

Exploration on Ideological and Political Education of College Students in the New Media Era

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Abstract: With the advent of the new media era, the development of new media technology has had a profound impact on people's work and study, and greatly improves the current way that people work and study. The application field of new media technology is increasingly extensive. Reasonably role new media in the ideological and political education of college students. To a certain extent, the ideological and political education level of college students can be raised to a new height.

Keywords: New media; College students; Ideological and political education; Inquiry

As a product of network information technology, the application of new media is more and more widely used. The development in the short period has won the wide recognition of the public, making the traditional ideological and political education ushered in new challenges. The ideological and political education work mode based on traditional education obviously cannot meet the learning needs of modern college students. At present, the country attaches great importance to the ideological and political education of new media, which needs contemporary college students according to their actual needs. Do a good job in exploring and promoting ideological and political education.

1. The Significance of ideological and political education in the new media era

The development of the new media era can optimize the traditional ideological and political education methods, and change the way of education, so that students and teachers can no longer use the traditional education methods for teaching, but can develop the political thinking and education for students in the way of new media. It can also help students learn a lot of information quickly through smartphone software or applications. Now teachers and students use new media to set up wechat groups or nail groups to chat. Then we will regularly release the learning content and the latest current political news to the students to strengthen their learning effect and improve their learning efficiency. Students can also publish learning-related content to communicate with others through the campus forum and express their views on the event, so as to realize the effective communication and communication between students and teachers, promote students' all-round development and progress, and stimulate the enthusiasm of college students in ideological and political education and learning as far as possible. Therefore, colleges and universities should introduce new media technology to bring the ideas and ideas of exploring ideological and political education work to the practice of ideological and political education work in colleges and universities^[1].

2. The Current Situation of Ideological and political education for college students in the new media Era

2.1 Weak technical ability in the ideological and political education of the application of new media

Teachers should master new media technology and apply it to ideological and political education only in a while. The counselors are workers of college education. Although they have a certain understanding of new media, there is still a lack of technical ability. First, some counselors have not received professional ideological and political education training, so their professional level is slightly lower; second, the counselors need to reasonably arrange students' daily life, study, employment and other aspects, which occupy most of their working time. Ideological and political education content is monotonous. Under the background of the new media era, teachers need to fully seek the educational materials and materials in the new media era to realize all aspects of the training of students. At present, the ideological and political education of students is mainly based on book knowledge, and there are defects in seeking ideological and political education materials in the era of new media, so it cannot achieve comprehensive and effective guidance to students.

2.2 The ideological and political education system of new media is not comprehensive enough

New media ideological and political education is a very large systematic project, which stores a large amount of information, covers a very wide range of content, diversified expressions, and a rapid communication speed. However, there are still many problems in the application of new media in political education. The information on the ideological and political education websites of many universities is too single, mostly for the school rules and regulations or the incomprehensible ideological and political education articles. Practicability is low, the website lacks eye-catching content, and the information coverage is small. Colleges and universities do not fully publicize the new media ideological and political education websites, which are not attractive to some students, which directly affects the few visits, insufficient attention and other phenomena. Without the good use of contemporary new media technology, the form of ideological and political education website is monotonous. Campus new media ideological and political network station needs to deal with the update of some current political news and hot politics with a delayed and slightly lower professional degree

3. The Implementation Strategy of ideological and political education in the new media Era

3.1 Build a new media platform to penetrate ideological and political education

The school can build a new media of ideological and political education suitable for the actual situation of the school, and then encourage the students to learn and improve the ideological and political education knowledge through the new media. The school should also strengthen the management and improvement of the network hardware facilities, and reasonably create the software and hardware facilities. And constantly ground to all the teachers and students to provide ideological education for the purpose, completes the ideological education of college students lead and guidance, and use ideological education and student moral education effectively together, constantly to students' daily study and living habits of supervision and management work, reasonable help some students, improve the rationality and timeliness of political and ideological education work. Secondly, schools and teachers should fully combine multiple communication software together to establish a new media platform for ideological and political education to cultivate students' ability. In the process of creating the new media platform, the advantages of wechat, micro-blog, TikTok, and other software can be combined to complete a one-to-many communication and expression mode, to help teachers quickly understand the students' ideological dynamics. In the ideological and political education of college students, students by building WeChat groups and nail groups can also help them find a sense of collective belonging. The function of the new media education platform will be given full play to help students quickly and effectively understand the excellent content of ideological and political learning^[2].

3.2 Improve the implementation ability of new media ideological and political education in colleges and universities

Constantly improve the college students' self-management ability of new media. In the general environment of new media, all kinds of information are uneven. There are all kinds of multi-level information in every corner of the society, and all kinds of information are the same below in the general environment of new media environment. Therefore, in the process of ideological and political education in new media, university teachers should also constantly use appropriate methods to help college students to improve their life experience. Guide the students to use the new media correctly and reasonably, identify the bad information on the new media, and enhance their self-control ability. Reasonable use of new media facilities can make students show their good self-management ability. Daily evaluation work and various other management work in colleges and universities can be carried out with new media tools. Some evaluation work can use new media tools to carry out the previous publicity work. During the evaluation period, new media can be used to vote and publicize the selection results. The application of new media software can not only strengthen the communication between students and students, but also enhance the feelings between teachers and students and student cadres. Can enable the teacher to quickly understand the practical needs of the students. So as to strengthen the management of students in an all-round way, and then can promote the development of students' ideological and political education work.

4. Epilogue

The new media era will have a profound impact on the ideological education of college students. However, the ideological and political education of college students makes a process of continuous persistence. The influence of new media has both advantages and disadvantages. Reasonable use of new media can bring strong support for ideological and political education and play a good role in promoting the ideological and political control of new media. Based on the traditional ideological education in the past, new media should be rationally used to give full play to the value of the rapid development of new media. Therefore, teachers should do a good job in the application value of new media, and constantly improve the cohesion of new media and ideological and political education, so as to improve the high quality of ideological and political education.

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