

# Thinking and Practice of Ideological and Political Education for College Students in the Age of Media Convergence

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**Abstract:** Ideological and political education is an indispensable and important learning content for college students during their growth. Today, in the age of media convergence, colleges and universities should strengthen ideological and political education with the combination of modern network technology and Internet platform to get away from the traditional way of thinking. Currently, media convergence is an important part of ideological and political education in colleges and universities. Under this background, college teachers and counselors should constantly deepen the integration of media and explore new paths of development.

**Keywords:** The Age of Media Convergence; College Students; Ideological and Political Education; Educational Practice

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## 1. Introduction

Today, with the convergence of media, ideological and political work is facing new opportunities and challenges in colleges and universities. How to better understand and improve students' acceptance ability is a remained problem in the current ideological and political work. Although the emergence of media convergence has brought new thinking to college students' ideological and political education, at the same time, it also requires teachers and counselors to make full use of it and other means to carry out ideological and political education. It is important to constantly innovate educational methods, improve the influence of ideological and political education, and provide students with high-quality learning content to meet their actual needs. This paper analyzes the practice of ideological and political education for college students from the perspective of the age of integrated media.

## 1. The role of ideological and political education of college students in the age of media convergence

### 1.1 Conducive to the integration of educational carriers

Educational carriers are important for knowledge transmission, and play important roles in practice. It is difficult to carry out ideological and political education for college students without sufficient support. Therefore, colleges and universities will, as always, attach importance to promoting the integration of traditional and modern media to achieve effective control of information. Media convergence is not only the combination of current media platforms, but also an important carrier of ideological and political education activities in colleges and universities. Therefore, its ways have changed. Teachers can use various carriers to carry out ideological and political education in courses, which will enrich teaching resources and diversify teaching activities, thus making students' effectively absorb ideological and political knowledge.

### 1.2 Conducive to the innovation of educational methods

In the past, the indoctrination teaching mode was widely adopted in China's universities, which lead to passive learning process, and the effective interaction between teachers and students seriously affected the teaching results. With the arrival of the era of media convergence, the innovation of ideological and political work in colleges and universities has been promoted,

and the communication between students and teachers has been significantly improved. In particular, students' enthusiasm for learning has been greatly improved. Meanwhile, many students who don't want to express their opinions in class start to communicate with teachers who use various platforms for guidance. Great changes have been made in teaching methods. Especially in recent years, with colleges and universities strengthening the platform construction of online ideological and political education, it has played an important role in promoting the improvement of college students' ideological and political education system.

### **1.3 Conducive to the optimization of educational resources**

The advantage of media integration lies in its comprehensive function, which optimizes its resources to the greatest extent, and thus provide more high-quality resources for the education system. Ideological and political educators in colleges and universities should make full use of the advantages of converged media, combine excellent educational practices and theoretical achievements at home and abroad, and constantly broaden its connotation. In addition, through the integration of media, the sharing of educational resources can be realized. In the age of media convergence, educational resources are no longer one single system. Through sharing, the original educational phenomenon is broken, and the sharing of various resources is realized. Therefore, college students should make full use of ideological and political education resources in school, so that their role and value in teaching can be brought into full play.

## **2. Innovative strategies of college students' ideological and political education in the age of media integration**

### **2.1. Cultivate students' ability to identify information**

Massive information is the most remarkable feature in current media convergence. The information displayed by each platform is complex, which provides a good environment for training. The convenience of students' learning and obtaining information provides them with a good learning environment. On the basis of mixed information, students should be able to correctly identify information that is beneficial to themselves and face negative information. Therefore, during the teaching process, teachers and counselors should strengthen the training of students' information identification ability. Besides initiating network protection, students have to actively block negative thoughts and messages. At present, teachers and counselors should set up their own WeChat platform, such as WeChat official account and Weibo to create a good online learning atmosphere. When necessary, organize relevant lectures, give ideological guidance to students, sum up correct information collection methods, correctly identify wrong information, and improve their ideals and beliefs, so that students' thinking ability can be continuously improved.

### **2.2 Do a good job in top-level design of ideological and political education**

The arrival of the age of media convergence has both advantages and disadvantages for college students' ideological and political education. The effect of information dissemination on the Internet is very good, but the problems such as numerous false information on the Internet have not been well dealt with, which has brought great negative influence to the majority of college students. It is necessary to create new conditions for new ideological and political work. First of all, we should adhere to the correct direction of ideological and political education, clarify the value and direction of public opinion in the era of media integration, update the concept of ideological and political education, actively change the channels of educational communication and improve the quality. Secondly, with the help of the platform of media integration, we should carry out active ideological and political education activities, keep college students' ideological consciousness and firmly grasp their ideological dominance. Strengthen the construction of science and technology, policies, funds and other platforms, establish a sound management system, strengthen overall planning and coordination, and adhere to the integrated business model to promote the healthy development of ideological and political work in colleges and universities.

## 2.3 Innovative media communication platform

Instructors and counselors of ideological and political work in colleges and universities should actively promote educational reform, improve the effectiveness of ideological and political education by integrating media platforms, and solve the flattening of information as soon as possible to achieve better publicity effects. On the publicizing platform, we should make full use of the media to break through the dilemma of the current ideological and political education system for college students, adhere to the development strategy of mobile priority, conform to the trend of the media, take the Internet as the educational communication front, and establish a perfect ideological and political education system inside the campus to achieve better communication effect. Therefore, a sound ideological and political education system should be established in colleges and universities. In the daily work of teachers and counselors, we should actively use the platform of integrated media, educational resources, and strengthen the integration of integrated media in colleges and universities, such as set WeChat group in teaching, set up personal Weibo and WeChat, etc., to attract the attention of college students. At the same time, through the online live broadcast of the media platform, the function and value of the media are reflected to the greatest extent, and the ideological and political education of college students is paid more attention to.

## 2.4 Give full play to the guiding value of educators

In the ideological and political education of college students, the supervision of teachers is very crucial. Teachers' thinking ability has a great influence on students' learning. Therefore, in the ideological and political work in colleges and universities, we should give full play to its leading role and cultivate college students' ideological and political quality. This requires the majority of teachers and counselors to always adhere to the belief that Marxism is the fundamental in their study, and constantly study and practice the principles and values. Ideological and political teachers and counselors in colleges and universities must have high theoretical, moral and psychological qualities, consciously grasp the latest theories, adhere to Marxist theories, effectively guide students in teaching, influence and shape good example images with excellent moral qualities, and make students improve unconsciously. At the same time, it is necessary to have a keen awareness of media, discover the content of ideological and political education in time, make full use of the integrated media platform, guide college students to have correct ideological values, understand social hotspots, have a correct attitude, distinguish right from wrong, and firmly grasp the discourse right of ideological and political education in colleges and universities. At present, many college students show a weak legal awareness when actively publishing negative information, and some views are even extreme due to the influence of the network environment. Therefore, in the moral education in colleges and universities, teachers and counselors should strengthen ideological education for college students so that they can objectively and calmly express their views.

## 3. Conclusions

In summary, the development of college students has both advantages and disadvantages, and whether universities can grasp this opportunity is particularly important. Only by spreading new media technology and improving the educational effect, we must return to the essence, adhere to the principle of ideological and political education, and be innovative at the same time to keep up with the trend of the times and meet the development needs of college students.

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