

Dilemma and improvement strategies of Ideological and political education in Colleges and universities from the perspective of media integration

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Abstract: with the rapid development of science and technology, traditional media and new media have gradually merged and advanced, and the era of “integrating media” has come. The arrival of integrated media expands the new perspective of Ideological and political education; Effectively break the time and space constraints of Ideological and political education, actively explore new ways of Ideological and political communication between teachers and students, and extend the integration channels of Ideological and political education resources; The new communication mode, represented by the media, innovates the content of Ideological and political education. The arrival of the era of integrated media provides a new perspective, new mode and new content for the ideological and political education in the new era.

Key words: financial media; Ideological and political education; channel

The deep integration development strategy of media not only effectively changes the current media and pattern, but also brings new opportunities and challenges for the innovative development of Ideological and political education in Colleges and universities. Ideological and political education is the main front in the field of consciousness in China. How to adapt to the era of integrated media in the mass of information, diversified communication and interactive needs and enhance the function of Ideological and political education is an urgent problem to be solved. To carry out ideological and political education in Colleges and universities in the era of integrated media, we need to give full play to the essence of Marxism, actively explore the new mode of Ideological and political education, and grasp the main position of education in the era of integrated media.

1. Current situation of Ideological and political education in Colleges and Universities

With the long-term deployment of education informatization and the full implementation of education informatization, the integration of informatization and ideological and political education has become an inevitable trend, which is also the focus of most scholars. Through the establishment of relevant literature, this paper explores the ideological and political education work around the following aspects. First, the research on Network Ideological and political education. The moral education research center of Tsinghua University has two understandings about the network ideological and Political Education: on the one hand, it is based on the network ideological and political education, taking the network resources as the new position, new tool and new mode of Ideological and political education, so as to enhance the ideological and Political Education work; On the other hand, based on the ideological and political education in the era of integrated media, the traditional ideological and political education has been developed and innovated in terms of concept, content, approach, mechanism and mode in the context of informatization. The former is the construction of the partial framework of Ideological and political education, while the latter is the construction of the comprehensive system of Ideological and political education. Zhuyaohua and haoxiaofang explored the network ideological and political education system in Colleges and universities from the perspective of practice, combined with network public opinion and key and difficult issues, and put forward constructive suggestions on the construction of network ideological and political education website platform, team construction, public opinion mastery, political participation and other contents. Second, research on mobile Internet and ideological and political education in Colleges and universities. Some researchers pointed out that in the 5g era, it is necessary to expand the education space with the help of mobile Internet, highlighting the interaction between the subject and object, but the implementation of this content also led to an increase in the uncontrollable degree of teaching effect, and advocated strengthening the effectiveness of Ideological and political education with the help of microblog, wechat official account, QQ and other platforms. Combined with the background of the development of the times, the framework of the students' Ideological and political education platform is divided into four levels. With the help of 5g technology, the mobile cloud platform for students' Ideological and political education gradually innovates the ways of mobile Internet Ideological and political education through education subject and object, media and communication links, so as to achieve the expected effect of Ideological and political education in Colleges and universities. From the perspective of the duality of the Internet, this paper explores the form of the combination of Ideological and political education and informatization, and puts forward the content centered mode, the network carrier centered mode, and the education object centered mode, so as to realize the practical innovation of the integration of Internet and ideological and Political Education.

2. The significance of Ideological and political education in Colleges and universities in the era of media integration

2.1 Consolidate mainstream consciousness and shape healthy personality

College students are in a critical period when their outlook on life, world outlook and values are mature. Carrying out ideological and political education helps students develop correct values and value orientation, plays a very important role in promoting students' healthy personal development, and is also the educational responsibility and function that colleges and universities should bear. In the era of media

integration, the working mode of Ideological and political education in Colleges and universities has changed greatly, from the traditional “face-to-face” teaching mode to the guidance education of the new media platform. Therefore, the ideological and political education in Colleges and universities should size up the situation and follow the trend, strengthen the ideological and political education of students with the help of various publicity platforms, and improve students’ Three Outlooks as much as possible, Realize the optimal choice of values and value orientation, so that the positive energy is stronger and the theme is high.

2.2 Comply with the requirements of the times and improve self accomplishment

In the era of integrated media, in addition to mastering the necessary professional skills and knowledge, college students also need to have a certain ability of information screening, so that they can actively absorb the nutrients that help their healthy growth in the information complex integrated media environment, continuously improve their self-cultivation, and meet the actual needs of the current social development, Promote the all-round and healthy development of students and be the successor of socialist construction in the new era.

3. Challenges of integrating media application in Ideological and political work in Colleges and Universities

3.1 Backward work concept

According to the 2021 annual report of the Internet, the Post-00 generation ranks fourth in the ranking of apps loved by the Chinese people, and the post-90s generation ranks first, while the Post-70s and post-80s generation do not appear on the list. Young people under the age of 24 account for about 77% of the short video platforms. Combined with the analysis of this proportion, groups of different ages have different choices for the platform of network information reception. According to the current situation, most of the educators are Post-70s or post-80s, and most of the educated are post-90s and post-00s. There is a big gap between the participation of these two groups in media communication. Ideological and political educators carry out ideological and political education work on the Internet. Many practitioners still stay at the level of traditional web pages and wechat public accounts. They will make more use of the traditional teaching mode, and have not studied the love of students. The pace and participation of new media can not follow the pace of young people. Many education staff can not grasp the laws and changes of media development in time, which makes the effect of Ideological and political education in the dissemination of new media resources poor. In the final analysis, it is the outdated educational concept of educators and their low acceptance of new things, which is not conducive to the communication between Ideological and political educators and students, and to a certain extent, causes the lack of integration of network platform and ideological and political education.

3.2 Fusion media technology needs to be improved

In the era of the whole process, holography, all staff and all media, with the innovation and reform of information technology, some decision makers and educators’ ability to organize students’ Ideological and political education with the help of advanced technologies such as big data and cloud computing is weak, they still continue the traditional teaching mode and teaching philosophy, and lack appeal and influence in teaching content, teaching strategy, practical application and so on. Analyzing the content of traditional ideological and political education, educators mostly stay in the theoretical preaching, lack of interest and readability in the teaching process, especially when it involves teaching research, major projects and other content, more official information transmission and forwarding are displayed, which can not attract students’ interest in content reading and stimulate students’ active participation in teaching practice, The effect of Ideological and political education propaganda can not be achieved in the way that students like to see and hear.

3.3 Low media convergence

Through multi sectoral cooperation, multi angle resource sharing, and weak multi vision coverage, universities still focus on the surface of the integration of various forces, focusing only on the form, performance and technical aspects, ignoring the internal development and the use of teaching staff. All forces have their own development processes and groups at each stage. If all media communication forms are the same, students’ enthusiasm to participate in learning will be reduced, and the actual effect of Ideological and political education will be greatly reduced. Therefore, it is necessary to integrate resources, personnel, management and other aspects to help improve the effect of Ideological and political education in Colleges and universities.

4. Ways of Ideological and political education in Colleges and universities from the perspective of media integration

4.1 Strengthen technology learning and platform construction

In the era of integrated media, if colleges and universities want to strengthen the media literacy of students’ Ideological and political education, they need to regularly organize the training of Ideological and political education personnel or staff of integrated media platform. By optimizing and integrating teaching human resources, they should actively organize some teachers or researchers to track and explore the ideological and political education work in Colleges and universities, so as to grasp the ideological trends of students, Optimize and adjust the teaching content in time, so as to form a group of high-quality teachers of Ideological and political education. In the process of building we media or new media platforms in Colleges and universities, it is necessary to always control the theme, take the mainstream values as the guidance, and improve the ideological construction of teachers’ teams, especially professional teachers, who need to make regular ideological reports. Pay attention to the control of information dissemination channels, combine the current reality, create works in line with the theme, constantly improve the influence of the education platform, and activate the fan group of the education platform, so as to achieve multi angle, all-round and interactive communication between students. The media platform reply message information should be scientific

and reasonable, take ideological and political education as the main purpose, strengthen the guidance of positive energy values, the value guidance mode should not be rigid, and should be combined with the style of integrating the development background of the media era, so as to build a positive and healthy image in the information platform.

4.2 Integrating media resources and innovating educational ideas

Based on the current teaching materials and various resource information, the ideological and political education staff in Colleges and universities need to screen the information needed by college students in the process of learning, summarize and integrate such resources, create a practical information resource platform for students, provide due help for students, and pay attention to guiding students' thoughts. At the same time, various resources on Ideological and political education in the Internet are sorted out, including the ideological paper education network, network hot cases, and other platforms responsible for the implementation of Ideological and political education, so as to screen out inappropriate information resources and provide more comprehensive education services for the ideological and political education in colleges and universities. The mode of oral preaching is no longer suitable for the development of modern society. The teaching of information knowledge transmission does not meet the needs of students' personalized development, nor can it meet the needs of information transmission in the era of integrated media. The subjectivity of teachers is weakened in the integrated media environment. Ideological and political teachers should strengthen information transparency, change the control of information transmission to information exchange, and focus on the interaction between teachers and students. The form of student student interaction guides students to participate in learning and accept the influence of mainstream thoughts in the learning process, so as to establish the correct three outlooks.

4.3 Build a multi-party platform to achieve media convergence

Colleges and universities should correctly understand the convenience, richness and complexity brought about by the integration of media technology, be aware of the important role of advanced education platforms, actively introduce more advanced ideological and political education platforms, and guide students to obtain all kinds of information through the network, social media platforms, micro class teaching and other forms, so as to form a comprehensive way of communication. These new teaching platforms include campus wechat official account, learning power app and other mobile clients. They teach the knowledge of Ideological and political education with the help of a variety of teaching modes, and combine the off-line education platforms such as radio stations and television stations with online teaching in the campus to promote ideological and political education from multiple angles, which helps to enhance students' interest in learning and strengthen the influence of students' Ideological and political education. In addition, pay attention to the effective integration of media resources. On the one hand, we should strengthen the application of Online Ideological and political learning and communication software to provide students with rich teaching resources; On the other hand, we should establish a platform learning mode based on mobile clients, such as microblog, wechat public account and other forms, to publicize the ideological and political education ideas through multiple channels. In addition, build an online platform synchronized with traditional media information to carry out the filling work in an all-round way; Integrate campus TV stations, radio stations and other media for ideological and political education, synchronize online and offline, and develop comprehensive quality assessment, evaluation and other methods to correctly guide the ideology of college students, so that the ideological and political education work becomes timely and infectious.

4.4 Design content dissemination to achieve ideological and political integration

With the perfect application of media technology, many college students will be in touch with all kinds of information, current affairs hot spots and consultation published in the society at any time with the help of wechat, microblog, dithering and other platforms in daily life. Students will have a lot of opinions after watching. Nowadays, with the rapid spread of information, schools are not the only channel for students to obtain information. Colleges and universities should start thinking about what kind of teaching mode can be accepted by students, which can not only meet the needs of students' development, but also promote the positive energy of society. At present, we are in the period of information explosion. The key to the implementation of Ideological and political education is to screen bad information, disseminate valuable information to students, and guide students to associate. In order to maintain the timeliness and effectiveness of information dissemination, teachers need to spend a lot of energy in screening useful content from a variety of information, so as to obtain content that meets the needs of the development of the times, is suitable for students' progress, and enhances students' interest in learning, and integrates media technology. This paper briefly expounds the relevant knowledge of Ideological and political education, and guides students to love the theory of Ideological and political education.

5. Concluding remarks

To sum up, the ideological and political education in Colleges and universities is facing new opportunities and challenges in the context of the media era. In the face of the changes in the information environment caused by the spread of financial media technology, colleges and universities need to timely transform their educational ideas, integrate teaching modes, and improve the teachers of Ideological and political education. The specific strategy is to make full use of the background and platform of financial media to publicize ideological and political education, adjust teaching elements mainly around the characteristics of financial media information dissemination, and continuously strengthen the construction of University Teachers' team, Promote teachers to master the technology of integrated media and realize the development of Ideological and political education with the help of this technology.

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Research on the ideological and political construction of automobile e-commerce course from the perspective of new media

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Abstract: the ideological and political course of automotive e-commerce from the perspective of new media contains ideological and political goals, and adds humanities and Social Sciences content and new media teaching, which is a teaching system with rich connotation. In relevant teaching activities, we should highlight the educational value of automotive e-commerce course and the impact of new media on the development of students' professional ability, and promote the comprehensive development of students' professional quality through multiple ways. Based on this, this paper first analyzes the necessity of carrying out the ideological and political construction of automotive e-commerce course from the perspective of new media, and then shares some practical strategies with the author's practical experience, in order to make suggestions for the cultivation of technical talents.

Key words: new media; Automotive e-commerce; Curriculum ideological and political construction

As one of the four basic living needs of clothing, food, housing and transportation, the importance of "transportation" to people's life is self-evident. At present, with the rapid development of the automotive industry, people's daily travel mode has gradually changed, and the talent gap in related fields has increased. In the process of automotive E-commerce Teaching in Higher Vocational Colleges according to job requirements, we should pay attention to the high unity of knowledge and skills teaching and course Ideological and political construction, and continuously output high-quality talents with both ability and political integrity for social development and the improvement of people's living standards.

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