

# Research on the Construction of Ideological and Political Integration of Film and Television in Colleges and Universities in the Digital Era

Tong Xu

Wuxi City Vocational and Technical College, Film and Television College, Wuxi, Jiangsu 214000

---

**Abstract:** In the digital era, the construction of ideological and political integration of film and television in colleges and universities is facing new changes, bringing opportunities for development as well as many challenges. Among the existing scholars, the scope of research is relatively broad, but the research in the field of film and television education has not been involved, especially in the concepts of discipline education, ideological and political integration, and integration construction. Based on this, this paper discusses the construction of ideological and political integration of college film and television in the digital era, and constructs the construction path of ideological and political integration of college film and television in the digital era by analyzing the construction ideas, construction turns, and construction practices, with a view to providing care and reflection for similar research.

**Keywords:** Digital age; Film and television ideological and political; Integrated construction

---

## 1. Overview of the Ideological and Political Integration Construction of Film and Television in Colleges and Universities in the Digital Age

In the digital era, the construction of ideological and political integration of film and television in colleges and universities is facing a new field, which affects the organization, power, resources and other relationship forms of the construction of ideological and political integration of film and television in colleges and universities, showing the evolution process from Internet ideological and political 1.0 to new media ideological and political 2.0 and then to digital ideological and political 3.0. At the same time, it provides opportunities for the development of ideological and political integration of film and television in colleges and universities, but also brings many challenges.

## 2. A review of ideological and political integration of film and television in colleges and universities in the digital age

At present, the theoretical research on college education in the digital era is relatively rich, and it is also gradually highlighting the new dimension of education construction. The research on the ideological and political field of college film and television in the digital era proposed by this topic is gradually moving towards a more in-depth research level with a cross integration attitude, which provides a theoretical basis for this study, and also provides some methodological guidance. For the current construction of ideological and political integration of college film and television in the digital era, the current scholars mainly focus on the development of colleges and universities in the digital era, as well as the discussion of ideological and political concepts in the digital era.

### 2.1 Research on the Development of Colleges and Universities in the Digital Age

In the context of the digital era, college education should deeply grasp the connotation of "application", adapt to the characteristics of the digital era and the characteristics of the digital economy model, make timely adjustments and changes in the training concept and direction, talent attributes and tools, and strive to cultivate useful talents to meet the development needs of

the new era (Zhang Lihui, 2021).

Digital literacy has rich connotation. On this basis, the core objectives of digital literacy education for college students include three dimensions: digital communication ability, digital innovation ability and digital criticism ability. To promote the digital literacy education of college students, the government, universities and society need to play their respective advantages to jointly create a favorable environment for the cultivation of digital literacy of college students (Ma Xing, Feng Lei, 2021). Digital literacy is an ability trait group closely related to learning and future employment in the digital age. The cultivation of digital literacy depends on taking the government as the leader, colleges as the main position, and enterprises as the support to smooth the joint education path of government school enterprise cooperation (Tao Hong, Tang Ting, 2021).

As the first resource of education development, teachers' ability to improve their professional cross-border ability has become an inevitable requirement to adapt to the great changes in the new digital era, lead education to respond to digital innovation, and drive their professional development by higher vocational teachers in the new era (Jiang Yue, 2021). The teaching of teachers in the digital age is no longer a simple superposition of technology and teaching methods, but a kind of innovation of technology and teaching integration oriented to complex learning environments (Ge Wenshuang, Han Xibin, 2017).

## **2.2 Research on Ideological and Political Field in Digital Age**

With China's digital economy entering a new stage of rapid development, ideological and political education is undergoing a profound digital remodeling, and precise ideological and political education has gradually become a new mode of ideological and political education in the new era. Precise ideological and political development is a long-term choice in line with China's digital economy development strategy, which reflects the inevitable trend of information revolution and digitalization of production mode, as well as the practical needs of promoting people's all-round development in the digital era (Yuan Fang, 2020).

With the advent of the digital era, the construction of ideological and political education in colleges and universities is facing a new field. To construct a digital intellectual ideological and political education system that is compatible with the digital age, echoes with digital youth, and integrates with digital technology, we must simultaneously promote the system, technology, and ecological dimensions, so as to improve the digital intellectual ideological and political system, lay out the digital intellectual ideological and political infrastructure, improve the digital intellectual and political ability, adhere to the logic of digital intellectual and political science, and resolve the risk of digital structure. Strengthen the construction of digital ethics (Gao Xiangjie, Li Yue, 2021). In the digital era, college students' discourse shows new features such as the increasing equality of discourse subjects, the three-dimensional content of discourse, the personalized value of discourse, the diversification of discourse interaction means, and the ecological development mode of discourse. To promote the innovative development of the discourse of ideological and political courses in colleges and universities in the digital era, we should constantly consolidate the leadership of ideological discourse in colleges and universities, make good use of the fresh resources of the discourse of the times, build a multimodal expression system of classroom discourse, improve the interaction channels of classroom discourse, and improve the development ecology of classroom discourse in view of the new changes in the discourse characteristics of ideological and political courses in colleges and universities (Wu Huan, 2021).

## **3. The Path of Ideological and Political Construction of Film and Television in Colleges and Universities in the Digital Age**

### **3.1 The turning of ideological and political integration of film and television in colleges and universities in the digital era**

First of all, we need to clarify the necessity and importance of the ideological and political integration of college film and television in the digital era. It clarifies what the digital era is and what changes have taken place in the ideological and political construction of colleges and universities in the digital era, and analyzes the construction of ideological and political integration of film and television in colleges and universities in the digital era. It is necessary to clarify the macro context of ideological and political integration of college film and television in the digital era, and discuss the construction of ideological and political integration of college film and television in the digital era under the new development pattern of building a cultural power, a cultural province, and a beautiful city. Combining the guiding ideology of educating people for the Party and the country, this paper discusses the theoretical aspects of cultivating socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. Pay attention to the leading role in ideological and political work, return to the original

intention, let the film and television ideological and political integration "enter the mind", and form an important manifestation of ideological and political education in colleges and universities in the digital era. On the basis of a deep understanding of the digital era, we should clarify the fields, directions and paths that are mainly driven by the construction of ideological and political integration of film and television.

### **3.2 Practice of Ideological and Political Integration of Film and Television in Colleges and Universities in the Digital Age**

Widely carry out industry docking and school enterprise cooperation. Promote the in-depth cooperation between film and television ideological and political education and enterprises and industries, form complementary advantages, establish a closer linkage mechanism, strengthen cooperation, sharing, build a broader integration platform, and constantly expand the breadth, width, depth and strength of film and television ideological and political education in colleges and universities.

## **4. Conclusion**

In the digital era, the development of ideological and political integration of film and television in colleges and universities should go from "film and television" to "ideological and political", grasp the pulse of the era of high-quality development in the digital era, and broaden the ideological and political development mode of film and television in colleges and universities in a multi-dimensional way through the origin, development and construction of film and television ideological and political. In combination with the current social aesthetics and the style of the times, starting from the spiritual needs of society and people, we appeal to the realistic needs of social development and the aesthetic appeal of beautiful yearning, deeply cultivate the high-quality construction of film and television ideological and political education in colleges and universities on the land of China, actively build a coordinated space of film and television ideological and political integration, and create a new pattern of film and television ideological and political integration in colleges and universities in the digital era.

## **References**

- [1] Jiang Yue Under the background of part-time economy, the predicament and outlet of vocational cross-border ability training of higher vocational teachers Education and occupation, 2021
- [2] Gao Xiangjie, Li Yue Research on the Transformation of Digital Intelligence in the Ideological and Political Education System of College Students in the Digital Age Journal of Hebei Youth Management Cadre College, 2021
- [3] Ge Wenshuang, Han Xibin Research on the Questionnaire of College Teachers' Teaching Ability in the Digital Age Research on audio-visual education, 2017
- [4] Ma Xing, Feng Lei The value, goal and strategy of digital literacy education for college students Jiangsu Higher Education, 2021