

Analysis on the Optimization Path of Ideological and Political Education in Colleges and Universities in the We-Media Era

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Abstract: With the rapid development of information technology in the world, my country has gradually entered the era of self-media, and the ideological and political work of college students will face unprecedented pressure and challenges, which will inevitably bring new requirements to the current ideological and political teaching mode of college students, How to carry out the reform and innovation of ideological and political teaching and improve the effect of ideological and political teaching has become an urgent problem to be solved in colleges and universities.

Keywords: We Media Era; Ideological and Political Education in Colleges and Universities; Optimization Path

Introduction

The ideological and political education in colleges and universities is closely related to what kind of talents to cultivate, how to cultivate talents and for whom to cultivate talents. The ideological and political education of college students has been highly concerned by the state and the government. At present, the ideological and political education of college students has invested a lot of energy in the context of we media, but in the network era, the characteristics of college students have also changed greatly, and some new problems have emerged in the ideological and political education of colleges and universities. Therefore, it is urgent to strengthen the timeliness of Ideological and political education in colleges and universities and innovate the ways of Ideological and political work in Colleges and universities.

1. Current situation of Ideological and political education in Colleges and Universities

1.1 Lack of attention to ideological and Political Education

At present, China's colleges and universities have not paid enough attention to ideological and political education, and the investment of teachers is insufficient. The teachers' educational background is low, the teaching content is single, and the teaching content still stays in the original teaching plan, resulting in the disconnection between the teaching content and the times. The performance of the ideological and political courses in Colleges and universities is poor, which makes the students lose their interest in the wide range of Ideological and political courses, and the quality of the ideological and political courses involved is not good^[1,2].

1.2 Teaching methods can not keep up with the pace of the times

In general, the teaching method of Ideological and political theory course in colleges and universities is mainly in the form of preaching. The lesson preparation materials are displayed on multimedia or blackboard. Most of the teaching contents come from textbooks. This teaching method is not only monotonous, but also boring. In this environment, it is difficult for college students to concentrate on their study, so that many knowledge are not fully mastered, which is very unfavorable to the opening of Ideological and political theory courses in universities^[1,6]. In addition, at present, some college

teachers in China lack modern educational means, scientific and reasonable innovation of traditional teaching methods, and there are still some problems in courseware making. In the traditional ideological and political teaching methods, simple teaching is difficult to achieve the expected effect, and even makes students resist it, which seriously hinders the development of Ideological and political education in colleges and universities.

2. Opportunities and challenges of Ideological and political education in Colleges and universities in the era of we media

2.1 Opportunities brought by we media for ideological and political education in Colleges and Universities

2.1.1 Update the teaching methods of Ideological and political education

In the process of Ideological and political education, making full use of network technology and realizing diversified teaching modes can effectively solve the problems of single and relatively backward teaching modes of traditional ideological and political education, which is conducive to improving the quality of Ideological and political education. At present, when teaching, college teachers can use wechat to call names, for example, through cloud classroom teaching, which can enable students to save the course content and facilitate leak detection and vacancy filling.

2.1.2 Open the teaching environment of Ideological and Political Education

The application of we media platform in college students' Ideological and political education can realize various functions, realize the effective combination of online and offline, make the communication between teachers and students break the restrictions of time and space, and teachers can solve students' doubts in time, which is conducive to students' learning of Ideological and political Education ^[1]. On the basis of network media platform, teachers can better understand students' psychological state and learning state, so as to change the teaching scheme of Ideological and political education. At the same time, it also lays a solid foundation for realizing the purpose of Ideological and political education.

2.2 The ideological and political work in Colleges and universities is challenged by the media

2.2.1 Threatening the authority of Ideological and Political Education

In the era of we media, a large number of information resources are pouring in, including ideas that run counter to the core values of socialism, such as anti state thought and worshipping foreign countries, which have seriously disturbed the ideological consciousness of college students and seriously damaged the authority of Ideological and Political Education^[2]. On the other hand, due to the virtual characteristics of the Internet itself, college students can express their opinions while receiving a large amount of information. If they lack the awareness of accurately screening network information, it will weaken the guiding function of Ideological and political education to students and affect the smooth development of Ideological and political education.

2.2.2 Impact on the traditional ideological and political education mode

Under the background of the era of we media, the new teaching conditions have a great impact on the traditional way of Ideological and political education in Colleges and universities. College students are more inclined to acquire knowledge

with the help of network media, and their interest in Ideological and political courses will also decline. The shortcomings of traditional teaching methods are more prominent. In the traditional ideological and political education curriculum, teachers play the role of teachers and organizers, allowing students to carry out various teaching around the teaching objectives. With the development of network technology, students are no longer passive participants, but gradually become the main body of teaching. College students may question teachers and disagree with the ideological and political education classroom, This requires the integration of Ideological and political education and we media technology ^[1,3].

3. Optimization path of political education in Colleges and universities in the era of we media

3.1 Deep integration of science and belief

The ideological and political work in Colleges and universities must take scientificity and ideological and political theory as the first priority. Ideological palace lock should convince people with virtue and reason. "Reason" refers to the theory of Ideological and political science. Strengthen the interpretation of the teaching theory of Ideological and political education for college students. Then there is the innovation of working methods. The ideological and political education of universities focuses on the dissemination of Marxism ^[6]. Marxism is a highly developed combination of thought and civilization. It is a relatively fresh theory of socialism with Chinese characteristics. It plays a very far-reaching practical guiding role in the process of China's historical development. In the era of we media, the ideological and political work of college students should take Chinese characteristics as the core and the scientific outlook on development as the core.

3.2 Optimizing the environment of Ideological and political education in Colleges and Universities

To improve teaching conditions, we should change the communication between teachers and students, use positive elements and eliminate negative effects. So as to realize the optimization of information resources. The informatization construction of new media requires the participation of the government, schools and other parties. At the national level, it is necessary to strengthen the supervision and governance of new media through legislation, strengthen the supervision of public opinion, maintain close contact with society, establish correct policy guidance and create a positive and healthy public opinion atmosphere; In the teaching process of colleges and universities, we should further deepen the understanding and thinking of new media, summarize the characteristics and laws of Ideological and political education in Colleges and universities in the new media era, and create a good new media information ecology ^[5-7].

3.3 Innovate educational measures and build an interactive network management and guidance platform system

In the Internet society, the management of media is a systematic project. It not only needs to do a good job in one aspect, but also needs the cooperation of all parties. This paper puts forward the idea of building a multi-dimensional interactive model. The management and counseling platform system of interactive network is composed of four subjects and five platforms, namely, schools, teachers, associations and students, and five platforms for students' online emotional communication, students' online subject education, students' online public opinion observation, students' online problem early warning and students' online contradiction resolution ^[6]. All subjects and platforms are interrelated, promote and develop with each other, forming a circular interaction and virtual real combination of University self media communication management system.

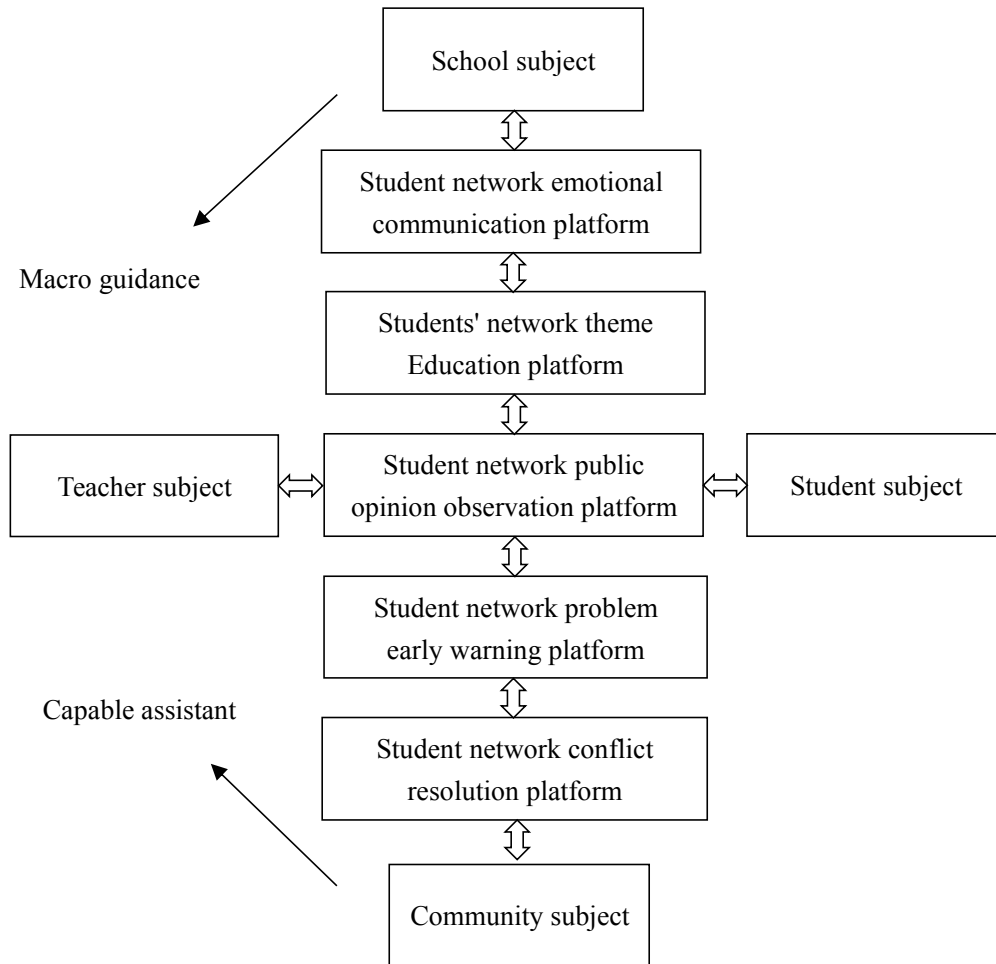


Figure 1 System model of interactive network management and grooming platform

4. Conclusion

At present, college students are in an important period of Ideological and value orientation development. The school is an important position for college students to carry out ideological and political education. We should make full use of self technology, grasp the current development opportunities, and constantly optimize and improve the work path of Ideological and political education. Under the background of the development of the new media era, colleges and universities can adopt the deep integration of science and belief; Optimize the environment of Ideological and political education in Colleges and universities; Enhance teachers' information media literacy and improve teachers' information-based teaching ability; Innovate educational measures and build an interactive network management and guidance platform system; Establish a backbone team of students, timely grasp and understand the information of network public opinion and other measures, so as to meet the needs of the development of the times, build a new working mode of Ideological and political education in Colleges and universities, and cultivate high-quality talents to meet the needs of social development in the new era.

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