The Development Strategy of Party Building and Ideological and Political Education in Universities Based on Integrated Media

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Abstract: The organic combination of Old media and new media has formed a situation of mutual promotion and resource exchange, which creates new opportunities and challenges for the coordinated development of party building and ideological and political education in colleges and universities. This article is based on the background of the era of integrated media, analyzing the necessity of coordinated development between party building and ideological and political education in universities, as well as the specific factors that hinder the coordinated development of party building and ideological and political education in universities. The focus is on studying the effective path of coordinated development between party building and ideological and political education in universities, in order to achieve coordinated education between the two and cultivate high-quality talents.

Keywords: Integrated media; Party building; Ideological and political education

1. Introduction

In the era of integrated media, the ways of information exchange and interaction have undergone significant changes, providing advanced and efficient integrated media technology for party building and ideological and political education in universities, enabling it to maximize educational value and enhance the effectiveness of educational work[1]. However, due to the continuous development of information technology, there are varying degrees of differences between different media platforms, resulting in differences in the effectiveness of the two tasks. However, by enabling collaborative development between the two, the gap in educational effectiveness between the two can be effectively eliminated, and the effectiveness of integrated media technology can be further improved to meet the internal needs of university party building and ideological and political education to keep up with the times, thereby improving the quality and attractiveness of party building and ideological and political education work. In this process, cultivating students' good ideological consciousness, consolidating their knowledge and abilities in ideological and political aspects, and helping them form correct core values. Therefore, studying the collaborative development of the two in the era of integrated media is not only a requirement of the times, but also a fundamental requirement for educating people.

2. The Current Situation of Party Building and Ideological and Political Education in Universities under the Background of Integrated Media Era

2.1 Traditional educational concepts

The era of media integration has arrived, but some colleges and universities have failed to adapt to the "Internet plus" thinking mode in time. When carrying out the work of party building and ideological and political education in colleges and universities, they still use traditional educational concepts, which neither conform to the requirements of the development of the times nor meet the students' learning needs for educational models and content, resulting in unsatisfactory educational results. The lack of "Internet plus" thinking has led to the lack of awareness of innovation in party building and ideological and political education in some colleges and universities, thus making it difficult to effectively carry out and implement the two tasks.

2.2 The content format is relatively simple

In the process of collaborative development between party building and ideological and political education in universities, some universities have not timely combined the content with social and current events, and still adhere to teaching materials; In terms of form, it remains a one-way indoctrination without introducing integrated media technology and adopting interactive communication methods, resulting in the separation of teaching work mode and actual teaching situation, which cannot effectively shape students' ideological consciousness and values. Although some universities attach great importance to form innovation and have established new media platforms such as Weibo and WeChat, during operation and maintenance, due to the lack of original content or the reprocessing of existing content, the effective role of new media platforms has not been fully utilized, resulting in a small coverage of the audience and affecting the coordinated development of party building and ideological and political education work in universities[2].

2.3 Technical means are relatively backward

When carrying out party building and ideological and political education work, some universities have relatively backward technological means and have not fully utilized the characteristics of integrated media. They place too much emphasis on ideological and political textbooks and related content of party building indicators, ignore the main needs of students, and cannot reflect the true effect of coordinated development of party building and ideological and political education work, hindering the further integration and development of party building and ideological and political education. Specifically, ideological and political education in some universities is often a large-scale public course, and the implementation process is often explained through projection equipment. The lesson plans are often PPTs and videos, and some videos are relatively outdated, making it difficult to stimulate students' interest in learning.

3. The Road of Synergy between Party Building and Ideological and Political Education in Universities in the Era of Integrated Media

3.1 Innovative Collaborative Education Concept

We should combine the "Internet+" thinking in the education process, establish a collaborative education concept, and implement it throughout the entire education process to ensure that students learn relevant knowledge and theories systematically. Specifically, firstly, combining integrated media technology to achieve students' dominant position. In the process of carrying out teaching activities, teachers should clarify the main position of students, scientifically adjust teaching plans based on integrated media technology, and strengthen ideological and political education work. At the same time, play the leading role of party building work, strengthen the interactive role of new media platforms, guide students to communicate and discuss on the platform, and achieve students' self-education and management through the platform. Secondly, real-time adjustments should be made to the education model based on the characteristics of the times and innovation. When building the concept of collaborative education, we should adhere to the coordination and unity of the two, actively use the financial media technology in the work process, enrich the education content through the network information resources, and put the "Internet plus" thinking throughout the collaborative work, so as to establish a true concept of collaborative education and improve the efficiency and quality of work.

3.2 Enriching the Content of Party Building Collaboration Ideological and Political Education

In the era of integrated media, the most crucial aspect of improving party building and ideological and political education is to enrich its content, strengthen its connection with real life, promote the coordinated development of the two tasks, and expand its coverage. Specifically, firstly, actively utilize the Internet to improve the quality of content for party building and ideological and political collaboration[3]. Universities should focus on textbooks and teaching tasks, collect relevant educational resources through network technology and platforms, continuously enrich educational content, and stimulate students' learning enthusiasm. Secondly, innovate content supply and achieve mechanism synergy. For the party building and ideological and political education work in universities, the first step is to attract students to participate. In the process of carrying out work, guiding students to actively discuss can not only improve the educational effectiveness of party building and ideological and political work, but also promote personalized development of students. In addition, universities should also prioritize teachers and students, optimize content supply, effectively utilize new media platforms such as Weibo and short videos, enhance their influence, regularly update high-quality content, and thereby enhance the coverage of the collaborative mechanism between party building and ideological and political education.

3.3 Innovative educational technology means

In the process of promoting the coordinated development of party building and ideological and political education, it is necessary

to innovate technological means, create a diversified communication situation, and achieve the goal of coordinated development of educational channels. Specifically, when carrying out related collaborative work, it is necessary to optimize the application effect of internet carriers, achieve resource exchange and sharing between the two tasks, and promote their collaborative development[4]. We should effectively respond to the requirements of the era of integrated media, actively utilize new media platforms such as Tieba, Weibo, short videos, and WeChat to actively disseminate party building and ideological and political education content, enhance the three-dimensional nature of information, and help students carry out diversified learning. It should be noted that when disseminating relevant content, attention should be paid to the form of dissemination, such as actively using short videos or live broadcasts, to enable students to efficiently carry out learning activities and achieve collaborative education between the two. In order to achieve the above, colleges and universities should build a department cooperation system. By refining responsibilities and assigning them to people, they can build a personnel system and departments with the "Internet plus" thinking, and lay a good foundation for the implementation of related work.

4. Conclusion

The coordinated development of party building and ideological and political education in universities is not only a requirement of the times, but also an internal demand for university education. In order to achieve collaborative development between the two, it is necessary to establish a collaborative development mechanism in the context of the integrated media era, actively utilize modern technological means, and innovate collaborative educational content, in order to truly integrate the two and improve the quality of education in universities.

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