

# Research on the Realistic Review and Innovation Path of Ideological and Political Education in Higher Schools in the Era of All-media

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**Abstract:** In the era of all-media, information breaks the limitations of space and time, and the dissemination can be faster and more rapid, and in the network platform, information is open and shared. College students are active on online platforms, and the complexity and change of all-media information dissemination affects the development of students' thinking. As an ideological and political educator in higher schools, we must deeply understand the opportunities and challenges of teaching in the all-media era, constantly improve students' media literacy, optimize the content of ideological and political education, build educational teams, build a networked teaching platform, constantly improve the efficiency of ideological and political teaching, and promote the innovative development of ideological and political education in higher schools.

**Keywords:** The era of all-media; Ideological and political education; Innovation path

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In the all-media era, information is disseminated through various media, and users can receive information through mobile terminals such as computers and mobile phones. All-media can be seen everywhere in the study and life of college students, which affects students' thinking development and behavior habits. Ideological and political education is an important subject to cultivate students' correct values and help students develop good behavior habits. Ideological and political teaching should give full play to the advantages of all-media, promote innovation and reform of teaching, help students form good ideological and political literacy, and lay a good foundation for future study and life.

## 1. The role of innovating ideological and political education in higher schools in the era of all-media

With the advent of the all-media era, all-media has the characteristics of full-staff, holographic, full-effect and full-process media, which have brought many opportunities to the innovation of ideological and political education in higher schools.

### 1.1 Improving the influence of ideological and political education

The all-media era brings together various media, and the integration and development of various media has enriched teaching resources, which can build a more diversified platform for ideological and political education in higher schools. Combined with the personalized needs of students, ideological and political education can fully integrate the teaching content into students' daily life with the help of different media, so as to enhance the influence of ideological and political education in higher schools. In the era of all-media, ideological and political education is constantly changing in time and space. Ideological and political education in higher schools is an important link of moral education, and students are the object of education, and correct values are the focus of education. Through the reasonable use of all-media media, teachers' teaching work can be improved, and the form and content of teaching can be enriched, so that students can receive ideological and political education to the maximum extent, cultivating their correct ideological concepts and behavior habits<sup>[1]</sup>.

### 1.2 Improving the appeal and the contagious expression of ideological and political education

The integration of various media has led to changes in the direction of public opinion at any time. In the development of education in the new era, ideological and political education should not be limited to the classroom, but should develop in a more developed and

shared direction, so that ideological and political education can meet the growth needs of students, conform to the development trend of the times, and fit the ideological and political education in the new era. In an all-media environment, higher schools can provide timely feedback on students' learning situation with the help of big data to give teachers accurate educational service functions, improve the timeliness and convenience of ideological and political education, and make ideological and political education more attractive and contagious.

## **2. Innovative path of ideological and political education in higher schools in the era of all-media**

### **2.1 Integrating media literacy into ideological and political education in higher schools**

Media literacy refers to people's ability to understand, select, analyze, question and process information when receiving information. In a mixed information environment, students should have the ability to correctly judge information. Therefore, ideological and political education in higher schools should achieve innovative development, fully integrate media literacy into teaching, and improve students' ability to obtain, understand and use information. Due to college students' intense curiosity, in the network information that is difficult to distinguish between true and false, there may be problems such as incorrect information judgment and weak legal awareness. In order to solve these problems, higher schools must improve students' media literacy and strengthen media literacy education in ideological and political education. For example, students can be organized to carry out special courses, and the content of media literacy, as a theme, can be integrated into education, and students' abilities should be enhanced, so that students can better adapt to the development of the network platform and dialectically view all kinds of information on the network. Under the background of Covid-19, higher schools can use the campus network platform to carry out activities to pay tribute to medical staff. Higher schools can use short videos, photography, articles and other forms to express gratitude to front-line medical staff. The unlimited forms of activities are in line with the emotional expression habits of college students in the new era, so that students can participate in the process of activities to cultivate truth, goodness and beauty and convey positive energy. By cultivating students' media literacy in ideological and political education in higher schools, it not only meets the development needs of the new era, but also realizes the innovative development of ideological and political education, so that students can scientifically view network information and correctly use network information.

### **2.2 Optimizing the content of ideological and political education**

Ideological and political education in higher schools is an important magic weapon to cultivate students' correct ideas and help them develop good habits. With the development of the all-media era, there are more channels for information dissemination, which also brings more forms of education to ideological and political education. In order to realize the innovative development of ideological and political education, it is particularly important to optimize the content of education. Ideological and political education in higher schools mainly includes two aspects: political theory and spiritual connotation. When carrying out ideological and political education, higher schools should combine the requirements of the core values of socialism in the new era, conform to the development of the times, and launch content suitable for students to learn. First of all, higher schools should give full play to the advantages of all media, use major network platforms, disseminate the important connotation of socialist core values, create a good learning atmosphere for students, and improve students' cognition. Then, it is necessary to enhance students' identity with the nation and the country, and strengthen students' ideals and beliefs with the core content of patriotic education. For example, schools can organize students to carry out red-themed activities to encourage students to express bravely in many forms. Finally, it is necessary to carry forward China's excellent traditional culture, use all-media media, strengthen publicity, so that students can have immersive experience of China's history and culture, understand China's policies and national development, enhance students' cultural self-confidence, and work hard to realize the great Chinese dream.

### **2.3 Improving educational strength and strengthening the construction of educational teams**

All media uses science and technology and network platforms to realize modern education and provide a better education system for higher schools. Through a diversified network platform, teachers, ideological and political educators and students can form an educational synergy, laying a good foundation for the innovation and development of ideological and political education. To improve their educational strength, higher schools must pay attention to the construction of educational teams and improve the media literacy of ideological and political teaching workers, so as to promote the optimization and innovation of ideological and political education in higher schools. First of all, ideological and political teaching workers should actively learn relevant all-media knowledge, understand the teaching tools and methods commonly used in the all-media era, integrate the positive content of society into ideological and

political education, and constantly improve the level of teaching by learning and understanding the opportunities and adjustments in the all-media era. Then, in daily teaching, students' excellent deeds should be regarded as models and displayed on the school's WeChat official account, Weibo and other platforms, where students are influenced to learn actively through real cases around them, so as to improve the quality of ideological and political education. Finally, we can also build a teaching operation mechanism with the help of the network platform, and the party committee, ideological and political management personnel and teaching workers of the school form an education team. Through the active guidance of the teacher team, students can view network information correctly and be proficient in the use of network technology, so as to improve students' ability to learn independently and help students establish correct ideological values and develop good learning habits<sup>[2]</sup>.

## **2.4 Building a network education platform to improve the level of modern education**

In ideological and political teaching in higher schools, the scientific use of various media can promote the innovation and development of ideological and political education. Through the construction of a network education platform, the modernization of ideological and political education can be realized. By designing online teaching of ideology and politics, higher schools take ideological and political teaching innovation as the goal, follow the management mechanism of special supervision and hierarchical management, and turn ideological and political teaching into a mechanism for scientific evaluation to control the operation of public opinion. At the same time, higher schools should also establish management norms for campus network platforms, and implement corresponding network evaluation rules in the process of ideological and political teaching, so as to improve the modern teaching level of ideological and political teaching. The school should also make full use of the school's teaching resources to lay a good foundation for building an ideological and political networked education platform, in which it can give full play to various functions such as resource integration, talent training and skills improvement. In addition, the teacher team should also form an online education team. For example, school teachers and counselors can form a network port of "learning online". Students can learn ideological and political content through online platforms. And combined with real-time hot spots, the network teaching window is built to lead students to carry out ideological and political education in the content that they are interested in.

## **Conclusion**

To sum up, in the era of all-media, the innovative development of ideological and political education in higher schools is the requirement of the new curriculum reform and the inevitable trend of social development. The high efficiency of all-media has brought more basis to ideological and political education. At the same time, the complex and multidimensional all-media information also makes ideological and political teaching face many challenges. In order to realize the innovative development of ideological and political teaching, it is necessary to adapt to the times, give full play to the advantages of all-media in teaching, and build a perfect education system for ideological and political teaching in higher schools, so as to improve the quality of teaching and cultivate more high-quality outstanding talents for the society.

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