

The Narrative Turn of Ideological and Political Education in Universities Driven by Virtual Reality Technology Value Construction

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Abstract: Virtual reality technology (VR), as an important representative of the development of modern information technology, has had preliminary practice in ideological and political education in some universities, forming a virtual situational experiential teaching model, effectively enhancing the attractiveness, infectivity, and persuasiveness of ideological and political education in universities. Looking back at the narrative history of ideological and political education in Chinese universities over the past century, with the development and application of information technology, the narrative methods of ideological and political education in universities have gradually shifted from single to diverse, from static to dynamic, and from silent to sound. The content of ideological and political education narrative is also more specific, infectious, and contemporary, making the methods of ideological and political education in universities more vivid and effective.

Keywords: Ideological and Political education; Virtual reality technology; Narrative; Value Construction

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1.1 From Text to Data: The Shift of Narrative Symbol Carrier in Ideological and Political Education

The integration development of new media places panoramic narrative symbols symbolizing the rationality of the times, such as pictures, videos, and audio, into virtual reality technology, which to some extent enriches the diversified expression of ideological and political education. However, no matter how the traditional expression of ideological and political education changes, text has always been the most basic and core narrative symbol of "content is the king", driving the overall narrative process of traditional classroom ideological and political education. Therefore, the expression effect of traditional classroom ideological and political education generally tends to be flattened. While removing the complexity of ideological and political education narrative, traditional classroom ideological and political education also loses more narrative possibilities. Unlike text, data symbols driven by virtual reality technology have a more multidimensional and broad connotation. The overall promotion of the narrative process of ideological and political education in universities driven by virtual reality technology has shifted from static associations like text to dynamic interactions of different forms of data technology symbols.

1.2 From Real to Virtual: The Transformation of Narrative Communication Field in Ideological and Political Education

Driven by virtual reality technology, the function of symbolic media has been weakened, the spatiotemporal barriers in the field of communication have been broken through, and the immersive communication field has been restored as a part of the ideological and political education environment. The virtual field organically integrates ideological and political education teaching with virtual reality technology, and can set various simulation themes according to the knowledge needs of college students, creating an "immersive" educational field, "virtualizing the formation process of abstract principles and concepts into intuitive and perceptible situations." This not only fits the learning and thinking characteristics of college students, but also effectively stimulates their internal motivation for