

Study on the Path of Ideological and Political Education for University Students in the Era of Media Integration

Chunmei Chen, Qingqing Han

Teachers College, Jimei University, Fujian, Xiamen, 361021

Abstract: Due to the quick advancement of science and technology, university students' political and ideological education in the age of media convergence exhibits "whole process, holographic, full staff, full effect" traits. It is both an opportunity and a challenge for universities to use new media to promote ideological and political education. In the all-media context, society, universities and teachers should work together to continuously optimize the ideological and political education of university students and improve the effectiveness and pertinence of ideological and political education in universities.

Keywords: Media convergence; University students; Ideological and political education

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University students face a larger challenge to their ideological and political education since they are in a vital stage of developing their life outlook, values and worldview, and because they lack some of the skills necessary to recognize and navigate the virtual network world. "Promoting media integration and development, maximizing and strengthening mainstream public opinion," Xi Jinping, the party's general secretary, noted: "Promoting media integration and development, maximizing and strengthening mainstream public opinion, consolidating the common ideological foundation of the whole party and the whole nation for unity and struggle [1]."

1. The connotation of media convergence and its contemporary characteristics

1.1 Connotation of media convergence

The renowned American academic Nicholas Negroponte initially put up the idea of "media convergence" in 1978 [2]. A new model known as "media convergence" was developed in the context of diverse information transmission channels. It successfully combines new and traditional media channels, including the Internet, mobile devices, and handheld smart terminals, with media channels like radio, TV, and newspapers. This allows for resource sharing and centralized processing and produces a variety of information products that are distributed to audiences across various platforms [3].

1.2 The Zeitgeist of Media Convergence

1.2.1 Interactive communication and full participation

By achieving "zero time difference, all-around, homogenized interaction," the "borderless" style of information interaction has transformed the "discontinuous" communication method of traditional media, creating a fully interactive information field [4]. "Zero time difference, all-round and homogenized interaction" is realized through the "diversified" communication technique of traditional media, creating a fully interactive information field.

1.2.2 Resource integration and open sharing

Resource integration is the process of combining the best aspects of new and conventional media to make the most use of available resources. Because it is interactive, it also allows for the effective presentation of the advantages of each type of media, including

flexibility and broad coverage. In the age of media convergence, information conveyor can express their own opinions as well as those of others, and they can also forward those opinions across numerous media platforms.

2. The Challenges of Ideological and Political Education for university students in the Era of Media Convergence

2.1 Social level

2.1.1 Weakening the influence of mainstream ideology

Conventional media is used more in the way of newspapers, television, books, and other carriers to spread positive, upbeat energy content than in the way of ideological and political instruction. The introduction of new media has altered the disadvantages of traditional media dissemination. University students now have more access to knowledge concerning ideological and political education due to the combination of audio, video, and other resources that new media can provide.

2.1.2 Shifting roles of the audience side and the media side

The quick integration of diverse new media encourages the quick spread of information and facilitates quicker and more convenient interpersonal interactions. The media side of traditional media experiences limitations in audience size, expensive information gathering costs, and an inability to communicate with the public in a timely manner due to variables including time, place, environment, and temperature. The new media attain a large audience, real-time interaction a low cost of information gathering, and a better degree of optimization of the inadequacies of traditional media.

2.2 Universities level

2.2.1 Lacking the relevance of teaching materials

Ideological and political education in China's universities is facing the challenge of creating a campus cultural atmosphere through information dissemination channels, which makes it difficult to attract students' high attention in order to attract them to participate in it, and therefore it is difficult to realize the purpose of ideological and political education for students in these colleges and universities [5]. In the era of media convergence, many colleges and universities have begun to require teachers to use new media to carry out ideological and political education for students. And the ideological and political education materials in colleges and universities generally lack relevance. University students have great interest in and identity with the content spread by new media.

2.2.2 Teaching and learning vehicles is not sufficient intergration

In the current ideological and political education activities of universities, new media will be more often used to carry out these activities in order to improve the participation and enthusiasm of students. Due to a lack of experience, many universities fail to give full play to their advantages in media integration. There are few professionals among the management staff operating accounts in universities, and there is a lack of organization and a lack of cutting-edge in the construction of publicity platforms.

2.3 Teacher level

2.3.1 Concepting knowledge does not keep up with the times

University students' network ideological and political education work is a kind of network virtual practical activity that actually has a strong purpose under the trend of media integration. [6]. The idea of virtual development is a very important part of network ideological and political education. At present, teachers in universities do not show the ideological and political content in video, pictures, sound, and other virtualized ways in the network when they teach ideological and political education to university students. The ideological and political knowledge reserves of some teachers are not rich, and they lack the updating and replacement of conceptual knowledge.

2.3.2 Teaching methods do not keep up with technological innovations

Under the environment of media integration, the Internet has become an extension of real life and the main channel for university students to obtain various types of information. Some college teachers have a single teaching method and lack innovative means to improve students' participation in the classroom. The process of students lack of active thinking and finding problems, resulting in the ideological and political classroom; classroom management is more difficult. Another problem is the low level of new media technology. Form the content of books to PPTs, the mastery of modern information technology is not skillful.

3. Countermeasures Suggestions for Ideological and Political Education of university students in the Era of Media Convergence

3.1 Social level

3.1.1 Guiding the value orientation with Marxism and socialist core values

Marxism has altered the path of world history since its inception and had a profound effect on the globe, particularly on China's history. It is the scientific reality that directs human society's progress and the road map for modern China's growth. The socialist core

values offer the principles for upholding and advancing socialism with Chinese features as well as the highest possible coefficient for fostering social cohesion. Therefore, we must comprehend and uphold Marxism's dominant position in China's historical development, socialist fundamental values, and the cohesiveness of social consensus in the face of the complex network ecological environment.

3.1.2 Taking the Trinity as the center to optimize the path of ideological and political education

Using the trinity of "education, science and technology, and talents" to optimize political and ideological education is another creative approach. Education implies that social media should bundle the newest political and ideological information into a brand by using new media to integrate resources across boundaries. Big data is being used by technology to gather browser search activity and content preferences of university students, as well as to truly put themselves in their shoes and think about what they actually need. Talent is something that the academic community should encourage colleges to develop more of in the areas of new media and other fields.

3.2 Universities level

3.2.1 Innovating and optimizing of the content of ideological and political education

Ideological and political education can only firmly grasp the opportunities for development, and grasping the general trend of historical development, and fearlessly facing all kinds of risks and challenges. Firstly, all of China's outstanding human achievements should be thoroughly included in the ideological and political education of universities in the course of future development. Universities should insist on opening the door to run ideological and political courses, strengthen the sense of problems, emphasize the practical orientation, encourage the combination of various courses and the ideological and political courses, Secondly, universities do not give enough attention to the construction of ideological and political courses.

3.2.2 Building a multifunctional and three-dimensional education platform

Thanks to the rapid development of new media and practical realization of "Internet + education" integration and development to create a multi-functional, three-dimensional education platform. Firstly, universities should pay attention to building their own network operation teams, team building should be selected with network technology, and media integration of professionals, Secondly, in the process of ideological and political education, universities should be based on the idea of media integration and development, make good use of the law of network communication, give full play to the function and influence of the "media matrix."

3.3 Teacher level

3.3.1 Improving their theoretical knowledge of ideological and political education

Ideological and political education in daily life, including campus culture construction, student party and group organization construction and network ideological and political construction, is the main position of ideological and political education in universities in China. Firstly, teachers of professional courses should improve the ideological and political theory, clearly adhere to the policy of "educating people through moral education," strengthen the daily training and exercise of moral awareness and bottom-line awareness, Secondly, when teaching courses, teachers should pay attention to exploring the relevant elements of civic and political values, realizing the organic combination of "preaching" and "teaching".

3.3.2 Learning to master a more media-integrated approach to teaching

Blended teaching expands teaching time and space, enriches teaching resources, and promotes personalized teaching. First of all, universities should carry out targeted training for teachers in the application of new media technology, regularly organize teachers to study and communicate with some new media enterprises, and improve teachers' quality and ability to use new media technology to carry out their work. Secondly, teachers should independently seek certain learning opportunities in teaching, improve their ability to adapt to teaching needs, and design and optimize student-oriented teaching programs.

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