

Path Analysis of the Guiding Role of Public Opinion in Ideological and Political Courses under the Environment of Media Integration

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Abstract : With the development of the Internet, the use of new media has been very extensive. In today’s era when mobile phones are always inseparable, the rapid dissemination of information has greatly changed the original way of life, and students’ thoughts and lifestyles are also following. The information of new media changes day by day. Moreover, the students’ thoughts are highly malleable, and they are in the formative period. They cannot distinguish the true and false information. Some public opinions spread by the new media can easily affect the students’ ideology and ideological values. This brings great challenges to the current ideological and political courses to guide students’ public opinion orientation. This article explores and analyzes the path of how to play the guiding role of public opinion in ideological and political courses in the new media environment, and has achieved the purpose of correctly guiding students’ thinking.

Keywords : New Media; Ideological and Political Courses; Public Opinion; Path

Since the founding of New China, the task of ideological and political courses has always been an important theoretical course for arming young people’s thoughts and cultivating young people’s ideals, beliefs and life choices. Under the rapid development trend of new media, the guiding role of public opinion in ideological and political courses must also take the leading role. The dissemination of Internet information is mostly fragmented, and it is easy to guide students to “take out of context”, but the times are advancing, and we should also keep pace with the times. Although there is an ideological collision between the development of new media and the guidance of traditional ideological and political public opinion, it has also become an important opportunity for the development of ideological and political courses in colleges and universities. We can rely on the model of new media and innovate and develop on this basis to achieve the purpose of reforming the ideological and political education model.

1. In the new media environment, the problems faced by the ideological and political courses in colleges and universities

1.1 The ideological and political teaching courses in colleges and universities still maintain the original teaching mode

The times are developing and progressing. Under the reform of the education system, many subjects have carried out innovations in the teaching mode, but the ideological and political courses in some colleges and universities still maintain a more traditional teaching mode. Compared with a single teaching mode and diversified new media, the new media’s intuitive and specific

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language and interesting audio-visual, video, animation, etc., are full of entertainment and sense of the times, and can attract students' attention. Therefore, it is necessary to influence students' public opinion.

1. 2 Students have a shallow understanding of ideological and political courses, rely on new media, and teachers are not strong in guiding

The proportion of ideological and political courses in the school is not as good as the main course, and the school's dedication to traditional teaching concepts has always put teachers in an active position and students in a passive position. In the classroom, only the exam points are used to guide students to learn key points, ignoring the significance of the ideological and political course itself. The school only pays attention to the skills training of students, which indirectly leads to insufficient attention of students to ideological and political courses, and students are more likely to be guided by the public opinion of new media.

1. 3 Students are less involved in extracurricular practical activities and have less understanding of current affairs

In terms of training students' skills, the school gives more opportunities for social practice, but there are few social practice related to ideology and politics, which lacks important opportunities to cultivate students' thinking. Since many students use new media to receive fragmented information, the current group of young students is the main group participating in new media, and they are more likely to be affected by some of the false information. Because the students have no personal social practice experience, they have little participation in current affairs, they cannot experience social life in person, they do not have the ability to screen information and distinguish right from wrong, so they only follow what others say about hot social issues and lack their own judgment.

2. Discussion on the path of integrating media into ideological and political courses

2. 1 Integrate new media and innovate teaching mode

In the media era, only by implementing innovative new media teaching methods with students as the main body can we truly strengthen the public opinion guiding role of ideological and political courses and guide the formation of students' values. The rapid dissemination of information in new media gives students a faster ability to absorb and respond to knowledge. Using the multi-form, multi-channel, fast and efficient characteristics of new media to integrate into the teaching of ideological and political courses, guide students to learn ideological and political courses naturally through new media, and actively participate in it. Deeply excavate the information and data integration information of students' online clicks, browse, stay, and search, and formulate different teaching plans according to the groups of students. Carrying out new media ideological and political classrooms, vividly visualizing the theoretical content of ideological and political courses, and expressing them in new media, which is not only interesting, enhances students' interest, but also meets students' ideological needs. The ideological and political classroom activates the classroom atmosphere, and broadcasts teaching videos, audio-visual, film and television dramas related to ideological and political courses to enhance students' interest in learning and deepen the consolidation of students' theoretical knowledge.

2. 2 Improve the influence of teachers and pay attention to the public opinion orientation of ideological and political courses

Due to the intervention of new media, the public opinion-oriented role of ideological and political courses has been weakened, and teachers have not played their core guiding force, or even have weak influence, and cannot deepen the educational role of ideological and political courses. Some teachers reject or even adhere to traditional teaching methods in the use of new media, failing to grasp the dominance of core values education. By narrowing the distance between teachers and students, it is easy to generate sparks of thought on both sides, enhance mutual understanding, and form emotional resonance. To master the development trend of new media, follow the pace of the times and try to use new media to create personal influence, create personalized teaching plans, use the diversification of new media platforms, learn the teaching mode of ideological and political experts, and innovate personalized teaching platform. For example, open personal Weibo accounts, Tictok accounts, etc., publish and share ideological and political content, and carry out "micro-classes" to expand the field of ideological and political course communication and improve the effect of communication. The purpose of ideological and political courses is to influence students with correct public opinion and cultivate their correct ideological and values. Teachers must integrate a variety of media resources to achieve explicit ideological and political and implicit ideological and political in today's diversified ideological confrontation environment. Ideological and political, online and offline, theory and practice teaching are combined to give full play to the personal guiding role of teachers.

2.3 Carry out extracurricular practical activities and participate in current affairs discussions

The country has always attached great importance to the construction of ideological and political courses. In various historical periods of revolution and reform, ideological and political use Marxist thinking to cultivate strong revolutionary successors and influence the ideals, beliefs and life choices of a generation. Teachers can design ideological and political practice teaching assignments, requiring students to participate in discussions on ideological and political topics or current affairs hotspots, carry out social practice, provide them with a practice place, and create practice opportunities, so that students can experience the truth in a variety of practical activities and enhance their sense of social responsibility. The use of multimedia means to carry out a variety of campus activities. It is not only limited to participating in social questionnaires, but also organizes the viewing of inspirational videos on campus, organizes ideological and political education debates, and ideological and political themed theatrical performances, etc. Provide students with ideological and political practice teaching services from different angles, levels and directions. Guide students to consciously participate in the learning of ideological and political courses, open the independent learning mode, and develop a good habit of continuous learning.

2.4 Cultivate teachers' new media application skills and create teachers' personal new media platform

Due to the difference in the age of teachers, many teachers, especially older teachers. Firstly, reject the use of new media, believing that it is all fragmented information, etc., and there is no time for in-depth research on new media after work. On this basis, schools need to provide conditions for teachers, especially older teachers, to provide training opportunities to improve their skills in using new media. They can also regularly organize study sessions, invite teachers to participate, or organize new media ideological and political discussions will wait and guide teachers to use new media in teaching.

3. Conclusion

Nowadays, the development of new media poses great challenges to the traditional ideological and political teaching model, but there are also necessary opportunities for connection and coordinated development, which is the trend of the times. We must meet the discovery needs of the times, shift our focus to the things that the student group pays attention to, change the way of flood irrigation, research and innovate communication methods according to individual personality, truly understand the psychology of students, and guide accurate flood irrigation. to maintain the correct direction of public opinion in ideological and political courses. In the current complex public opinion environment, if ideological and political courses want to gain enough attention and influence, they must adopt differentiated and differentiated communication methods to improve the pertinence and affinity of communication, and improve the precision level and promotion of public opinion guidance. The reform of ideological and political education.

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