

The Path Analysis of Innovative College Students' Ideological and Political Education on the Internet from the Perspective of New Media

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Abstract: With the development of economy and society, people's lifestyle has undergone tremendous changes, and people have wider channels to contact and understand new things. With the continuous development of new media, people's lifestyle and cultural activities have become richer and more widely used in many fields. The article focuses on the innovation of college students' ideological and political education on the Internet from the perspective of new media, and how to use innovative methods to do well in college students' classroom ideological and political education.

Keywords: New Media; Innovation; Ideological and Political

Preface

In the increasingly developing network era, the emerging network is also increasingly widely used in the ideological and political education in colleges and universities. In addition, many colleges and universities have paid more attention to the ideological and political work teaching of college students in recent years, and many colleges and universities are also exploring a system suitable for the ideological and political teaching of college students. However, there are still many imperfect problems in many areas, causing great trouble to the development of the ideological and political teaching cause of the curriculum. This requires college workers to start from the current situation and existing shortcomings, find ways and means to solve problems and overcome shortcomings, and accelerate the work progress.

1. About new media

Compared with traditional media, new media is a new type of media that presents various content forms on the basis of data and Internet information technology and has comprehensive coverage and innovative characteristics. Compared with the traditional media, the new media is not limited in the way of communication. It uses the network as a carrier to deliver to the public. The content is relatively extensive, which is an inevitable trend of the development of the times.

2. The significance of innovating college students' online ideological and political education from the perspective of new media

2.1 Enrich teachers' teaching methods

In the traditional classroom ideological and political education for college students in the past, the form of education for students is generally unchanged. The dull way and content weaken the students' interest in ideological and political learning. However, since the emergence of new media, great changes have taken place. Teachers are no longer limited to desktop classrooms. They can use various teaching forms such as WeChat, forums, microblogs and other network platforms to share educational resources, spread more teaching information, spread the classroom and practical knowledge points with new media, and form good communication with students through convenient and fast media, which can better cultivate students' interest in learning; From the perspective of new media, it not only enriches the ideological and political teaching mode of the curriculum, increases students' interest, but also enables students to understand the correct outlook on life and values, improves the effectiveness of classroom ideological and political teaching, and innovative teaching mode can also improve the appeal of classroom ideological and political teaching.

2.2 Conform to the habits and ways of modern students to accept knowledge

College students are a kind of highly knowledgeable people with novel ideas, so when they come into contact with new things, they will also have great foresight. In the practice of ideological and political teaching, the traditional teaching form is relatively monotonous, and students are very likely to lack interest in learning when learning. At the same time, this traditional form of ideological and political teaching for college students is similar to the classroom form in junior high school and senior high school, which will also cause college

students to form a certain boredom, which is extremely detrimental to the future development of teaching. New media is a technological form that relies on the development of science and technology. In the process of transmitting information, it is fast and effective. It can deliver information in real time and has a wide range of influence. At the same time, new media is also a more recognized learning method for college students. Therefore, in the new era, the use of new media for ideological and political teaching in colleges and universities will help to change the shortcomings and problems of traditional teaching methods, adapt to the understanding and understanding trend of contemporary college students, promote them to better contact and master ideological and political theoretical knowledge, and strengthen their ability to understand and familiar with professional knowledge, which has a very positive practical significance for promoting ideological and political teaching in colleges and universities.

3. Problems that must be faced by the ideological and political teaching system in colleges and universities under the new media

The one-sided knowledge of ideological and political education in colleges and universities focuses on the following problems: first, the pace of adjustment of the text content in colleges and universities is not fast, some creative and novel teaching content can not be timely integrated, and students' enthusiasm for learning will decline; Second, colleges and universities still use relatively single teaching content when carrying out ideological and political training, and can not reasonably use the social hot topics that college students often pay attention to. Therefore, on the whole, with the rapid development of the emerging network, the one-sided drawbacks of the content of ideological and political training in colleges and universities have gradually emerged. This is mainly because the new media does have the characteristics of rapid information transmission, but the fragmentation of information transmission is also its main way. Learners can master the basic knowledge of ideology and politics at any time and anywhere, but in the limited space, there are obviously many problems to maintain the integrity and integrity of ideological and political teaching.

3.1 The mode of ideological and political work in colleges and universities is not perfect

For such a boring course as ideological and political education, the choice of teaching methods is particularly important. When the school carries out ideological and political education for college students, teachers often choose a single form of teaching, so although students can normally carry out ideological and political learning, it does not have much significance to guide students' thinking. Once the ideological and political classroom teaching in colleges and universities cannot adapt to the trend of information dissemination and development, it will gradually expose a series of problems, resulting in new problems that lag behind the social development. This is not only detrimental to the development of ideological and political teaching, but also will greatly hinder the progress of students and the effective improvement of their comprehensive quality.

4. Innovative measures for college students' ideological and political education from the perspective of new media

4.1 Comprehensively strengthen the ideological and political teaching content of the school

Nowadays, the school has also actively implemented and introduced the ideological and political teaching project, but there are many theoretical courses related to the content, which also makes the teaching content boring and inconvenient for college students to understand, reducing the effectiveness of teaching. Therefore, ideological and political education needs to track students' interests through multimedia reasonably. In the course of curriculum development, students can communicate widely with current social hot topics and school hot topics to cultivate their interest in learning; When carrying out ideological and political teaching for students, teachers should effectively integrate the previous classroom teaching methods with new media means to bring students two styles of classroom teaching, so that they can master the curriculum.

4.2 Innovate the carrier of ideological and political education

Breaking through the carrier of ideological and political teaching in existing schools and innovating the teaching carrier mainly include the following aspects: for example, through holding a debate contest, speech contest and other colorful school activities, this not only guides college students to form good ideas, but also creates good conditions for ideological and political teaching, effectively integrates new media activities with school culture, which can not only effectively promote ideological and political culture, At the same time, it can reflect the harmony between the new media and the ideological and political teaching of the school, and create a good campus

environment. Now mobile phones have become an indispensable new educational media for students no matter where they live in the school, and students are also very dependent on mobile phones. Schools can use mobile phone software as the main educational media to improve the educational content of ideological and political knowledge in the school. They can use mobile phone software to create an app specifically for ideological and political teaching content in colleges and universities, and set up an app for job search the educational themes, such as practice, which are highly recognized by colleges and universities, can not only guide students' attention but also spread the content of ideological and political education, but also establish an information network for ideological and political training in colleges and universities. This not only enables colleges and universities to carry out ideological and political education more indirectly through new media, but also strengthens the interaction between educators of ideological and political knowledge and students.

5. Conclusion

The article has a further understanding and understanding of the innovation of college students' ideological and political work teaching system by thinking about the beneficial impact and problems faced by ideological and political education from the perspective of new media, as well as a number of reference measures extracted, and can contribute to the development of college ideological and political education in the future.

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