

Research on the Transformation of Ideological and Political Education in Higher Vocational Education in the Context of New Media Era

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Abstract: The continuous development of new media technology has brought new changes to many industries. Under the influence of new media, the ideological and political education in colleges and universities has ushered in many opportunities and challenges. At the same time, the new media era also puts forward higher requirements for the ideological and political education model update in higher vocational colleges. New media technology has provided more and broader platforms for the ideological and political education in higher vocational colleges. How to transform the mode of ideological and political education to promote its continuous improvement is an issue that should be taken into consideration by all educators in higher vocational colleges. In combination with the teaching practice, this paper aims to analyze the ideas for updating ideological and political education work mode in the context of new media era, mainly focusing on higher vocational colleges, hoping to provide practical help for the continuous innovation of ideological and political education ideas.

Keywords: New Media; Ideological and Political Education; Higher Vocational Colleges; Information Technology

1. Relative concepts of new media

New media is an innovative way of media communication mainly relying on information network technology, which provides people with more diverse access to obtain information they needed in their daily life and work. People can use new media technology to get the information they want quickly and in large quantities. The development of new media has undoubtedly triggered certain turbulence to the traditional information communication media. And ideological and political education mode also needs to adapt to the development and innovation trend of new media so as to keep pace with the times and meet the actual needs of students. In particular, the teaching mode shall be updated so that students can easily and happily get the knowledge they want. The development of new media calls for the support of information technology. Information transmission mainly takes various network platforms as the carrier.

2. The present situation of ideological and political education in higher vocational colleges

There are many forms of information transmission through Internet technology. Now, information transmission through the network has greatly changed people's way of life and working mode. As our work pace is continuously accelerating, more and more people prefer to learn various vocational skills through learning software and test scrolling software. College students are naturally keen on new things. Therefore, it is urgent and necessary to create new teaching modes with creativity and entertainment for college students so that they can better master the knowledge they need. If the classroom model and learning content are not in line with the preferences of college students, the quality of teaching will be seriously reduced, and it will be difficult for students to concentrate on learning. Currently, there is a huge room for higher vocational colleges to further improve and perfect their ideological and political education. On the one hand, the mode of ideological and political education is still based on the traditional mode, which fails to keep pace with the times and update its

concept and working mode with times. Single and simple teaching content as well as lack of entertainment are the outstanding problems existing in the current ideological and political education work. In the class, it is always the teacher who lectures some theoretical knowledge to the students by himself without considering the response of the student. Under such teaching mode, students hardly have access to participate in the class, so they will finally find it difficult to concentrate on the class, not to mention arousing their interest in learning. On the other hand, the present ideological and political education work pays less attention to students' experience in class. Students should be the main body of education. Only when the content of ideological and political education matches with the actual needs of students can the significance of education be fully reflected. Many students said that the teaching content in class had little practical use in their studies and life, and they could not gain much after attending classes. The main value of ideological and political courses is to improve students' ideological and moral quality, so that students can become practical talents who serve for the society and have the spirit of dedication and patriotism. Higher vocational colleges need firstly to recognize the significance and importance of ideological and political education, and then update their teaching concept and methods in a timely manner according to the development of the times and the students' psychological characteristics, so as to fully exert the influence of ideological and political education to help students establish correct outlook on world, life and values, thus cultivating high-quality talents for the country.

3. The path of ideological and political education in higher vocational colleges in the context of new media

The information communication of new media is characterized by fast transmission speed, large influence range and rich ranges of audience. Therefore, new media has become the main access for people to obtain information. In order to solve the existing problems of ideological and political education in colleges and universities, it is necessary to innovate the teaching mode and content with the help of new media technology by combining the characteristics of students in higher vocational colleges and the goal of ideological and political education, thereby scientifically arranging the educational content and deciding the way of education.

3.1 Carrying out teaching work by adopting idea of fragmented dissemination and combining with current events and hotspot

Current political hotspots are the external manifestation of social development and national development. Only by paying attention to the latest current political hotspots can we better grasp the opportunities to adjust our thoughts and goals according to the needs of the society in a timely manner. The current situation of a country's diplomacy and technology development can be presented by current political hotspots. Therefore, in the process of ideological and political education in higher vocational colleges, it is necessary to firmly grasp the current political hotspots. For example, it shall encourage students to use their spare time to actively know about the current political hotspots, the changes of national policies and current affairs of diplomacy. In addition, it shall encourage students use social platforms to analyze and discuss hot issues, so that students can actively participate in the construction of our country and consciously cooperate with national policies. When students encounter adverse social phenomena, they can actively put forward their own views on solving social problems and participate in social construction, which is not only good for exercising students' thinking ability and problem-solving ability, but also helps cultivate students' ideological consciousness of caring about society and serving society.

Compared with traditional media forms, the information of new media platforms is more simple and clear. Students can use fragment time to learn ideological and political education content. The content is more diversified and flexible, and it can also break the time and space restrictions in traditional education. Due to such characteristics of new media as relatively short information, various platforms, and flexibility in time and contents, more and more people prefer to browse news through new media channels. To this end, ideological and political teaching shall also conform to people's living habits by setting up fragmented content and delivering educational content to students by means of audio, video, pictures and other forms, so that students can use their own fragmented time to complete ideological and political education tasks in a relaxed atmosphere.

3.2 Actively updating the ideological and political education platform of new media vocational colleges

The updating of teaching mode and approach is an important link to ensure the teaching effect, which should be based on the actual needs of students. The traditional teaching process is relatively simple, which simply takes test scores as the fundamental goal of teaching. Students can only recite theoretical knowledge points to avoid failing in the exam, which leads to students' misunderstanding of ideological and political education for just coping with the exam and ignorance of its practical value. Therefore, ideological and political education should fully respect the psychological and social needs of students, and actively use the advantages of the Internet + era to help students establish their ideological identification with ideological and political education.

In the process of teaching, the teacher should make full use of the new media technology based on the textbooks so as to make students actively practice what they learned in to practice according to the theory. On the one hand, higher vocational colleges should build professional ideological and political education platform, so that students can receive education anytime and anywhere through the teaching platform to increase the flexibility of students' participation in ideological and political education. On the other hand, it is also a feasible way for higher vocational colleges to establish their own official accounts and practice platforms, which can help students to obtain useful information on ideological and political education from more channels. In addition, teachers can open their own online accounts to provide more paths for students to seek guidance and help in the classroom.

3.3 Using new media to better guide and supervise students' learning by smoother communication

Higher vocational students always have little enthusiasm on theoretical learning. At the same time, their psychology is far from well—development, and their ability to identify many social phenomena and the quality of news on the network is limited. Therefore, while actively using the advantages of new media to carry out education, teachers also need to provide timely guidance for them.

Perfect guidance and supervision is the fundamental way to ensure the quality of ideological and political education and promote the healthy development of students both physically and mentally. The various types of Internet information are conducive to the development of educational work, but it also inevitably has a negative impact on educational work. For example, students are easy to be tempted by bad habits, which will affect their study and healthy growth. Therefore, schools and teachers should jointly conduct dynamic supervision over the use of new media and provide good guidance for them.

4. Conclusion

The emergence of new media not only has brought tremendous changes to people's life, but also has provided teachers with a driving force to innovate their teaching mode. From the perspective of education field, the development of new media has brought both opportunities and challenges for ideological and political education in higher vocational colleges. Higher vocational colleges should first accurately grasp the direction of ideological and political education by actively using new media technology to transform their teaching concepts and at the same time guide and supervise students in their ideological and political learning to ensure a good learning effect.

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