

# Challenges and Countermeasures of Network Thought and Politics in Colleges and Universities from the perspective of Integrating Media

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**Abstract:** With the rapid development of China's science and technology, the emergence of all kinds of emerging technologies has made wechat, Douyin, Weibo and other new media platforms have become popular. Under the background of financial media, college network ideological and political education also ushered in a new opportunity and challenge for development. In order to give full play to the application value of financial media in online ideological and political education in colleges and universities, college counselors should correctly view the application advantages of financial media, and actively explore the path of its integration with online ideological and political education, so as to contribute to improving the quality of online ideological and political education in colleges and universities.

**Key words:** Melting-media; University network thought and politics; Challenges and countermeasures

## Introduction:

In the age of media integration, the network ideological and political work of colleges and universities is facing unprecedented opportunities and challenges. The convenience of information transmission in the network era provides a broader platform for ideological and political education, but also brings hidden dangers such as information flooding or Internet addiction. Based on this, the author will discuss in detail all kinds of problems in the development of network ideological and political education in colleges and universities from the perspective of financial media, and put forward corresponding solutions based on the problems, hoping to help Chinese colleges and universities build a higher quality network ideological and political work system.

## I. The characteristics of the network ideological and political work in colleges and universities under the vision of integrating media

### 1. Wider coverage

With the rapid development of information technology, the pattern of information technology in China has taken great changes. In the era of integrated media, the communication of information has got rid of the shackles of time and space. The main characteristics of information communication in the era of integrated media are faster, wider and richer. In this context, the coverage of online ideological and political education in colleges and universities is also constantly expanding. Counselors can use more abundant educational tools to carry out ideological and political education, and rich educational content and methods can ensure that the teaching work can meet the learning needs of different students.

### 2. The carrier is more abundant

Fusion media is a brand new media concept, which refers to the deep integration of traditional media and new media through various carriers. College counselors can effectively improve the effect of ideological and political education by using new media carriers. For example, we media accounts such as Tiktok and Weibo can be opened to carry out ideological and political education innovation through online platforms and improve the integration of ideological and political education with students' daily life. Teaching by using content closely related to students' daily life can effectively improve students' learning enthusiasm and make them dare to express their own opinions and ideas.

## II. Challenges faced by online ideological and political work in colleges and universities from the perspective of media

### 1. Information deluge and authenticity are difficult to guarantee

In the era of financial media, the speed of information dissemination has accelerated, various social platforms have emerged in an endless stream, and diversified channels of information dissemination have brought great convenience to People's Daily life. At the same time, false information and false rumors are also widely reproduced on social platforms. However, most college students lack life experience and have not yet formed a good ideological cognition and value concept. Therefore, the emergence of a large amount of false information on the Internet will have an impact on the formation of their value concept. The network ideological and political work in colleges and universities should not only bring correct and healthy ideological and political education content to students, but also effectively improve their information discrimination ability and lay a good foundation for their future growth.

### 2. Indulging in the Internet world

With the rapid development of information technology, the Internet has become the main channel for people to get information. However, over-reliance on the Internet has also led many students to become addicted to the Internet world and ignore the importance of real life. Therefore, ideological and political educators in colleges and universities should pay attention to the importance of Internet addiction in ideological and political education in colleges and universities, and seek cooperation from students' families and society to help students

establish a correct concept of Internet use.

### **III. The network ideological and political innovation strategies of colleges and universities from the perspective of the media**

The advent of the age of integrating media has brought new opportunities and challenges for the development of online ideological and political work in colleges and universities. Therefore, colleges and universities should actively innovate the forms and contents of ideological and political education.

#### **1. Deepening ideological and political education consciousness based on the perspective of integration**

In the context of the era of integrating media, in order to give full play to the role of ideological and political education, we must actively use new technical means, change the concept of education, update the content of education, and explore new ways and methods of ideological and political education. First of all, college counselors should base on the integration perspective, further improve the integration degree of ideological and political education and Internet technology, use the latest network technology to bring students more abundant ideological and political education content, improve their ideological cognition, and help them establish a correct outlook on life, world outlook and values. Secondly, college counselors should also take the initiative to learn advanced ideological and political education concepts, and increase publicity, so as to improve the effect of online ideological and political education.

#### **2. Innovate the educational content and enrich the types of ideological and political education**

The focus of online ideological and political education lies in innovative content. Only through continuous innovation of educational content can we effectively improve students' learning experience and ensure that every student can gain something from ideological and political education. Based on this, college counselors should take innovative ideas as the basis, break through the obstacles of traditional teaching mode, use the financial media platform to collect more educational materials, and create the characteristics of ideological and political education content suitable for students in their class. For example, counselors can show students some representative deeds of people through the financial media platform, so that students can understand that ordinary people can also do extraordinary things, and thus improve their ideological cognition. In addition, counselors can also show students excellent domestic TV dramas in recent years. For example, in the *Wake Up Era*, students can experience the revolutionary spirit of the early leaders of the Communist Party of China who were brave enough to devote themselves to the cause of communism. In the "Chosin Lake", students can experience the iron will of the Chinese People's Volunteer Army. Finally, colleges and universities should make full use of all kinds of major festival activities to carry out ideological and political education, and fully combine the media platform with it to realize the visual development of educational resources and further improve the effect of online ideological and political education.

#### **3. Cultivate media literacy and improve teachers' professional level**

In the context of media integration, diversified information dissemination paths bring more opportunities for innovation in teaching work. Therefore, college counselors should constantly improve their own media literacy and enhance their professional level of online ideological and political education. Specifically, college counselors should devote more time and energy to study in daily teaching and life, so that they can understand and master the latest teaching methods of integrating media in the first time, enrich their own educational knowledge system, and lay a good foundation for the smooth development of subsequent ideological and political education. In addition, college counselors should cooperate with other ideological and political educators to jointly establish a network platform for ideological and political education, and set up relevant accounts in various self-media platforms to regularly share high-quality ideological and political education content, which can not only expand the influence of ideological and political education, but also create a good atmosphere for ideological and political learning in the campus. For example, during the annual CPPCC session, teachers can explain the new policies implemented by the Party and the government to students in a timely manner, so as to facilitate students' understanding.

#### **4. Build an integrated platform to gather the power of ideological and political education**

In the new era, the work of online ideological and political education will face new challenges and opportunities. In order to effectively cope with these challenges, college counselors should combine online ideological and political education with new era technology, use financial media technology to innovate online ideological and political education, establish an internal resource bank for ideological and political education, collect more educational resources, and actively cooperate with all sectors of society to form a force for educating people, so as to improve the effect of online ideological and political education. In addition, college counselors should timely change their educational concepts, correctly view the important value of financial media in college network ideological and political education, promote the construction of college network ideological and political work with practical actions, integrate various new media platforms, select more suitable learning platforms for students based on their actual learning conditions, and clarify the work objectives of ideological and political education. To build more abundant online ideological and political education activities, and fully reflect the important value of new media platforms in ideological and political education. For example, we can regularly release current international hot topics through wechat public accounts, encouraging every student to express their views, so that their thoughts can collide, and then attract more students to participate in the discussion.

### **IV. Evaluation and prospect of online ideological and political work in colleges and universities from the perspective of integrating media**

#### **1. Evaluation of the network ideological and political work of colleges and universities from the perspective of integrating media**

(1) Improve the evaluation system

Through the establishment of a perfect evaluation index and system, the network ideological and political work of colleges and universities can be comprehensively evaluated, so that teachers can understand students' participation in network ideological and political learning and students' satisfaction with ideological and political learning. By quantifying the evaluation results, colleges and universities can effectively understand the shortcomings in the network ideological and political work, and provide a theoretical basis for the subsequent teaching reform.

(2) Collect students' participation and satisfaction in online ideological and political work

Students are the main objects of Internet ideological and political work, and the survey of their participation and satisfaction can help colleges and universities understand the actual effect of Internet ideological and political work. For example, colleges and universities can regularly issue online questionnaires, collect online learning data, and communicate with students to collect their opinions and feedback, which can help colleges and universities timely adjust the direction of ideological and political work and improve the pertinency of online ideological and political work.

(3) Evaluate the effectiveness of online ideological and political work

The ultimate goal of online ideological and political work is to improve students' ideological cognition and moral quality, laying a good foundation for their healthy growth in the future. Therefore, colleges and universities should take comprehensive consideration of students' academic performance and social practice, objectively evaluate the effect of network ideological and political work, understand the effect of network ideological and political work on each link of students' learning and growth, and bring help for the follow-up work improvement.

2. The prospect of the network ideological and political work in colleges and universities from the perspective of integrating media

(1) Pay attention to the development trend of new media technology

With the rapid development of science and technology in China, all kinds of new media technologies have gradually appeared in People's Daily life, and have also brought profound influence on the network ideological and political work of Chinese universities. Therefore, colleges and universities need to pay close attention to the development trend of various emerging media technologies and master the application methods of new technologies in ideological and political education. For example, through virtual reality technology or augmented reality technology, it can bring better immersive experience to students.

(2) Promote the integration of ideology and politics in the Internet

To carry out online ideological and political work in the era of integrated media, teachers should give full play to their advantages in online and offline teaching, and realize the deep integration of online ideological and political work with traditional ideological and political work. In addition, colleges and universities can also encourage students to actively participate in various interactive activities of ideological and political education, build a good pattern of online ideological and political education, and realize the effective sharing of educational resources.

(3) Deepen innovation and practice of online ideological and political work

If we want to improve the quality of online ideological and political work in colleges and universities, we need to constantly innovate it. To this end, colleges and universities should encourage teachers to actively explore innovative ways of online ideological and political work, so that they can take the initiative to apply what they have learned to actual teaching, and take the initiative to try new educational models and contents. Colleges and universities can also set up online ideological and political education funds, provide financial support and incentive policies for innovative teachers, and give corresponding rewards to teachers who have made great contributions, so as to enhance the innovation awareness of teachers.

## Conclusion:

Under the background of financial media, college network ideological and political work is facing new opportunities and challenges. Therefore, colleges and universities should carry out media literacy training for teachers, improve their ideological cognition, and encourage teachers to constantly innovate and improve the current online ideological and political education content, so as to bring more attractive online ideological and political classes for students and escort the healthy growth of students in the future.

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