Exploration on the Application of Ideological and Political Education in Colleges and Universities under the New Media Environment

Xiaoru Hong

College of Life Science, Longyan University, Longyan 364012, Fujian

Abstract: With the rapid development of new media technology, ideological and political education in colleges and universities is facing unprecedented opportunities and challenges. Through the multi-dimensional analysis of the application of ideological and political education in colleges and universities under the new media environment, this paper aims to explore its specific practice in the transformation of traditional teaching mode, the renewal of educational content and the innovation of interactive mode. First of all, it evaluates the far-reaching influence of the new media environment on the ideological and political education in colleges and universities, including the acceleration of information dissemination, the explosive growth of the amount of information and the change of the interactive mode of ideological and political education. Secondly, it analyzes the innovative application examples of new media tools such as social platforms, online classrooms and online educational resources, multimedia and interactive teaching software in ideological and political education. Finally, the main methods of constructing the new media communication system of ideological and political education in colleges and universities are put forward to meet the educational needs of the digital age and improve the quality and communication efficiency of ideological and political education.

Keywords: Ideological and political; New media environment; Teaching measures

Introduction:

Under the background of the rapid progress of information technology in the 21st century, new media has become a key factor affecting the pattern of higher education. In the field of ideological and political education in colleges and universities, the new media environment has brought subversive changes to the way of education. This change not only reshapes the path of knowledge dissemination, but also redefines the model of teacher-student interaction. Facing the challenges and opportunities brought by new media, colleges and universities urgently need to explore and practice new ideological and political education paths to cultivate socialist builders and successors who meet the requirements of the times. This paper will systematically analyze the application practice of ideological and political education in colleges and universities under the new media environment, in order to provide useful exploration and reference for the combination of theory and practice.

1. The influence of new media environment on ideological and political education in colleges and universities

1.1 Shaping Students' Ideological and Political Attitude on the Characteristics of New Media

New media has a profound impact on the learning and lifestyle of college students with its fast, convenient and interactive features. In this environment, students have more extensive channels to receive information, faster update of ideas and concepts, and more diverse political attitudes and values. Due to the strong penetration and dissemination speed of new media, information can be spread quickly without screening, which brings unprecedented challenges to the ideological and political education of college students. For example, the collision of various viewpoints on the Internet may impact students' world outlook, outlook on life and values, and ideological and political education in colleges and universities needs to update educational content and methods in time to adapt to the characteristics of new media and correctly guide students to establish a scientific world outlook [1].

1.2 Innovation of Ideological and Political Course Content and Teaching Methods in Universities

The new media environment requires synchronous innovation of ideological and political education content and teaching methods in colleges and universities. The traditional classroom teaching model has been unable to fully adapt to the learning needs of contemporary students. Ideological and political course teachers can combine traditional course content with new media, such as through micro-movies, micro-classes, online discussions, etc., to make ideological and political education more vivid, specific, close to students' reality, and enhance the attractiveness and effectiveness of ideological and political education. At the same time, with the help of new media platforms to carry out diversified teaching activities, such as online debate competitions, virtual simulation of social practice, etc., can not only broaden students' knowledge horizons, but also exercise their independent thinking and critical thinking skills.

1.3 The Transmission Path and Effect Evaluation of Ideological and Political Education in Universities

The new media environment has greatly enriched the dissemination of ideological and political education in colleges and universities, and also put forward new requirements for its effect evaluation. New media platforms such as campus websites, forums, social networks, etc. have become important channels for the dissemination of ideological and political education content. The communication between teachers and students is more immediate and interactive, and the timeliness and coverage of ideological and political education have been greatly improved. However, this also requires educators to evaluate the effect of new media communication more accurately, and quantitatively analyze the participation and feedback of students through data analysis and other means, so as to adjust and optimize education strategies in time to ensure the quality and quality of ideological and political education. effectiveness.

2. Application Examples of New Media Tools in Ideological and Political Education

2.1 Application of 2.1 Social Platform in Ideological and Political Education

In the new media era, social platform has become an important position of ideological and political education in colleges and universities. Through social media such as WeChat and Weibo, teachers can communicate and interact with students more directly, and realize the innovative dissemination of ideological and political education.

2.1.1 The combination of WeChat public number and ideological and political course content

Many colleges and universities have created their own WeChat public numbers for ideological and political courses, through which they push information related to the courses, interpretation of knowledge points, analysis of current affairs and politics, etc. For example, when discussing "socialist core values", the public number of ideological and political courses in a university not only provides theoretical articles, but also includes vivid case studies and interactive questions and answers, which makes abstract theoretical knowledge concrete and life-oriented. It is convenient for students to understand and absorb [2].

2.1.2 Microblog topics and large-scale online seminars

On Weibo, teachers and students can discuss hot news or social phenomena. Some colleges and universities use the micro-blog topic function to organize teachers and students to participate in large-scale online seminars. For example, by creating the topic of# contemporary college students' responsibility and responsibility#, students are encouraged to express their views around the topic, so as to deepen the understanding of social responsibility and personal responsibility in the discussion, and promote the realization of ideological and political education goals.

2.1.3 The use of social platforms for extracurricular ideological and political activities

In addition to classroom teaching, social platforms are also used for extracurricular ideological and political activities. For example, on special anniversaries, colleges and universities will organize online theme activities, such as "Anti-epidemic Hero Story Sharing", "Red Story Relays", etc., so that students can deepen their understanding of history and reality. Students share on social platforms by shooting short videos and writing pictures and texts. These activities greatly stimulate students' enthusiasm for participation, and expand the influence of ideological and political education through interactive communication among students.

2.2 The use of online classroom and online education resources

Online classroom and online education resources, especially MOOCs (Massive Open Online Courses), provide unprecedented convenience for ideological and political education in colleges and universities. Specific measures are as follows:

2.2.1 To build a systematic network classroom system

Colleges and universities can build a network classroom system covering different ideological and political topics. This system can include courses dedicated to the basic principles of Marxism, courses to explore the theory of socialism with Chinese characteristics, and courses to analyze current affairs and politics. These courses can be designed and developed by the school's ideological and

political education team, or they can cooperate with other universities and share resources.

2.2.2 Integration and optimization of online education resources

Integrate existing MOOCs resources with self-developed online educational content to create a centralized, easily accessible repository. For example, establish a special online platform to provide videos, lecture notes, interactive questions and answers of ideological and political courses to facilitate students' autonomous learning. At the same time, the content is updated regularly to ensure the timeliness and accuracy of the information [3].

2.2.3 To carry out the combination of online and offline mixed teaching.

Using MOOCs and online classroom resources for pre-teaching, students learn independently through the network platform before class, and then discuss, ask questions and in-depth analysis in class. This "flipped classroom" model can better mobilize students 'active learning enthusiasm and improve classroom efficiency.

2.3 The Use of Multimedia and Interactive Teaching Software

In the new media environment, multimedia technology and interactive teaching software provide rich forms and interactive means for ideological and political education. The following are some specific practices that college ideological and political teachers can take:

2.3.1 The production and application of multimedia courseware

Ideological and political teachers should master the skills of making multimedia courseware, and display the traditional curriculum content through PowerPoint, Prezi and other software combined with pictures, videos, audio and other multimedia elements. This form can not only attract students' attention, but also help students better understand and remember abstract political theories.

2.3.2 Using interactive teaching software to enhance classroom interaction

Use such as Kahoot! Interactive teaching software such as PollEverywhere, instant question and answer, voting or group competition in the classroom. These activities can stimulate students' enthusiasm for participation and enable them to learn ideological and political knowledge in a relaxed and pleasant environment.

2.3.3 The use of simulation situation teaching

In the actual teaching process, teachers can use multimedia technology to create simulated situations, allowing students to experience specific social roles or historical events in a virtual environment. Through situational simulation, students can have a deeper understanding of the application of socialist core values in practice, as well as the practical significance of various political theories.

2.3.4 Using data analysis tools for teaching feedback

Combined with the data analysis function of multimedia interactive teaching software, the performance data of students in the learning process, such as participation, correct rate, etc., are collected for teaching feedback and evaluation. Accordingly, the teaching strategies are adjusted to provide personalized counseling for students with poor learning results.

3. Conclusion:

In summary, through the in-depth analysis of the application of new media tools in ideological and political education, this paper discusses how to use these tools to improve the quality of teaching, and how to build an efficient ideological and political new media communication system. Colleges and universities need to actively adapt to the development of new media, innovate educational contents and methods, constantly stimulate students' interest in learning and critical thinking ability, and strengthen their sense of social responsibility.

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About the author:

Xiaoru Hong , 1993.1, female, Han, Nanan, Fujian, master's degree, graduated from Xiamen University, teaching assistant, research direction: ideological and political education