

# Research on the New Needs of Ideological Education in Colleges and Universities in the New Media Era

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**Abstract:** With the continuous development of science and technology, the new information exchange technology represented by new media has gone deeper and deeper into every corner of social life, and has had a great impact on people's life and thought. In the face of this new information transmission medium, the managers of ideological education in colleges and universities in the new era should fully realize the innovation and challenges brought by this change to ideological education in colleges and universities. How to use the new media to innovate and reform the existing ideological education work to meet the teaching needs of modern colleges and universities has become a subject that ideological educators in colleges and universities in the new era must face. This paper will discuss these problems and challenges, and discuss strategies from the aspects of building a new media platform and improving the information management mechanism, in order to improve the level of ideological education in colleges and universities.

**Keywords:** New Media; Colleges and Universities; Ideological Education; New Demand

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## 1. Introduction

The psychological state of college students is in a stage in which the three views are gradually fixed and the social reality is deeply explored. At this stage, the quality of their ideological and psychological state is directly related to the development of their life path in the future. Therefore, the quality of ideological education in colleges and universities is particularly important. Nowadays, with the continuous popularization of information technology such as new media, the knowledge and information that college students can access has made a qualitative leap compared with the past. Both the richness and quantity of information are unmatched by students in the past. However, with the large-scale popularization of information, it also brings many new problems, and puts forward new requirements for the current mode and content of ideological and political education in colleges and universities.

## 2. The positive influence of new media technology on ideological education in colleges and universities

### 2.1 Enriching teaching mode and facilitating content transmission

Before the popularization of new media technology, most of the ideological and political education in colleges and universities was carried out through offline modes such as classroom and discussion. However, after the popularization of new media, it provided a new teaching means for ideological and political education and improved the efficiency of classroom teaching. For example, in the current colleges and universities, teachers can carry out online ideological education through DingTalk, Wechat, Tencent conference and other methods. Compared with the traditional offline courses, these methods have the characteristics of flexibility, convenience and fast information transmission, which greatly improves the flexibility of the ideological classroom and can quickly transmit the course content to students, making the ideological education more direct and in-depth.

## **2.2 Enriching teaching content and deepening classroom depth**

In addition to the advantages of fast speed and direct information transmission, the capacity of new media technology for the amount of information is unmatched by the traditional classroom model. Relying on the mature network system, new media technology can collect and sort out a large number of ideological education materials. These materials have rich content, wide coverage and diverse forms. It includes audio, pictures and other forms, which greatly enriches the content of ideological education classroom.

## **2.3 Strengthening the interaction between teachers and students and enhancing the effect of education**

The emergence of new media technology has broken the space gap between teachers and students in the traditional offline classroom. Teachers and students can communicate and interact one-on-one directly through mobile phones and computers, so that students can communicate their inner thoughts with teachers in time and fully answer some questions. At the same time, compared with offline communication, online communication has a natural protective film because both sides of the communication are carried out across the screen. The overall communication can be carried out in a relatively relaxed and pleasant atmosphere. It is not afraid to communicate directly with teachers due to psychological harm and shame like offline courses. Sometimes even if they communicate, they can't express their real ideas in time.

## **3. Challenges brought by new media technology to ideological education in colleges and universities**

The development and popularization of new media not only brings great convenience to the ideological education in colleges and universities, but also brings some challenges. If not handled well, it will also greatly affect the actual teaching results. These new challenges are mainly reflected in the following aspects:

### **3.1 There are many kinds of information with mixed contents**

Although in the era of new media, the transmission of information has been greatly enriched both in quantity and content, the specific content of these information is mixed. While there are a large number of positive information, it also contains some decadent and negative information content. It is widely spread by means of online new media, which has a great negative impact on college students who do not understand the specific reasons. At the same time, it will also bring great challenges to the original ideological and political education in colleges and universities, and increase the difficulty of correct ideological education for college students.

### **3.2 Breaking the original balance and putting forward higher requirements**

The emergence of new media has broken the original situation that the amount of information mastered by teachers is significantly greater than that of students. With the blessing of new media technology, students may master more specific contents than teachers in the face of relevant knowledge. In the face of the new thing of new media, college students have a stronger curiosity and identity than teachers, which also makes them have a more in-depth research on new media, and makes it common for many college students to guide teachers to use new media technology. The emergence of this situation puts forward higher requirements for every ideological and political teacher. They need to be familiar with and learn new media technology, improve the literacy of new media technology and meet the challenges of the new era.

## **4. Ideological education in colleges and universities is an effective way to innovate with new media**

## **4.1 Using information technology to build an education platform**

At present, as a new way of Ideological and political education in colleges and universities, the main communication channels of new media are commercial communication software such as DingTalk, Wechat and Tencent conference. The second is the ideological learning software specially developed for college students based on learning power and today's campus. For these two different software, teachers can build a corresponding ideological education platform to carry out more efficient ideological education for students. For example, we can set up an ideological education group on Wechat and DingTalk, share relevant ideological learning materials, and advocate students to have free discussion on these materials in the group. The overall discussion is based on students, and teachers only need to give guidance at some key nodes. At the same time, Tencent meetings can also be used to carry out online ideological education lectures from time to time, and call on students to punch in online learning. In the face of those professional ideological education software, we can establish a special ideological exchange community in which students can share their ideological opinions and discuss some problems within this community. Other students can also comment and interpret the views of other students, so as to create a good atmosphere of free discussion and mutual learning.

## **4.2 Innovating teaching contents and establishing correct ideas**

Facing the new challenge of new media, on the one hand, we should accept the positive and correct aspects, and on the other hand, we should respond in time to the deficiencies and challenges exposed. The school level should incorporate the rational use of new media into the school ideological education system, popularize the relevant knowledge of new media to students through the reasonable setting of curriculum content, and guide them to use new media correctly, in order to avoid students from being damaged by decadent content in the network. At the same time, we should also popularize network laws and regulations to students, popularize China's network related laws and regulations to students, and establish a correct concept of network information, so as to correctly and reasonably use new media and bring more convenience to our own life.

## **4.3 Enriching campus culture by combining network resources.**

Under the background of the continuous popularization of new media, colleges and universities can incorporate the content of new media into campus culture, enrich and expand the content and connotation of campus culture. In the form of campus culture, we can integrate the traditional campus culture and new media, which greatly enriches the form and content of campus culture and imperceptibly affects the ideological level of students. For example, on the basis of traditional campus academic lectures, speeches, debates and other activities, carry out academic and debate activities on the network platform, and attract more students to participate through the convenient and rapid advantages of new media, to affect more students to the greatest extent on this basis.

## **4.4 Improving the management mechanism and screening negative**

### **information**

In view of some negative bad information in the new media network, the school and the society should establish a perfect management screening system, strengthen the screening of information in the network, timely find and control the bad information, in order to fundamentally implement the new media supervision mechanism in the ideological education of college students. At the same time, teachers and schools should take the initiative to learn the relevant knowledge of new media. On the basis of understanding the basic characteristics of new media, they should use new media technology to correctly guide students' thoughts, in order to create a healthy and positive new media ideological education environment in colleges and universities.

## **5. Conclusion**

In short, under the background of today's new era, ideological and political educators should be fully aware of the great help brought by new media technology to their own education work, and make full use of this help to give full play to the great advantages of new media, so as to promote the ideological and moral construction of college students, be responsible for the lifelong ideological development of students in the future, and contribute their part to the development of society.

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