

# Research on the innovative development path of Ideological and political education in Colleges and universities from the perspective of new media

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**Abstract:** from the perspective of new media, modern educational concepts and technologies are widely used. Many front-line educators have made innovations and practices in actual teaching, and have obtained preliminary work experience, as well as some achievements in related fields. Of course, the application of new media is also a double-edged sword, which brings many challenges to the ideological and political teaching. How to overcome the problem of adaptation to the transformation of educational ideas and how to expand new ideas to improve the effectiveness of education are urgently needed to be solved. The transformation of educational philosophy, the seriousness of school spirit and the expansion of extracurricular knowledge can play a role in promoting to varying degrees. Based on new media technology and platform, the reform of Ideological and political education in Colleges and universities can promote the modernization and informatization development of Ideological and political education in Colleges and universities. In view of this, this paper discusses the problems and implementation path of the innovation and development of Ideological and political education in Colleges and universities from the perspective of new media, hoping to provide more theoretical reference and reference for related education and teaching practice.

**Key words:** new media; Higher education; Ideological and political education; Innovation and development

## Introduction

New ideas and methods from the perspective of new media are integrated into the process of Ideological and political education, which can inspire students' thinking and exploration, enlighten students' wisdom and practice, and then effectively enhance college students' ideological quality and spiritual connotation. Expand ideological and political education around new media technology, emphasizing student-centered systematic and standard education and teaching. At the same time, we should deeply explore the educational elements in the ideological and political textbooks, give full play to its educational value, drive students to participate in the practice both inside and outside the class, establish lofty ideals and beliefs, and strive to achieve success and excellence in the next learning process. Expanding micro class video and network resources around new media technology, and developing flipped classroom and smart classroom at the same time will certainly strengthen students' interest in Ideological and political education and improve students' autonomy and enthusiasm in Ideological and political learning. The following discussion focuses on the innovative development path of Ideological and political education in Colleges and universities from the perspective of new media:

## 1 Problems in the innovation and development of Ideological and political education in Colleges and universities from the perspective of new media

### 1.1 Ideological and political education is difficult

The rapidly changing international situation and various social phenomena all affect people's ideology and quality, and also make college students who have not yet fully developed their values face a more difficult reality than before. If the ideological and political education in Colleges and universities that pay attention to the high unity of theory and practice wants to achieve the desired effect, it must be combined with the reform and innovation of the current situation, which is obviously not achieved overnight, and therefore can not solve the confusion in the hearts of the majority of students, which is not conducive to the improvement of students' Ideological and moral quality. Those preaching and meaningless guidance that are out of touch with reality are exactly what we should avoid in the ideological and political education in Colleges and universities in the future. The external environment increases the difficulty of Ideological and political education in Colleges and universities. Of course, it also brings convenience while bringing challenges, which means that the reform and innovation of Ideological and political education in Colleges and universities is imminent, and it is worthy of further exploration and practice by front-line educators.

### 1.2 Teaching content and teaching materials lag behind

At the current stage, the ideological and political teaching content and teaching materials in Colleges and universities are lagging behind. Although the theory is thoroughly elaborated and the logical structure is rigorous, it "has too many theoretical narratives and limited examples, which gives people a dull feeling, and the combination of theory and practice is not close enough, which has a sense of emptiness". Over time, college students' learning is not smooth, and it is difficult to generate interest in Ideological and political learning,

which completely fails to achieve the expected educational effect. Therefore, the ideological and political education in Colleges and universities must be closely combined with reality, conform to the development needs of the times and the law of students' growth, and constantly add new teaching content of "keeping pace with the times". By teaching typical characters and deeds around, students can understand the direction of social development and the theme of the spirit of the times, so as to help students improve their ideological and political level and ideological quality. Improve the overall quality.

### **1.3 The teaching mode and method are not innovative enough**

At present, the ideological and political education in most colleges and universities is still in the early stage of reform, and the traditional teaching mode of "indoctrination" has not been improved much, but it has still made great achievements in the preliminary reform process. When our attention shifts to teaching methods, it is easy to see the dilemma of the current ideological and political education mode. The teaching mode and method are not innovative enough, which leads to the insufficient brilliance of Ideological and political courses and activities, and it is difficult to stimulate college students' enthusiasm for ideological and political learning, not to mention to promote students' efficient learning and in-depth learning. Not only does the lagging traditional education method affect the teaching effect, but over time, it is also difficult for students to find a correct, scientific and suitable learning method, which affects the improvement of students' ability to think independently and explore and practice independently. Therefore, in the process of Ideological and political education in the future, we should vigorously develop diversified teaching methods, such as participatory, research-based, experiential and practical, to promote the synchronous improvement of College Students' abilities and qualities in all aspects.

### **1.4 Students' ideological foundation is not solid**

The ideological basis and comprehensive quality of college students are interfered by the information world, which makes the ideological and political education in Colleges and universities unable to perfectly connect with the external environment and the living environment of students, resulting in the logical dislocation of "teaching" and "learning", so that there are not a few college students who pursue individuality and innovation. However, college students' mode of thinking and theoretical literacy are not mature, and it is difficult to improve their ability to distinguish right from wrong and form correct values under the influence of new media and integrated media. Therefore, the differences in cognitive habits, ideological development level and acceptance ability together cause cognitive deviation and dislocation in students' Ideological and political learning, which is not conducive to the improvement of students' Ideological and moral quality, and is not conducive to students' further education and employment in the future. Under such a background, the reform of Ideological and political education in Colleges and universities should explore the growth law and psychological characteristics of students, adjust the teaching process according to the actual learning situation, and it will be able to change the current situation and find a new way of Ideological and political education.

### **1.5 Teachers' teaching ability needs to be improved**

Although college students are greatly influenced by new media and financial media, our college teachers actually have little contact in this aspect. In particular, the application of learning technologies and platforms is particularly unfamiliar to the majority of front-line teachers. It is difficult for teachers to explore new learning paths and methods, not to mention the improvement of teachers' teaching ability and information literacy. At the same time, ideological and political teachers in Colleges and universities are also facing the contradiction between "erudite" and "professional", which makes the path of teachers' career development, career growth and career planning unclear. The author believes that this profoundly reflects that the teaching content and objectives of Ideological and political course have high requirements for teachers' knowledge background and teaching ability, which means that in the future, ideological and political teachers in Colleges and universities must actively improve and develop themselves, especially to comply with the development trend of new media and integrated media, improve their teaching ability and information literacy ability. Only in this way can we effectively run ideological and political education and curriculum ideological and political education, and help college students' professional growth and comprehensive development.

## **2 Innovative development path of Ideological and political education in Colleges and universities from the perspective of new media**

### **2.1 Attach importance to the role of the main channel of classroom teaching and innovate the teaching mode and method of Ideological and Political Course**

Under the background of new media, there are many theories and concepts that are difficult for students to understand in the process of Ideological and political classroom teaching. A simple explanation of these knowledge often fails to achieve our expected goal, but has eroded the majority of students' interest and willpower in Ideological and political learning. Therefore, as an ideological and political teacher in Colleges and universities, we must pay full attention to the role of the main channel of classroom teaching, optimize and solve the current teaching problems, and strive to build a learning platform conducive to students' independent thinking and independent exploration, so as to

help students' Ideological and political learning efficiency. First of all, we should actively respond to the national slogan for the development of Ideological and political education, and form a diversified and multi-level ideological and political course teaching mode that meets the needs of the times and students' needs with both commonness and individuality. Secondly, we should actively explore new teaching objectives, teaching contents, teaching forms, etc. of Ideological and political course, encourage respect for students' dominant position in the classroom, encourage students' independent innovation and team cooperation, and vigorously promote the use of new media technology, online education products and other means, so as to finally build a new teaching mode of Ideological and political course. Finally, we should actively explore a new integrated development mode of teaching, learning and evaluation of Ideological and political course, and explore a more efficient and high-quality teaching mode of Ideological and political course through observation and learning, expert evaluation, experience exchange and other ways. For example, "life is education", "Inquiry Learning", "micro class video", "mixed teaching", etc., are worthy of further exploration and practice by front-line teachers.

Taking the teaching of "quantitative and qualitative changes in the process of things' development and their mutual transformation" in the introduction to the basic principles of Marxism as an example, ideological and political teachers can steadily improve students' classroom status. First of all, pre class preview assignments are arranged to allow more students to think and explore independently, so that they can actively participate in Ideological and political learning. Then, ideological and political teachers prepared courseware and micro lecture video in advance, integrated new media teaching resources, explained the dialectical relationship between quantitative change and qualitative change in the classroom by combining definitions, features, functions, examples, etc., and clarified this part from four aspects. Finally, the ideological and political course teachers summarize the classroom teaching situation and summarize resources on the new media platform for students' reflection and practice after class, guide students' review after class and draw inferences from one instance, which will definitely achieve twice the result with half the effort. The ideological and political classroom teaching with network media not only enriches the ideological and political classroom, but also greatly improves students' learning enthusiasm and learning efficiency. It can be seen that the application of new media technology and platform has far-reaching significance for the development of Ideological and political education in Colleges and universities.

## **2.2 Strengthen the construction of campus culture, and seriously enforce the style of study and school spirit in Colleges and Universities**

A serious style of study and school spirit is essential, and it is a natural Petri dish for improving students' ideological quality and quality. From the perspective of new media, the ideological foundation and ideological quality of college students in China are uneven, which naturally requires external constraints to regulate their words and deeds, so as to achieve twice the result with half the effort. Therefore, colleges and universities should strengthen the leadership and overall planning of Ideological and political courses, three complete education, social practice and other work, promote other courses and ideological and political courses in the same direction, and promote the unity of knowledge and practice of college students, so that the teaching effect of Ideological and political courses can be consolidated and improved. At the same time, the school should make full use of new media technology and new media platform to widely promote and disseminate ideological and political knowledge and content, so that everyone can be immersed in a good atmosphere of Ideological and political learning and practice. The majority of students will also be affected by the serious style of study and school spirit, and will work harder and more seriously in actual learning and life, and explore new learning methods in collaboration. For school managers, they should take the initiative to undertake the important task of innovating the path of Ideological and political education in the future, strengthen the supervision of the campus atmosphere and students' words and deeds, such as strictly grasping the campus discipline, class management and other related work, and actively organizing campus culture and Art Festival, class day activities, etc. For front-line teachers, in the future, they should actively innovate the mode of Ideological and political education, respond to the management method of "serious style of study and school spirit", pay attention to the expansion of relevant teaching content in Ideological and political teaching, start from class discipline, and build a positive and progressive class. This is the inevitable trend of the development of Ideological and political education in Colleges and universities from the perspective of new media, and it also needs to continue to promote reform and innovation.

## **2.3 Based on new media technology and new platform, explore a new path of Ideological and Political Education**

Based on new media technology and platform, explore the educational path of enriching ideological and political education resources. Teachers should actively explore the application of new media technology, collect text, images, videos and other forms of teaching resources, and then show them to students through independent design and transformation, create a relaxed classroom atmosphere, attract students to think and explore independently, and improve college students' self-learning and self-education ability. Based on new media technology and platform, explore hybrid teaching, flipped classroom mode, and intelligent education path. Teachers can not only distribute new media resources for students' preview, learning and review, but also help supervise students' online learning with the help of a variety of new media platform functions such as question bank and intelligent marking. Combined with online interactive Q & A and exchange and discussion, it is bound to achieve twice the result with half the effort. Based on new media technology and platform, promote brand-

new learning modes and methods throughout the school. All teachers can participate in the ideological and political education work, inspire students to use fragmented time to learn, and infect students with their own good ethics and style of teaching, which can bring new thinking to college students, inspire students' wisdom and help students grow. There are many similar educational means, which are in urgent need of further development and utilization by front-line educators.

## Concluding remarks

In a word, according to the new media technology and platform, it is very important to innovate the mode of Ideological and political education in Colleges and universities. Front line teachers should rely on modern educational technology to optimize the teaching mode and teaching interaction, and strive to build a learning platform that is convenient for students' independent thinking and independent exploration, so as to help students' Ideological and political theory, professional foundation and practical ability develop continuously. Starting from the transformation of educational philosophy, it gradually transits to the specific level of optimizing teaching resources and innovating teaching methods. It gathers the resources that college students really need to guide their autonomous learning, preview and review, and drives students to gradually explore suitable learning methods. It can not only inject new vitality into Ideological and political education, but also coordinate the common progress of students' ideological quality and comprehensive level, It helps college students live a positive and healthy life and study hard and seriously.

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