

# Research on the Influence of Campus Media News Communication on Ideological and Political Education

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**Abstract:** With the rapid development of the new media industry, colleges and universities must clarify the form of campus news communication, as well as fully understand the influence of news propaganda on college students, so as to effectively reflect its educational function among college students, spread correct values, cultivate students' awareness of hard work and entrepreneurship, enhance their political quality, positively guide their behaviors and cultural concepts, and foster the connection between teachers and students. At the same time, problems encountered should be solved in time to enhance the influence of campus media on students, and strengthen their relationship with the society. Meanwhile, a professional team can be built, which is close to the social life, ensures the quality of news, meets the requirements of the times, and makes greater contributions to ideological and political work.

**Keywords:** Campus Media; News Communication; Ideological and Political Education; Influence Research

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## 1. Introduction

The rapid development of modern information technology has promoted the development of many aspects. With the support of Internet technology, China's media industry has entered a new development period. The media development in the new era is characterized by "fragmentation" and "centralization". Under this background, in order to implement the ideological and political education for college students, it is necessary to change the previous methods of media news communication. Through selecting positive and efficient content from a large amount of information, schools should constantly optimize and spread positive energy in various forms, and strengthen ideological and political education. They should update propaganda methods constantly to realize the optimal development of teachers and students' ideological and political education. The strategy and content of news communication design should be changed by innovating news communication methods, so that the real role of ideological and political education can be realized.

## 2. The significance of campus news media in ideological and political education

At present, many scholars believe that ideological and political news communication should be strengthened during the ideological and political education for college students. With the extensive use of network media, students can't learn and live without computers. The relationship between politics and education is discussed, and it is proposed to make use of campus media to promote the development of moral education in colleges and universities. It has become an important development direction of moral education to use network media for strengthening the propaganda of campus media and to organically integrate it with ideological and political work in colleges and universities. The traditional ideological and political work in colleges and universities is mainly carried out in the classroom, taking schools and departments as the unit through the instruction of teachers and communication with tutors, while seldom relying on other platforms. Comments on

the ideological work of contemporary college students often apply network communication, combining traditional education and teaching to form a new teaching platform. By analyzing the relationship between them, it is of practical significance and theoretical research value to recognize the role of campus media in moral education in colleges and universities.

### **3. The influence of campus media news communication on ideological and political education**

People's views and values have changed along with the changes of the contemporary world. With the progress of science and technology, people can acquire knowledge from various approaches to broaden their horizons, along which their ideological field is also changing. In the process of social development, new development patterns of news media have emerged. Due to various factors, the organizational structure of ideological and political work in colleges and universities must be constantly reformed and developed. The in-depth study of college students' ideological and political work can effectively promote the change of their ideas and the change of educational methods, so as to timely adjust the effectiveness of ideological and political work.

#### **3.1 Positive behavior and cultural orientation**

Under the traditional social background, college students' development situation is constantly changing, and the communication mode of news media is also developing. In the development situation of new media, it is necessary for ideological and political work to change the traditional drawbacks, integrate ideas suitable for the development of colleges and universities with constructive content of social mentality. Colleges and universities should emancipate students' minds, transform blind, speculative and utilitarian ideological content into positive ideological content, and deepen the advanced and modern ideological connotation of college students. According to the ideological consequences, schools should effectively adjust their own development, improve working methods, and show the diversity of campus media.

Colleges and universities can make use of the platform of campus media to guide students in terms of positive behaviors and cultural concepts. Campus media platform is the main way for students to obtain information and express their views. At present, the information that college students are exposed to is not only from the media of the school, but also from the complex network. Many social hot issues attract students' attention immediately. When these issues arouse students' debates, campus media can take appropriate measures to actively guide students regarding controversial contents, in order to facilitate the formation of their thinking. Campus media is mainly aimed at college students and has strong autonomy. Therefore, it is an important means to do a good job in the news media to correctly understand the ideological ability of young people, understand their needs and publicize valuable content.

#### **3.2 Enhancing students' moral awareness**

With the changes of social economy, the thinking mode of college students is constantly changing. In the process of strengthening ideological and political education for college students, it is necessary to fully understand the relationship between economic interests, political interests and social values, and pay attention to the use of campus media for creating a favorable political ecological environment, thus giving full play to its positive role.

#### **3.3 Conveying positive spiritual information**

In the traditional social context, college students are resistant to the content of ideological and political education, and lack sufficient attention to the relevant policy content. The traditional mode of social development is changing during the contemporary social development, and the modes of news media communication are also constantly developing. To transform the development of colleges and universities into positive and efficient development, it is necessary to change the traditional drawbacks in the development of new media, and integrate new ideas adapted to the development of colleges and universities. In the construction of ideological and political work, students' minds should be emancipated, and blind, speculative and utilitarian ideological content should be transformed into positive ideological content. Advanced and modern ideological connotation of college students should be deepened. Moreover, colleges and universities need to effectively adjust their own development, improve their working methods and show the diversity of campus media.

### **3.4 Affecting students' values**

The change of ideas will affect many changes, especially young people, whose different cultural concepts have a direct impact on their values. In order to ensure that college students can hold correct values under the diversified development pattern of contemporary society, there is a need to seek the content that can be integrated with contemporary development in traditional news media, strengthen the development view of universities, deepen Marxist humanism view and realize diversified development. At the same time of development, colleges and universities should also pay attention to whether students' values are influenced by money or power. They should change educational methods in time, and conduct positive education to students, so that they can connect with advanced ideological and political content. Students' thoughts are formed in long-term study and life. College life is the most important life period of college students, and its influence is inevitably huge. Due to the influence of living environment, family life, interpersonal relationship, etc., some college graduates are in poor mental state and have many psychological problems. After discovering the problems, many colleges and universities gave psychological counseling to these students, helping them form a positive and optimistic attitude. Campus media news communication often concludes content of psychological counseling and mental health issues. Understanding the psychology and emotion of college students plays an important role in improving their psychological quality and mentality. Only by keeping a good mental state can students succeed.

### **3.5 The cohesion of emotions and thoughts**

In this era, everyone has the need to express their opinions, especially young people who express their views online and in real life. The need of students to express themselves must be taken care effectively. Students are very sensitive. Taking students' needs as the main work content is a major feature of campus media news communication. Campus media generally provides students with a stage to express their feelings and ideas. This media platform can closely connect students with schools. By expressing their own ideas, students can discover their own value and significance, thus enhancing their recognition of the school.

## **4. Conclusion**

Colleges and universities should correctly grasp and standardize the content of campus media, and incorporate ideological and political content into news communication of campus media, so that students can learn relevant knowledge. It can stimulate their reflection and thinking, thus guiding students to establish correct values of life. This requires colleges and universities to strictly evaluate the published articles, and be cautious when reprinting and commenting on them. It is necessary to strengthen the relationship between campus media and society, enhance news influence, polish news content, and build a professional team that can ensure the quality of its reports, keep pace with the times, and make new contributions to ideological and political work in the new era.

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