

The Practical Dilemma of Ideological and Political Education of College Students in the New Media Era and the Way to Break out

Yansong Guo

School of Marxism, Shandong Agricultural University, Tai 'an 271018, China.

Abstract: In recent years, with the development of Chinese science and technology, our country has entered the new media era, the Internet has been popular and widely used in the mass scope. Under such an era background, college students are exposed to more and more complex information, the way is also more extensive, changing the way of ideological and political education in the past. Faced with the current era of information complexity, this pluralistic values have a great impact on the behavior and thought of college students, but also for the ideological and political education work increased the difficulty.

Keywords: New Media Era; College Students; Ideological and Political Education

Introduction

Since the 18th National Congress of the Communist Party of China, science and technology have advanced by leaps and bounds, and China has officially entered the Internet era. There is no denying the fact that the rapid development of network media changed the way people live, travel mode and so on, but people on the dependence of the network also increase gradually, especially the multifarious information on the network to the university of ideology and cognitive style are caused the bad influence, seriously affected the students form the correct outlook on life, values and world view, This has brought bad influence to the ideological and political education of colleges and universities and even the country.

1. The development opportunities of ideological and political education for college students in the new media era

1.1 New opportunities for the development of college students' ideological and political education

With the rapid development of new media and the sharing of network platforms, the recognition and trust of ideological and political education should be strengthened. The content presented by new media is more rapid, and compared with traditional platforms, it is more novel, independent and exploratory, and can timely meet the diverse needs of college students. Making good use of the advantages of new media platform can give full play to the enthusiasm of college students to new media and strengthen the ideological and political education of students. Therefore, college teachers should make good use of the advantage of new media to expand teaching content, provide students with novel and diverse learning resources, and improve the quality of teaching.

1.2 New media provides an efficient communication platform for college students

The arrival of the new media era provides an efficient information exchange platform for college students, which can realize information sharing more quickly. In non-course time, the powerful communication power of the new media platform can bring fresh information to students and broaden their knowledge. Students can search for new things by themselves

through the new media platform, but the previous stuffy teaching mode is difficult to meet the curiosity of college students. New media has become a part of college students' daily life and study. Therefore, ideological and political educators should change their teaching methods in time, carry out the concept of lifelong learning, and expand their knowledge.

2. The practical challenges of ideological and political education for college students in the era of new media

2.1 The new media era presents a diversification trend

In the era of new media, information increasingly presents a trend of wider publicity and faster dissemination. In the dissemination of information, it is difficult to ensure that every piece of content is regulated by relevant government departments, and it is easy to spread bad or even illegal information. With the help of new media platform, the mode of ideological and political education can be effectively strengthened. Therefore, while perfecting and optimizing the structure of ideological and political education, we should promote the mutual communication mode of new media and strengthen the interaction between ideological and political education and students. In addition, with the progress of network technology, the communication methods of new media show a trend of diversification. College students can not only browse all kinds of information, but also freely express their opinions and comments on media platforms. Although college students' sense of participation and enthusiasm in news communication can be released, it also increases the difficulty of information supervision.

2.2 The development of the new media era becomes more difficult

At the initial stage of the development of the new media era, the Internet platform is not accepted by the public, which requires schools and teachers to actively carry out ideological education for college students, assist students to correct their learning attitude and develop correct values. The diversification of new media platforms has produced a variety of information, which has a subtle influence on students' life and learning, even their lifelong ideas. In the field of new media, college students are a group with strong personality, and increasingly become the subject of production and dissemination of information. The new media platform is full of complex information. If it is not managed and students are allowed to browse by themselves, it will have a profound impact on the mental health of college students under certain circumstances, and even they will be addicted to the Internet and lose themselves. Many parents of today's minors do not agree with the Internet, mostly from this reason. Therefore, college students should play a leading role in ideological and political education, correctly guide students to establish correct ideas and enhance the ability to identify information. At the same time, based on the new era to form a new consciousness, reasonable use of new media technology to serve the ideological and political teaching.

2.3 The complex information in the new media era affects students' cognition

With the rapid development of new media technology, the information transmission mode of the previous era has been subverted. Through the new media platform, college students can access massive information on the network anytime and anywhere, and obtain brand new experience in the network world. The information in the new media platform is complex, including information promoting positive energy and justice, but also superficial and one-sided bad information. For college students, they lack life experience and social experience, and their ability to distinguish information needs to be strengthened. At the same time, the new media platform has also undergone rapid changes, bad information is more hidden, the authenticity of information is difficult to identify, coupled with the wide spread of these information, college students are prone to form wrong values. Therefore, we must guide students to realize the importance of network communication and enhance the attention and participation of public opinion. At the same time, the dissemination of bad information is eroding college students' thoughts and hindering the cultivation of students' mainstream consciousness. How to focus on the opportunities

brought by new media and help students break the dance of bad information is a huge challenge that needs attention in the current new media era.

3. The way to solve the problem of ideological and political education of college students in the new media era

3.1 Integrate network ideological education into students' daily life and study

The development of ideological and political education cannot be separated from the emotional input of educators and the change of teaching environment. Therefore, emotion and environment play a great role in promoting the development of ideological and political education. With the increasing popularity of the Internet, some information on the Internet has removed the barriers between the society and the campus. Therefore, in the process of teaching, teachers must combine social phenomena with teaching content, and constantly innovate the knowledge system taught, so as to create a good public opinion environment and change the thoughts and behaviors of college students imperceptibly, so as to better improve the effectiveness and usefulness of ideological and political education.

3.2 Make good use of big data to control the main direction of ideological and political education

At the same time, we should also recognize the convenience of the new media information platform. New media platforms spread information efficiently and quickly. Relevant efficient educators and teachers should make good use of the advantage of the network to make statistics of the positive energy and high-quality learning information they want to impart to students, and use massive database information to provide teachers with new teaching ideas and methods. On the other hand, problems in the teaching process can also be found through big data. At the same time, according to the results of big data, the important contents that affect the thought and behavior of college students are accurately judged, so as to plan the following teaching contents and teaching methods. According to the needs of college students to timely adjust the content of teaching, to ensure the ideological and political education of high efficiency and effectiveness.

3.3 Cultivate professional ideological and political education teams

At present, college students are generally the generation of "post-00s". This generation of students has widely accepted the Internet since they grew up, so they are inseparable from the Internet in both work, study and life. In view of this situation, effective educators should fully combine ideological and political education with the network, or even move ideological and political education work online, and carry out education work in the form that students are happy to see. The spread of ideological education through the Internet can improve the attraction of ideological and political classes and reduce the employment pressure of students. Making good use of the audio and video functions of the new media platform can strengthen the communication and learning between college students and educators, timely grasp students' thoughts and ideas, understand students' psychological demands, change education and teaching methods in a timely manner, and meet students' diverse learning needs.

4. Conclusion

To sum up, the current ideological and political education of colleges and universities with the development of new media information platform created more opportunities and challenges, so relevant education practitioners on the basis of fully understand the changes in the network environment, foster strengths and circumvent weaknesses, play to the advantage of new media platforms through the way of combining online and offline, to promote the diversity of education mode, help

college students get more baptism and help. Through this measure, we can further improve the ideological and political education level of Chinese college students and cultivate more pillars of the state.

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