency is not high, and the work is repetitive and heavy [2]. The emergence of NM has given the IAP Education course a broader development prospect, and has provided opportunities for information integration, production, and dissemination to Ideological and Educators in universities and colleges [3].

If the quality of IAP courses is to be greatly improved, we must take an innovative route. The comprehensive ideological and moral qualities, practical ability and values of students are important factors influencing social progress and development [4]. It is necessary to take the educational concept as the starting point and make full use of the NM platform to innovate traditional teaching [5]. Combined with the requirements of the development of the times, the NM platform is used to enrich and develop the theoretical content of IAP teaching courses [6]. Although NM can help university IAP teaching, everything has two sides, and NM also has its bad side [7]. The networked society makes students obtain a wide range of information sources, and the authenticity and health cannot be effectively guaranteed, which also brings difficulties to university IAP education [8].

On the one hand, the duality of NM is reflected in that NM provides new ways and methods for the self-development and growth of college students, but at the same time, this environment also makes college students' IAP education face huge challenges. The emergence and application of NM can make the development of IAP education in colleges and universities more convenient.

Compared with traditional media, the use of NM is more convenient [9]. Users only need to communicate with the outside world through a mobile phone and a computer, which greatly improves the efficiency of information dissemination. And the IAP education for college students can effectively use the advantages of NM, so that college students can enjoy personalized IAP education without being restricted by time and place. At the same time, due to the diversity of NM, text, pictures, videos and other forms of information dissemination can make IAP education more infectious [10].

2. Method

2.1 Constructing a NM platform for IAP education in universities

The emergence of NM has provided new opportunities for the development of IAP education. Efficient IAP education must fully understand the characteristics and operating methods of the NM platform, and organically integrate the construction of NM culture with IAP education. Promote the development of IAP education in colleges and universities by improving the application ability of NM technology. Taking several NM platforms commonly used by college students as an example, on WeChat platforms, colleges and universities can publish campus newsletters and social hot spots through WeChat public accounts and enterprise accounts. It is helpful to establish the correct outlook on life, values and world view of the college student group by guiding the public opinion and cultivating the value concept through a relatively broad platform covering these college student groups.

2.2 Constructing a network platform for IAP teaching

In the context of the new era, the daily lives of students are affected by network information technology, and multimedia devices have become a part of students' lives. Therefore, in the process of incorporating NM into the IAP education of college students, students at this stage should be catered to. The characteristics of life, through the establishment of an online platform or WeChat public account, let students actively participate and get more learning opportunities online, teachers can also use this platform to answer students' questions and strengthen interaction with students, Further promote the development of IAP education for college students. The rapid spread of information on the online platform can enrich the learning content of students. Students can use fragmented time to collect relevant knowledge of IAP education according to their own interests and hobbies, and ultimately improve their own ideological and moral quality.

2.3 Use NM for effective IAP education

In the course of daily college students' IAP education activities, we must pay attention to the innovation and development of educational ideas, and give innovative elements to the content and form of education. We should actively use the NM platform to carry out theoretical education with hot-spot political information as an entry point. Through the construction of network information exchange channels, students can interact in a timely and effective manner, and students can obtain relevant political information at the first time. Feedback different opinions in time to promote the effectiveness and pertinence of IAP education.

3. Experiment

3.1 Respondents

In order to be able to deeply analyze the role of NM in IAP education of college students, this article selects two classes of students from the University of Political Science and Law for comparative experimental research, which is divided into traditional classes and control classes, including 35 in traditional classes and 35 in control classes. . The traditional class adopts the traditional IAP teaching method, while the control class uses the NM platform for teaching. Adopt a comprehensive research method to summarize, refine and summarize the obvious characteristics

and unhealthy tendencies of current college students' IAP education. Comprehensive use of relevant knowledge and methods of communication, psychology, sociology, ethics, pedagogy, and IAP education.

3.2 Experimental design

By interviewing some students and working teachers of the University of Political Science and Law, interviewing according to the questions set by the realization, they can basically understand the situation of IAP education of the students of the University of Political Science and Law. In this paper, through the questionnaire, the questionnaire will take the meaning of NM and related issues as important research questions. After consulting and collecting the relevant information, it carried out specific research and analysis. The questionnaire needs to be self-filled and is divided into two parts. One part is a survey on the basic situation, and the other part is a real survey on the specific usage of the NM. All the 100 questionnaires recovered this time are valid questionnaires.

4. Results

4.1 Statistics of questionnaire survey

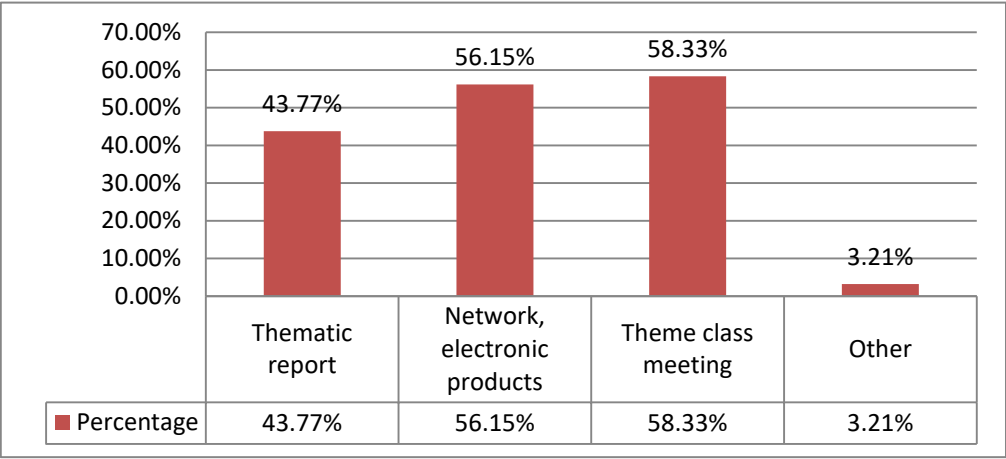| Percentage	Thematic report	Network, electronic products	Theme class meeting	Other
	43.77%	56.15%	58.33%	3.21%

Figure 1. The way schools carry out IAP education

According to Figure 1, in the survey, it was found that 56.15% of college students hope to use the Internet, MSN, electronic information technology and other methods to study and practice IAP education, and 58.33% of college students feel that the theme class meetings, lectures, debates, etc. IAP education may be better. 43.77% of college students think that the special report may be more suitable.
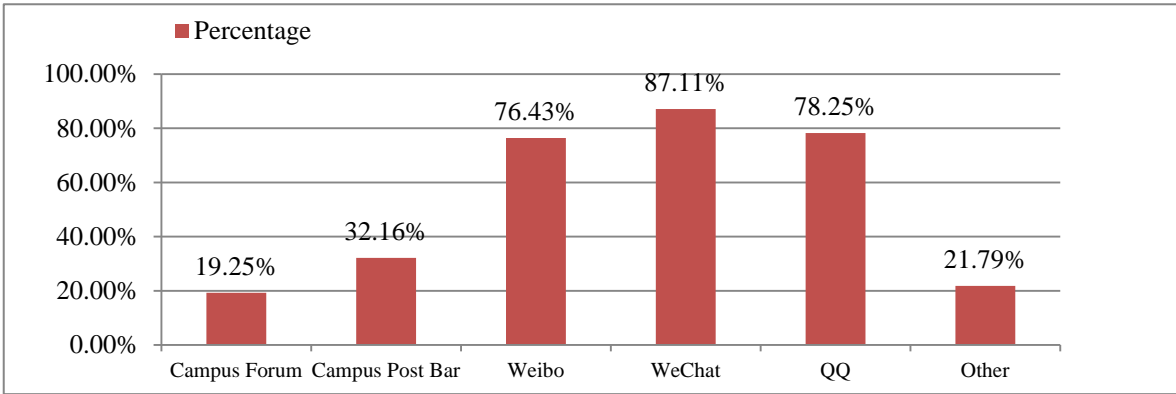

Figure 2. Statistics of NM applications in IAP education management

The statistics of the application of NM in IAP education management are shown in Figure 2. In today's daily life, QQ and WeChat are commonly used communication software for college students, which in turn leads to the application of IAP education in these two applications. The process is

very popular, accounting for about 87.11%. Second in the list is Weibo, one of the most popular NM software. When conducting IAP education, most colleges and universities use Weibo to publish ideological and educational documents and educational videos. After that, the students in this class were notified through the QQ and WeChat class groups, and universities accounted for 76.43%.

Table 1. Practice teaching feedback statistics

	NM Teaching Method	Student factors	Teacher factor	NM application is not perfect
Traditional class (N=35)	22	5	4	4
proportion	62.8%	14.2%	11.5%	11.5%
Experimental class (N=35)	28	3	3	1
Proportion	80%	8.5%	5.75%	5.75%

As shown in Table 1, after a stage of experimentation, the students in the experimental class showed a strong interest in learning the IAP courses using the NM teaching method, and the number of people who were very interested and interested had greatly increased. This shows that the use of activity teaching in this course enhances students' enthusiasm and interest in learning IAP knowledge, and at the same time fully reflects the student-centered teaching thought of this activity promoting development. In the process of completing the various learning activities carefully designed by the teacher one by one, students have greatly mobilized the students' internal learning motivation, and it also shows that activity teaching has a higher advantage than traditional teaching in increasing students' interest in learning.

4.2 The role of NM in university IAP education

We can check the latest news and the knowledge points we need through public platforms such as WeChat and Weibo. We can receive current political information from a short distance. By accepting advanced thoughts in time, it is conducive to improving students' IAP level. First of all, it helps to improve the efficiency of IAP classroom. The use of NM by teaching teachers can stimulate students' interest in learning, enhance students' understanding of knowledge, and improve classroom efficiency; college students can shorten the learning time by using NM.The knowledge points and allusions used by teachers during teaching are not necessarily students It can be fully understood, but after the class, you can query the various required information through the network, which is not only accurate but also helps to enhance your own understanding. Secondly, it can provide high-quality talents to the society. By introducing NM into the IAP classroom, students' understanding of the IAP curriculum knowledge can be improved and their self-cultivation can be deepened. Taking advantage of the NM's widespread admiration by students, and popularizing IAP ideas to students in their spare time can improve their IAP levels. The wide application of NM in IAP classrooms and campuses has facilitated the school's education of ideology and concepts for college students, and has helped to provide high-quality talents to the society.

Use campus official website to cultivate students' IAP awareness. University IAP education is the use of certain ideological concepts, political viewpoints, and moral standards to exert purposeful, planned, and organized influence on college students, so that they can form social practice activities that meet the ideological and moral requirements of a certain society. Improving students' IAP qualities is the teaching requirement of IAP courses, and it is also the teaching goal that the school should achieve in the process of teaching and educating people. In order to improve the IAP level of college students, the school can actively use the campus official website to update the advanced deeds in the society and the latest international political situation on the school official network in a timely manner.

4.3 Use NM to educate college students

First of all, in the era of NM, many NM tools are widely used and popularized, which requires university IAP teachers to be proficient in the use of NM, but in actual IAP teaching, the proportion of teachers who can use NM proficiently is small , Some teachers are unable to meet the relevant requirements. Therefore, university IAP teachers should fully master the NM, be proficient in using multimedia tools, study carefully after work, and earnestly study through these channels to deepen communication with students and gain a deeper understanding of students. Secondly, when conducting university IAP education, it is necessary to use NM correctly and in a targeted manner, give full play to the advantages of openness of NM, and timely understand and master the changes of students' thoughts, so that IAP education can achieve twice the result with half the effort. Third, university IAP teachers should fully understand and proficiently apply online thinking and online language, express their teaching experience and management methods in the form of online language, and guide and guide students patiently to make them easier to accept and improve thinking. The efficiency and quality of political education. Finally, university IAP teachers should focus on and cultivate the opinion leaders of college students. In actual life and learning, there are often some students who are reticent and unspoken, but they can fully express their ideas and opinions on the Internet. They set an example and imitate their behavior. This is the network opinion leader. However, there are two-sidedness of leader-type figures. If the behavior and words of the leader-type figures are correct, it will have a positive impact on students' IAP education. If the behavior and words of the leader are wrong, the consequences will be unimaginable. Therefore, university IAP teachers should focus on guiding and cultivating such people.

4.4 How to use NM for IAP education in colleges and universities

University teachers and students are a huge quantity system, and the communication between students and teachers is limited to classroom teaching or other class activities, and the communication between students and students is only limited to the scope of the class, of which the dormitory is the unit The best relationship between classmates is usually in a dormitory, which is the deep feelings established after the morning and evening. Many classmates will not have too many intersections during the university. The students of the same university will only accidentally meet after many years of college graduation. They will find that they have studied together in a school to deepen their feelings. These problems are concentrated. The shortcomings of students' interpersonal communication activities at the university are too low and the communication channels are too single. In this regard, you can use NM and use social software such as WeChat and QQ to establish various school-wide groups, including class groups, college groups, hobby groups, learning exchange groups, etc. In order to deepen the frequency of communication between students, form a good atmosphere of mutual influence and mutual learning. Everyone has the consciousness of "seeing the virtuous and thinking together", especially the college students who are full of enthusiasm and pursuit of progress. In the exchange, they will find more active thinking and abilities of all parties are stronger than their other classmates. This excellent student learns to expect to reach the same level as outstanding classmates. In this way, while the NM play the role of expanding the interpersonal relationship of students, the purpose of IAP education is achieved through the mutual influence between students.

Conclusion

The application of NM has changed the learning methods of college students and optimized the teaching mode of university teachers, which is conducive to teachers' full understanding of students' thoughts and improves the teaching effect. However, if it is not used correctly, it will directly guide students to form a wrong world outlook, life outlook and values. Therefore, the correct NM is the product of the times, and it can effectively share the continuous information on the public platform, which can realize the zero-time spread of information. Students' understanding of massive theoretical knowledge points, social information, national form information and other types of

knowledge can enhance their own understanding of IAP classroom knowledge, improve classroom learning efficiency, and improve their IAP level. The use of NM is very important There are more advantages and benefits of NM education.Its use in the IAP Education classroom can not only enrich the teaching content, but also change the teaching ideas, especially under the NM, the speed of information spread is faster and the scope is wider. Acquiring knowledge content is more comprehensive, and college students' understanding of knowledge will be more profound.

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