

# The Dissemination Efficiency Of ideological and Political Education Discourse in Colleges and Universities has Been Enhanced in the New Media Environment

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**Abstract:** This study focuses on the improvement paths of the dissemination efficiency of ideological and political education discourse in colleges and universities in the new media environment. By analyzing the impact and opportunities of new media technology on the traditional ideological and political education discourse system, it explores the optimization paths of discourse innovation, platform construction and dissemination strategies. The research shows that by integrating new media tools such as social media and short videos to construct a dissemination system, It can significantly enhance the affinity, coverage and guiding power of discourse. Practice shows that universities adopting the “hot topic guidance + immersive experience + precise push” model have improved students’ recognition of ideological and political education and enhanced the efficiency of online public opinion guidance. This research provides theoretical support and practical paths for the reconstruction of the discourse power of ideological and political education in universities in the new media era.

**Keywords:** New media environment; Ideological and political education in colleges and universities; Discourse communication effectiveness; Communication strategy; Discourse innovation

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The promotion of new media technology has profoundly changed the communication ecology of ideological and political education in colleges and universities. However, the traditional one-way indoctrination model is facing problems such as fragmented information, inattention and weakened discourse authority. Ideological and political education in colleges and universities needs to actively conform to the communication laws of new media, and enhance the leading and infectious power of mainstream ideology from aspects such as discourse system innovation, expansion of communication channels, and technological empowerment. Starting from the characteristics of new media, this study deeply analyzes the key approaches to enhance the dissemination efficiency of discourse in ideological and political courses in colleges and universities, with the expectation of providing reference significance for promoting the digital transformation of ideological and political courses.

## 1. The challenges of the New Media Environment to the Dissemination of ideological and political education Discourse in colleges and universities

The new media environment has communication characteristics such as immediacy, interactivity, fragmentation and decentralization. The ecological pattern of information dissemination has been reconstructed, posing multi-dimensional challenges to the discourse dissemination of ideological and political education in colleges and universities. In terms of communication subjects, new media has broken through the single model of traditional education where teachers are the authoritative source of discourse and students are exposed to a large amount of diverse information through social media and short video platforms. Value judgments and ways of thinking are easily disturbed by online subcultures and the infiltration of Western ideologies. Teachers are confronted with the awkward situation where the right to speak in the new media field is diluted, and the traditional one-way preaching mode is difficult to respond to students’ autonomy and criticality when receiving information, causing subtle changes in the discourse power structure of educators and the educated<sup>[1]</sup>.

From the perspective of the content of dissemination, there is an inherent contradiction between the fragmented characteristics

of new media information and the systematic requirements of ideological and political education discourse. Fast food content such as short videos and online jokes has quickly attracted students' attention through their entertaining and emotional expression methods. However, the theoretical depth, value orientation and ideological traits emphasized by ideological and political education, It is very easy to be marginalized in the new media environment where information is abundant.

## **2. Theoretical Basis for Enhancing the Dissemination Efficiency of Ideological and Political Education Discourse in Colleges and Universities in the New Media Environment**

The discourse dissemination of ideological and political education in colleges and universities empowered by new media is rooted in the organic combination of Marxist communication theory, media ecology and constructivist learning theory. The theoretical logic is mainly manifested as the innovation of communication mode. From the perspective of Marxist communication theory, new media technology has broken through the limitations of information dissemination in time and space. It conforms to the requirements of the "communicative practice" theory regarding the free flow of information and the reconstruction of social relations. The equal dialogue mechanism in cyberspace provides technical support for the transformation of ideological and political education discourse from the "indoctrination style" to the "dialogue style", which is conducive to constructing a new type of interaction relationship between educators and the educated. The theory of media ecology highlights the shaping role of the media environment in information dissemination, and the revolutionary media form of new media reshapes the dissemination ecology of ideological and political education discourse.

## **3. The improvement of the dissemination efficiency of ideological and political education discourse in colleges and universities under the new media environment**

### **3.1 Innovation of Discourse content and adaptation to new media**

In the new media environment, the discourse content of ideological and political education in colleges and universities needs to break away from the traditional theoretical discourse expression paradigm and achieve a deep alignment with the communication laws of new media. From the perspective of content form, abstract theoretical knowledge should be transformed into life-like and story-like expressions<sup>[2]</sup>. By extracting typical cases and exploring the hotspots of The Times, the core socialist values and the basic principles of Marxism are incorporated into specific contexts, making theoretical discourse closer to students' life experiences. At the same time, it is emphasized that the discourse style should be younger and more networked. Appropriate use of Internet buzzwords and emoji elements should be made to enhance the affinity and interest of the discourse. However, it is necessary to avoid excessive entertainment from undermining the seriousness of the content. In terms of content structure, we need to adapt to the fragmented dissemination characteristics of new media. And construct a modular content system of "core viewpoint → sub-argument → extended interpretation". Transform long theories into a series of short, flat and quick knowledge units to facilitate students' learning during fragmented time. At the same time, interactive content designs such as setting up suspense and asking questions are adopted to arouse students' participation and curiosity. In terms of content depth, the principle of "simple in, deep out" is followed. The topic is introduced with simple expressions, and students are guided step by step to understand the theoretical core to avoid excessive simplification and knowledge distortion. Content innovation also needs to pay attention to timeliness and pertinence. In light of major events and social hotspots, relevant thematic content will be launched in a timely manner to address the practical issues that students are concerned about. Through public opinion monitoring, analyze students' ideological trends, predict possible cognitive misunderstandings, and provide advanced discourse guidance.

### **3.2 Conversion of Multi-carrier Discourse expressions**

In the new media environment, ideological and political education in colleges and universities needs to fully utilize the dissemination characteristics of multiple carriers to conduct multi-dimensional transformation of discourse expression. On social media platforms, theoretical content can be transformed into multiple forms of text, images, audio and video through topic discussions on Weibo, tweets on wechat official accounts and short videos on Douyin. For instance, by using short-video platforms to narrate in vertical screens and shoot short science popularization films with a strong sense of rhythm, etc. With the help of the in-depth interpretation function of the wechat official account, theoretical articles and case analyses are introduced. The selection of different carriers requires the formation of differentiated communication strategies based on the characteristics of the content and the preferences of the audience. In the application fields of emerging technologies, the practical application scenarios of technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) in ideological and political education are being actively studied. With the help of VR technology, the scene of the red revolution is restored, allowing students to immerse themselves in the long river of histo-

ry. AI chatbots are adopted for personalized Q&A to enhance interaction efficiency. Lightweight applications such as H5 interactive games and mini-programs with ideological and political education themes are developed to gamify the learning process and increase students' sense of participation and experience.

The integrated development of traditional media and new media is also an important way to achieve the transformation of discourse expression. By linking campus radio and school newspapers and periodicals with "two micros and one terminal", a full-media communication matrix can be built. In terms of content production, we should achieve one-time collection, multi-channel generation, and multi-terminal distribution to form a combined force for dissemination.

### **3.3 Precise communication paths driven by Big Data**

Big data technology plays a technical supporting role in the precise dissemination of ideological and political education discourse in colleges and universities. The core is to achieve refined adjustment of communication strategies through the collection, analysis and application of data. In the data collection stage, multi-source data such as students' learning platforms, social media and online behaviors are integrated to establish a comprehensive student profile. By analyzing the characteristics of students' interest preferences, cognitive levels and emotional tendencies, the ideological needs and acceptance habits of different groups of people were accurately located. At the data analysis level, by using the methods of machine learning and natural language processing, the hidden rules behind the data were mined. The online hotspots and students' ideological trends are monitored through public opinion analysis models, and potential ideological risks are predicted. The correlation analysis algorithm is used to identify the intrinsic correlation between students' behaviors and ideological changes, thereby laying the foundation for the formulation of communication strategies. Meanwhile, a communication effect evaluation model was constructed to quantitatively evaluate the communication effectiveness from multiple dimensions such as click-through rate, forwarding volume and comment content, and determine the key factors affecting the communication effectiveness. In terms of communication path optimization, a segmented communication strategy was implemented based on the results of data analysis. Push customized content and forms according to different occupations, grades and interest groups. For example, for students majoring in science and engineering, emphasis is placed on interpreting theories through data cases. For liberal arts students, the interpretation should focus on a cultural perspective.

## **Conclusion**

To enhance the dissemination effectiveness of ideological and political education discourse in the new media environment, it is necessary to deeply integrate technological empowerment with educational innovation. Through means such as the reconstruction of the discourse system, the expansion of communication channels and the application of technical tools, colleges and universities can effectively break through the predicament of traditional ideological and political education communication, precisely reach and deeply internalize the mainstream ideology. In the future, it is necessary to further explore the application scenarios of new technologies such as AI and the metaverse in ideological and political education, improve the evaluation system for the effectiveness of discourse dissemination, promote the transformation of ideological and political education in colleges and universities from "formal innovation" to "connotative development", and cultivate ideological guarantees for the new era to shoulder the great responsibility of national rejuvenation.

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