

Research on effective strategies of Online Ideological and Political Education in the context of financial media

Liwei Chen

Zhejiang Shuren University, Shaoxing 312028, Zhejiang Province, China

Abstract: With the continuous development of information technology and the arrival of the media era, the Internet has become an important platform for people to obtain information, learn knowledge and exchange ideas. In this context, the network ideological and political education has become increasingly important, worthy of our in-depth study. In order to enable more people to accept and learn the knowledge of ideological and political theories, and improve their ideological and political quality, the network ideological and political education has constantly brought forth the new, which has become an important educational task. This paper will discuss the importance, existing problems and effective strategies of network ideological and political education under the background of financial media, hoping to provide more reference for front-line educators.

Key words: Financial media; Universities; Network ideological and political education; Effective strategy

1. The importance of online ideological and political education in the context of financial media

With the development of information technology, Internet and financial media, network ideological and political education in colleges and universities has become an education part that must be developed and constructed. Network ideological and political education is not only a brand new way of education, but also a new way to effectively promote the improvement of ideological and political quality of teachers and students in colleges and universities. First of all, there are a wide group of teachers and students in colleges and universities, and online ideological and political education can expand the audience of traditional education to a wider group and achieve comprehensive coverage. Secondly, online ideological and political education is more flexible and convenient, and can be studied anytime and anywhere, regardless of time and space restrictions. Finally, ideological and political education based on the network platform can present theoretical knowledge vividly through various media modes, such as text, pictures, videos, etc., so as to better stimulate students' enthusiasm for learning and thinking ability. In the context of the era of media integration, online ideological and political education can better adapt to students' needs for self-learning and self-education, and promote the reform and innovation of educational concepts in colleges and universities to achieve high-quality educational experience. Therefore, online ideological and political education in colleges and universities will play an increasingly important role in the future development.

2. Analysis of network ideological and political education under the background of financial media

1. Ideological and political team has great responsibility but lack of ability and accomplishment

Under the background of financial media, the development of online ideological and political education in colleges and universities is of great importance. However, although the ideological and political team is shouldering important responsibilities, there are many shortcomings in ability and accomplishment, which limit the expansion and extension of the education direction, and is not conducive to the future development and progress of the majority of students. On the one hand, the ideological and political team lacks a deep understanding and insight of the financial media, and cannot accurately grasp the ideological dynamics and network characteristics of students, which is difficult to meet the needs of ideological and political education; On the other hand, the ideological and political team lacks practical experience and innovative consciousness, and cannot respond to new situations and new problems in a timely and effective manner. Therefore, in this new situation, the ideological and political team needs to continuously improve its own quality and ability to ensure the effective implementation of online ideological and political education in colleges and universities. Only through in-depth analysis and improvement of ideological and political education programs can we promote the systematic and diversified development of online ideological and political education and lay a solid foundation for the future employment and development of college students.

2. The network ideological and political education started late and developed slowly

In the era of media integration, the Internet ideological and political education in our country started late and developed slowly, and there are also widespread problems of insufficient application and effectiveness. On the one hand, the ideas and goals of the network ideological and political education in colleges and universities are not clear enough, lack of systematic and long-term planning, system construction, etc., resulting in the lack of integrity and continuity of the network ideological and political education; On the other hand, students' acceptance and recognition of network ideological and political education need to be improved, and the lack of enthusiasm and initiative for network ideological and political education affects the popularization of network ideological and political education. Therefore, colleges and universities need to strengthen the guidance of online ideological and political education, actively carry out innovative online ideological and political education activities, enhance students' awareness and cognition of online ideological and political education, and promote the comprehensive development of online ideological and political education. Only by deeply analyzing the problems and promoting educational reform and innovation can we better promote the development of online ideological and political education and truly escort the healthy growth and moral development of students.

3. The effective strategy of network ideological and political education under the background of financial media

1. Transform the concept of education and clarify the importance of network education

In the era of media integration, the Internet has become the most important channel for people to obtain information, exchange ideas and carry out learning. Transforming educational concepts and clarifying the importance of network education is the only way for ideological and political education in the network era. First of all, the emergence of network technology has changed the traditional mode of education, and successfully realized the global synchronization of information, the infinite expansion of time and space, and the diversified dissemination of knowledge, which greatly enriched the connotation of students' thoughts. Secondly, students have grown up in the digital age, and their ways of acceptance and thinking have undergone great changes. If we do not make good use of the Internet as a tool in education, it will be difficult to meet the needs of students and achieve the goal of ideological education. So the introduction of network ideological and political education in the teaching process, with clear teaching objectives, teaching content and other guidance, can effectively enhance the effect of education. It also means that we need to pay attention to and solve the problems of network ideological and political education, such as how to strengthen the effectiveness of ideological education through network education, how to protect the information security under network education, how to improve the level of teachers in network education and so on. Only in this way can we truly develop scientific and efficient ideological and political network education, and explore the path of ideological and political education suitable for contemporary college students. In the future, colleges and universities should make full use of network technology, innovate the mode of ideological and political education, broaden the channels of ideological and political education, improve the effectiveness of ideological and political education, and strive to build a team of high-quality talents in line with the characteristics of online ideological and political education under the background of financial media.

2. Rational use of big data, the Internet to build teaching model

In the context of financial media, the rational use of big data and the Internet to build teaching models can cope with new challenges and effectively develop education paths conducive to students' progress and growth. First of all, the rational use of big data can provide rich teaching resources for online ideological and political education, and explore a personalized and comprehensive education path. Through the analysis and mining of students' learning data, we can understand each student's learning situation, learning habits and learning needs. On this basis, teachers can provide personalized learning content and learning direction according to the individual differences of students, so as to truly realize the individualized teaching and improve the learning effect. Secondly, the application of Internet technology can build a diversified teaching model. Traditional classroom teaching is limited by time and space, but Internet technology can break this limitation, so that students can learn at any time and any place. Through online classes, virtual LABS, micro-courses and other forms of teaching, students can more actively participate in ideological and political education, increase the interest and interaction of learning. For example, the author once actively participated in online education activities, created a public account to guide students' ideological and political learning, and regularly distributed ideological and political learning resources in class groups, achieving good results. On this basis, the author actively carried out "cloud moral education" activities, guided students to actively participate in volunteer services through online theme education and network case sharing, and improved students' moral cultivation and humanistic quality. Finally, the multi-dimensional interaction supported by big data and the Internet cannot be ignored. Both the communication between teachers and students and between students and students are meaningful. It is beneficial for teachers to improve their professional quality and benefit students' future development. To sum up, the rational use of big data and the Internet to build a teaching model is an effective strategy for online ideological and political education under the background of financial media, which is worthy of our in-depth exploration and practice.

3. Improve teachers' information literacy and build a team of high-quality teachers

With the development of science and technology and the popularization of the Internet, teachers need to be equipped with new educational concepts, teaching methods and the application ability of information technology to meet the needs of online ideological and political education and provide students with better educational services. First of all, information literacy refers to teachers' ability to acquire, process, evaluate and use information. In online ideological and political education, teachers should master the basic knowledge and skills of information technology, understand the application of online education platforms and resources, and be able to use network tools and big data for teaching design and evaluation to improve teaching effects. At the same time, teachers should also have the ability to distinguish online information, screen out true and reliable educational resources, and guide students to obtain and use online information correctly. Secondly, teachers need to constantly improve their subject knowledge and professional quality. In the network ideological and political education environment, teachers should keep up with the new development and new trends of the subject, constantly update the educational ideas and methods, and improve the subject knowledge reserve and teaching level. Teachers should also pay attention to social hot issues, understand students' interests and needs, combine subject knowledge with practical problems concerned by students, and carry out targeted educational activities to improve the pertinence and effectiveness of education. In addition, teachers should have the ability to work in teams and collaborate across disciplines. Online ideological and political education, which focuses on cultivating students' comprehensive qualities, cannot be completed only by teachers of a single discipline. Teachers should take the initiative to participate in the cooperation between schools and subject teams, jointly research and explore interdisciplinary teaching content and teaching methods with teachers of other disciplines, provide students with richer and more diverse learning resources, and cultivate students' comprehensive thinking and innovative ability. Finally, through professional training and continuous learning, teachers can continuously improve their teaching skills

and teaching research ability. The rapid development and continuous update of online ideological and political education requires teachers to have the ability of independent learning and self-development, pay attention to the update of cutting-edge educational theories and teaching methods, constantly improve teaching practice, and improve teaching quality and effect. To sum up, it is essential to improve teachers' information literacy and build a team of high-quality teachers. Teachers should improve information literacy, master the application ability of information technology, constantly improve subject knowledge and professional quality, and constantly improve the ability of teamwork and interdisciplinary cooperation, so as to effectively promote the development and progress of online ideological and political education.

4. Promote the implementation of curriculum ideology and politics, and realize coordinated education and development

In the Internet era, the implementation of curriculum ideology and politics needs to be effectively combined with the integration of media, to achieve the integration of educational resources, the innovation of teaching forms and the cultivation of students' subjectivity, so as to emphasize the effectiveness and pertinence of ideological and political education. Through the network platform to provide rich teaching resources, including courseware, multimedia materials, network courses, etc., to meet the different learning needs of students. At the same time, by virtue of the interactive function of the network platform, students are encouraged to actively participate in classroom discussions, online interaction and group cooperation, so as to promote the cultivation of students' critical thinking ability and team cooperation spirit. On this basis, the use of financial media technology to broaden students' practice scenarios, such as through virtual laboratories, online simulation training and other ways, so that students can carry out practice exploration in the virtual environment, improve practical ability and comprehensive quality. At the same time, in the theoretical teaching, we should pay attention to the docking with practice, guide students to apply theoretical knowledge to the solution of practical problems, and cultivate students' practical operation ability and problem solving ability. In addition, the innovation of evaluation mechanism should be paid attention to in order to promote the implementation of curriculum ideology and politics. Under the background of financial media, the traditional single evaluation method can no longer meet the needs of education. Diversified evaluation methods, such as comprehensive evaluation, independent evaluation and mutual evaluation, should be adopted to fully understand the development of students' ideological and moral character, improvement of learning ability and practical results, so as to promote the implementation of curriculum ideological and political thinking and improve the educational effect. To sum up, make full use of the financial media platform to build a multimedia and interactive teaching model; Pay attention to the organic combination of practical teaching and theoretical teaching; By focusing on collaborative education and innovative evaluation mechanism, we can better promote the modernization and comprehensive development of ideological and political education in colleges and universities.

Concluding Remarks

All in all, online ideological and political education is an important task for the development of higher education today, which can effectively improve the ideological and political quality of the whole people and is a necessary means to build a harmonious socialist society. In the context of the era of media integration, the problems faced by online ideological and political education are increasing day by day. We must promote the innovation of online ideological and political education through the transformation of educational concepts, the construction of high-quality teachers, the full use of big data and the Internet model and other effective strategies, so as to achieve the goal of collaborative education and comprehensive development. It is believed that with the continuous development of information technology and science and technology society, online ideological and political education will continue to be promoted to a wider range of people and make greater contributions to social construction.

References:

- [1] Jingwen Xu, Tingting Li. Investigation and Research on the construction of Network Ideological and Political education System in Higher vocational colleges -- Based on the research perspective of financial media [J]. Education and Teaching Forum, 2022(47):5-8.
- [2] Xiaoqian Lu. Research on the path to improve the quality and efficiency of Online Ideological and Political Education in Colleges and Universities from the perspective of Integrating media [J]. Henan Education (Higher Education), 2022(06):34-35.
- [3] Jiya Sun, Qian Li. [J] Construction strategy of online Ideological and Political education content system in Higher vocational colleges: Based on the research perspective of financial media. Science and Education Guide, 2022(11):67-69.
- [4] Li Cheng. Current Situation and Innovation Research of Online Ideological and Political Education in Colleges and Universities -- A case study of Changchun University of Science and Technology [J]. Journal of Changchun University of Science and Technology (Social Science Edition), 2019, 32(06):21-25.