

On the effectiveness of Ideological and political education in Colleges and universities from the perspective of media integration

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Abstract: with the extensive publicity and in-depth implementation of quality education, ideological and political teachers in Colleges and universities should innovate the teaching mode and reconstruct the curriculum system under the guidance of modern education ideas, aiming to provide high-quality teaching services for students. Therefore, ideological and political teachers should take advantage of the development trend of the new era and organically integrate information technology and ideological and political education from the perspective of media integration. In addition to teaching students basic knowledge and practical skills, they should also cultivate their ideological and political literacy, so as to effectively optimize the effectiveness of ideological and political education.

Key words: financial media; Colleges and universities; Ideological and political education; Effectiveness

With the advent of the era of integrated media, the integrated media industry has a good momentum of development, and compared with traditional media, it has many features such as strong functionality, communication and timeliness. The integrated media technology and platform have achieved remarkable application results in the field of education, and are deeply recognized and favored by the majority of teachers and students. Therefore, ideological and political teachers in Colleges and universities can improve the effectiveness of Ideological and political teaching with the help of integrated media technology. In this process, the flexible application of integrated media technology can make the abstract and obscure knowledge become vivid and intuitive, which can increase the interest, interactivity and Inspiration of the ideological and political classroom, and attract students to concentrate on the ideological and political classroom. In view of this, this paper takes the author's teaching experience as the starting point, analyzes the opportunities and challenges faced by the ideological and political education in Colleges and universities from the perspective of integrated media, and based on this, puts forward the practical path of applying integrated media technology to improve the effectiveness of teaching, in order to provide reference for ideological and political teachers to carry out teaching research.

1. Opportunities for ideological and political education in Colleges and universities from the perspective of media integration

First, innovate the form of Ideological and political education. Based on the traditional teaching mode, College Ideological and political teachers will choose to implement ideological and political education by broadcasting relevant information on radio stations, posting relevant information on billboards and publishing relevant content in newspapers. However, according to the actual teaching effect, it is extremely easy to receive time and space constraints, and ultimately can not reach the expected level. If college teachers spread ideological and political knowledge and skills in the classroom with the help of integrated media technology, it can effectively improve the teaching situation, break through the teaching bottleneck and break the teaching barriers. For example, they can upload ideological and political related text, pictures and videos on platforms such as microblog video number, wechat public number, nailing class group, campus network, etc. Finally, it can effectively innovate the form of Ideological and political education. Second, strengthen the effectiveness of Ideological and political education. Some college teachers are used to using didactic or cramming teaching methods to carry out teaching activities, which is easy to make the ideological and political classroom dull and boring. If teachers actively introduce media technology to help themselves carry out teaching activities, they can attract students to immerse themselves, acquire knowledge and skills in the dual enjoyment of audio and video, and ultimately meet their development needs. At the same time, It can also improve the ideological and political system. Teachers can effectively stimulate students' desire to explore and curiosity by choosing the appropriate opportunity to introduce the fusion media technology and giving full play to its advantages of strong interaction, rapid update and novel mode, so as to be able to immerse themselves in the ideological and political classroom and ultimately effectively improve the quality of Ideological and Political Teaching.

2. The dilemma of Ideological and political education in Colleges and universities from the perspective of media integration

(1) Neglecting the dominant position of students

Most ideological and political teachers in Colleges and universities find it difficult to change their teaching thinking and update their teaching ideas in a short time. They will choose to continue to use the traditional teaching methods and teaching ideas to carry out teaching activities. In most cases, teachers design teaching links and implement teaching programs with self-centered, and do not fully consider students' personality characteristics, interests and development needs, Furthermore, it can not effectively mobilize students' subjective initiative, and even kill their enthusiasm for learning, limit their thinking development, and ultimately is not conducive to their balanced development. In addition, although some teachers are aware of the introduction of advanced technology and equipment to carry out online teaching and integrate high-quality network resources, many teachers have problems of excessive dependence or inadequate application, and ultimately can not give full play to the application of integrated media technology, which will further affect students' learning progress and

ideological dynamics.

(2) The content of Ideological and political education is outdated

The ideological and political courses set up in Colleges and universities have certain theoretical, abstract and professional characteristics. Therefore, it is difficult for teachers to complete the established teaching task if they only use knowledge to tell students about theoretical concepts through blackboard writing or oral explanation. In addition, teachers usually choose to copy the content of the textbook to complete the knowledge explanation, which is easy to make the ideological and political classroom dull and boring, which can not stimulate the students' learning enthusiasm and motivation, and ultimately lead to the poor effect of Ideological and political teaching. Based on the background of the era of integrated media, college teachers should collect new teaching content by browsing the web or software, but most teachers do not replace or update the teaching content according to the students' real learning situation and practical needs, which leads to outdated teaching content and single teaching link, and ultimately affects the teaching quality of the overall ideological and political course.

(3) Single ideological and political teaching method

Most political teachers in Colleges and universities are deeply restricted by the traditional teaching mode, and are used to using didactic or cramming teaching methods to carry out teaching activities. In addition, they also require students to memorize by rote. This single and old teaching method is difficult to activate the classroom atmosphere, let alone mobilize students' emotions, and ultimately it is difficult to help students internalize knowledge and master skills. In addition, some teachers will choose to use the debate teaching method to teach, but the teaching quality is often poor because the debate rules are not clear and the requirements are not clear. The fundamental reason is that teachers' teaching thinking is limited, and they have not adopted new and effective teaching methods. At the same time, they have not effectively played the auxiliary role of media technology to build a new teaching mode, which ultimately cannot fully reflect the educational value of Ideological and political courses.

3. The practical path to improve the effectiveness of Ideological and political education in Colleges and universities from the perspective of media integration

(1) Timely acceptance of advanced teaching concepts

With the advent of the era of integrated media, college course teachers can use this cash technology to innovate the form of information resources dissemination, so that the information receiver can change from the previous passive state to the active state, so as to make the information dissemination more real and faster, and lay the foundation for the development of ideological and political education and teaching. First, ideological and political teachers in Colleges and universities should consciously play the application value of various media when carrying out ideological and political education, and implement the educational concept of people-oriented and moral education in this process, so as to highlight the dominant position of students. Specifically, ideological and political teachers can build an interactive ideological and political teaching mode, encourage students to actively express their opinions and raise questions, so as to reflect students' classroom subjectivity. Second, college teachers should also innovate and update their teaching ideas on the basis of grasping the trend of social development and the needs of industry innovation, so as to realize the flexible application of integrated media technology in the ideological and political classroom and give full play to the effectiveness of integrated media. Third, teachers should change teaching ideas in time, accept advanced teaching concepts, strictly supervise and control the selection of Ideological and political education resources, and integrate ideological and political education information resources with professional attitude and good professional quality, so as to ultimately mine and extract high-quality information with profound meaning and rich connotation, and guide students to understand and internalize new ideological and political knowledge.

(2) Highlight the advantages of advanced technology

In the context of the development of modern society in the new era, the communication media has been innovated and developed. It is recognized and favored by the majority of teachers and students in college education and teaching. It can not only meet the personalized needs of students, but also provide new ideas for curriculum education and teaching. In order to further the reform process of Ideological and political education in Colleges and universities, ideological and political teachers should fully explore the effective path of the application of media technology, so as to improve the quality of Ideological and Political Education under the effect of this advanced teaching technology. First, teachers should reflect the objectivity and authenticity of the integration of media in practical teaching, which can improve the quality of resources of Ideological and political courses, give play to the effectiveness of resources, improve the credibility of media, and ultimately promote the smooth implementation of Ideological and political education reform. Second, teachers should also reflect the efficiency, comprehensiveness and interactivity of the integration of media in the ideological and political practice teaching, so as to broaden the scope of Ideological and political teaching content and make ideological and political education more influential on the basis of understanding college students' interests, personality and ideological trends. Third, College Ideological and political teachers should fully tap the unique advantages of integrated media, and take information technology as the carrier to realize the effective integration of the two, so as to break the limitations of traditional ideological and political teaching mode, develop new ideological and political education platform with the help of integrated media, and ultimately optimize the effectiveness of Ideological and political education.

(3) Actively innovate ideological and political teaching methods

In order to fully improve the effectiveness of Ideological and political teaching, teachers can rely on the integration of media technology to innovate and optimize teaching methods, create a suitable classroom atmosphere for students, so as to improve students' classroom

participation and activity, actively cooperate with teachers in teaching activities, and ultimately achieve the expected teaching results. First, teachers can obtain more rich and high-quality learning materials and materials for students with the help of integrated media, which can enrich teaching content, expand teaching ideas, and enable students to obtain rich experience and perception in the process of watching video animation and pictures and words. Second, teachers should also create appropriate teaching situations for students through various Internet channels to create a harmonious learning atmosphere for students. Teachers can rely on integrated media technology to edit video clips and record micro lecture videos for students, so as to help students remember and understand what they have learned. Third, teachers can also use the fusion media technology to build an ideological and political network teaching platform, so as to build an online and offline hybrid teaching mode, such as inviting ideological and political experts for video interaction, or organizing students to watch live broadcasts online and so on.

(4) Effectively enrich ideological and political teaching content

Under the background of the development of financial media, college teachers have gradually realized the important role of introducing advanced technology into the ideological and political classroom, and improved the financial media platform by increasing capital investment, so as to give full play to the application of advanced technology in Ideological and political teaching. According to the author's teaching experience, the introduction of integrated media technology in Ideological and political teaching can not only innovate teaching methods, but also improve the curriculum structure, enrich teaching content, and reflect the advancement and superiority of integrated media technology. In order to expand students' cognitive thinking and enrich students' knowledge system, teachers should try to integrate network teaching resources based on the study of Ideological and political textbooks, and then create a multi-level, modern network ideological and political education platform for students, and finally expand the scope of Ideological and political teaching. For example, teachers can organize students to participate in activities such as "community ideological and political lecture hall" through wechat platform, and activate the classroom atmosphere and mobilize students' emotions by adopting activities with novel ways and multiple themes. In addition, colleges and universities can also carry out ideological and political related theme activities during specific festivals and holidays. For example, teachers can also use B station, microblog, central video and other software to collect and mine current political news and social hot spots, and carry out ideological and political activities around the theme of Ideological and political education, so as to continuously improve students' ideas and value orientation.

(5) Cultivate students' comprehensive ideological and political literacy

With the optimization and upgrading of the social and economic structure, the rapid development of science and technology, and the more free and open network environment, students can access all kinds of information by browsing the web or downloading software, but many students will be affected by negative information or thoughts due to their lack of discrimination. Based on this, teachers need to pay more attention to ideological and political education and take measures to cultivate students' moral quality, quality cultivation and screening ability. First, colleges and universities need to choose the appropriate media technology according to the teaching situation and school running strategy of the University, and extend it appropriately, and integrate the course content related to media, which can ultimately effectively expand students' cognitive vision and improve students' Ideological and political system. Teachers can also publish information related to ideological and political education on public accounts, set up an ideological and political learning group on wechat, and carry out online teaching at Tencent conferences, so as to improve students' Ideological and political literacy and information literacy, and ultimately help them form correct representational thinking. Second, colleges and universities can also actively hire experts to give lectures, and require students to participate in Ideological and political theory learning and experience sharing activities, so that they can accept professional guidance and help, and ultimately improve their ideological and political comprehensive quality.

Conclusion:

In a word, under the background of social development in the new era, ideological and political teachers in Colleges and universities need to know how to integrate media technology into the formulation of teaching objectives, the design of teaching links, the selection of teaching content and the implementation of teaching programs, which can ultimately effectively improve the quality and efficiency of Ideological and political teaching. Therefore, teachers should actively explore the feasible path of the integration of the two, give full play to the effectiveness of the integration of media, so as to promote the efficient implementation of Ideological and political teaching in Colleges and universities.

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Research on English Chinese bilingual teaching of human resource management course

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Abstract: with the deepening of the reform of vocational education, in the teaching practice of human resource management major in higher vocational colleges, professional teachers gradually realize the important role of improving the effectiveness of English Chinese bilingual teaching. In this context, professional teachers should pay attention to the actual learning needs of students in the international student class, adjust appropriate teaching strategies in practice, and build a modern human resource management professional classroom. Based on this, this paper will focus on the English Chinese bilingual teaching of human resource management course.

Key words: human resource management; Bilingual; Teaching; English Chinese bilingual; higher vocational education

“Human resource management” is a professional core course for international students majoring in human resource management. It is not only the necessary knowledge reserve for students to learn other management courses, but also the necessary core knowledge for students to develop and deal with personnel problems in enterprises. How to effectively improve the results of English Chinese bilingual teaching of human resource management course is a problem that professional teachers need to focus on. Teachers should improve the understanding of students’ learning needs, strengthen students’ comprehensive quality, and lay the foundation for the improvement of students’ employment competitiveness.

1. An overview of English Chinese bilingual teaching of human resource management course

The English Chinese bilingual teaching of human resource management is a course for students majoring in human resource management, which is used to consolidate students’ basic knowledge and solve professional problems. Human resource management is a basic subject with strong practicability among management majors. As a core course, human resource management is a basic subject that students must master. Under the background of the current social and economic development and the increasing demand for talents

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