

How to Effectively Carry out Ideological and Political Education for College Students from the Perspective of Financial Media

Ni Zhang

School of Engineering and Technology, Hubei University of Technology, Wuhan 430068, Hubei

Abstract: Financial media is a new way of information dissemination produced by the rapid progress and development of contemporary information technology, which plays a great advantage in ideological and political education in colleges and universities. At present, because many teachers still adhere to the traditional educational ideas and teaching methods, and do not effectively combine the integrated media with ideological and political education, the ideological and political education classroom is too boring and tasteless, and students cannot effectively receive ideological and political content. The effect of political education is poor. The effective application of integrated media to the ideological and political education of college students is in line with the development trend and education trend of the current era, and can effectively penetrate ideological and political education. Therefore, contemporary college teachers should pay full attention to the integration of media and ideological and political education, and promote the effective development of ideological and political education for college students by carrying out diversified activities and optimizing the educational environment.

Keywords: Integrating media; College students; Ideological and political; Educational strategy

At this stage, due to the rapid progress and development of society and the continuous improvement of the level of science and technology, the integrated media is also developing faster and faster. The integrated media has the characteristics of comprehensiveness, interactivity, and timeliness, and can quickly spread information. Effectively applied to ideological and political education in colleges and universities can effectively stimulate students' interest in ideological and political learning and improve students' cognitive level. Therefore, at present, college teachers should continue to follow the development of the times and social progress, actively change their own educational concepts, and actively innovate ideological and political education methods, so as to fully bring into play the advantages of integrated media technology, and effectively promote the ideological and political education of college students. Smooth development.

1. Problems in Ideological and Political Education of College Students in the Era of and Media

1.1 The way of ideological and political education in is inconsistent with the communication law of integrated media

At present, colleges and universities carry out ideological and political education, to effectively guide students' ideological awareness, improve the ability to grasp the laws of the network, the ability to guide public opinion, etc., therefore, in the context of the application of integrated media technology, colleges and universities should dig deeply, Analyze the characteristics and laws of integrated media to effectively integrate it with ideological and political education, promote the smooth development of ideological and political education in colleges and universities^[1]. However, from the perspective of current ideological and political education in colleges and universities, although complete and new multimedia equipment is installed in the classroom and connected to the Internet, many teachers still do not give full play to its role, and they still use more explanatory methods., Making the ideological and political classroom in colleges and universities boring and boring, students cannot effectively substitute their own emotions and

cannot actively participate in learning. Many college teachers are divorced from students and the times, and cannot effectively apply the current popular media platforms, such as Douyin and Weibo, to effectively teach students, and cannot play the advantageous role of integrated media technology.

1.2 The environment of ideological and political education in is complex and diverse.

With the rapid progress and development of information technology at the current stage, information sources are extensive, the channels of dissemination are wide, and the content is more and more, and the public opinion environment has become more and more complex. With the rapid development of information technology, although it can bring certain opportunities to the current college education and promote the development of ideological and political education in colleges and universities, to a certain extent, it also enhances the complexity of the communication environment of ideological and political education, and the network environment has also become changeable and complex. From the perspective of the network environment, on the one hand, it has a certain degree of concealment. Although college students already have a certain life experience and a high level of education, they are easily misled in information judgment and choice, and it is difficult to maintain a rational attitude. The analysis of various information and viewpoints is easily influenced by public opinion and presents a “one-sided” state. In addition, many colleges and universities do not strictly supervise the network, it is difficult to build a harmonious network environment, and it is easy to have some network security problems and steal students’ information.

2. The Practice Path of Ideological and Political Education for College Students under the Background of and Financial Media

2.1 Carry out Diversified Ideological and Political Education Methods to Promote Infiltration of Ideological and Political Education

Financial media has the characteristics of interactivity. The effective application of financial media technology and the development of ideological and political education can better enrich education methods and activate the classroom education atmosphere ^[2]. Therefore, in colleges and universities, educators should make full use of the characteristics of integrated media technology, effectively attract students’ attention through a variety of platforms, such as Douyin, Weibo, WeChat, etc., strengthen the publicity of ideological and political education, and improve students’ Ideological and political literacy.

For example, in the ideological and political classroom of colleges and universities, if the teacher just “speaks” blindly in the classroom and cannot solve the students’ desires, the teacher can integrate media technology to play more small videos, and explain in combination with contemporary hot topics. And carry out more interactive activities with students as the theme to promote the interest and diversification of college students’ ideological and political education, and stimulate students’ enthusiasm for learning, influence and cultivate people with an ideological and political atmosphere. In addition, college teachers can also arrange diversified ideological and political homework, or let students create videos in combination with news hot spots, or let students make ppt in combination with social hot topics, so as to effectively play the advantageous role of integrated media application, thus effectively improving the effect of ideological and political education and promoting the development of students’ ideological and political literacy. In addition to the ideological and political classroom, colleges and universities and teachers can also effectively strengthen the construction of integrated media platforms, coordinate the management of various media affairs on campus, and set up multiple departments to collect relevant information of college students and conduct effective sorting and analysis. Colleges and universities can also effectively set up a “ideological and political education” section on their official website, integrate red educational resources and relevant content of the spirit of the times, and set up forums to guide college students to conduct extensive exchanges and discussions on contemporary social hot spots. it can also effectively unite with campus radio stations to broadcast news regularly and create a strong atmosphere of ideological and political education in colleges and universities.

2.2 Optimizing Educational Environment and Strengthening Network Supervision

Affected by a variety of communication channels, under the background of integrated media, the current high school ideological and political education environment is highly complex, and it will also encounter certain difficulties in imparting ideological and political education knowledge. Therefore, at present, if colleges and universities want to effectively strengthen ideological and political education in colleges and universities, they must first optimize the educational environment of colleges and universities. The relevant person in charge of the school should establish an effective ideological and political education mechanism, establish a media platform management mechanism, and effectively strengthen the network of colleges and universities. Supervision, strengthen safety management, and create a healthy and safe online learning environment for college students ^[3]. Specifically, colleges and universities

should establish information management regulations, establish a scientific and reasonable management mechanism in response to the phenomenon of multiple platforms and miscellaneous content in colleges and universities, configure specialized network management personnel and student management personnel, and standardize university newspapers and official websites. The content of the website, and timely replacement and update; standardize the content on the campus official website, forums, Douyin, Weibo and other communication platforms, promote the standardization and rationalization of campus information dissemination, pay attention to the accuracy and rigor of information terms, and establish a punishment system to combat the dissemination of rumors and rumors, and eliminate the campus network environment. In terms of network security supervision, colleges and universities should actively strengthen the campus security management system, maintain and update it in a timely manner, and prevent foreign personnel from invading; colleges and universities should actively carry out training activities to improve the information technology level of network management personnel, and improve management personnel. The sensitivity of the dissemination content, prevent the intrusion of bad personnel, block the entry of bad information into colleges and universities, create a safe network environment, and ensure the safety of students on the Internet, and then effectively promote the ideological and political education of college students.

Concluding remarks:

To sum up, the effective integration of media technology to carry out ideological and political education in colleges and universities can effectively promote students' independent learning, and also have a certain positive effect on the improvement of students' ideological and political literacy and the cultivation of moral quality. Therefore, teachers should change their ideas and innovative methods in a timely manner, give full play to students' autonomy and enhance the interaction of ideological and political education by carrying out diversified ideological and political education activities; strengthen the ideological and political guidance for college students by strengthening the construction of the teacher team; by optimizing the educational environment, increase network supervision to give full play to the advantages of integrated media applications, and then effectively promote the smooth development of college students' ideological and political education.

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About the author:

Ni Zhang, born on July 19, 1984. Female. Han. Currently working in the School of Engineering and Technology of Hubei University of Technology. Graduation school: Hubei University of Technology, master's degree. Major: Political Science Theory. Research direction: ideological and political education.