

Analysis on the reform strategy of Ideological and political education in Colleges and universities in the new media era

Yao Meng

College of Marxism, Sichuan Minzu College, Kangding, Sichuan 626000

Abstract: with the vigorous development of social economy and the rapid development of science and technology, it also ushered in the new media era, making the network information more abundant and diversified. Based on this background, it is inevitable that a variety of negative information and thoughts will appear, which will easily affect students' mental health and thinking judgment. Therefore, colleges and universities should take the responsibility of teaching and educating people. In addition to paying attention to curriculum teaching, they should also pay attention to ideological and political education, and take effective measures to fully highlight the educational value of Ideological and political education. How to promote the reform process of Ideological and political education in Colleges and Universities Based on the new media era is one of the problems that teachers need to solve urgently. This paper will focus on this problem to carry out in-depth discussion, aiming to benefit teachers.

Key words: new media; Colleges and universities; Ideological and political education; Reform strategy

With the advent of the new media era, new media technology has been widely used in Ideological and political education in Colleges and universities, and has achieved remarkable results. Teachers' bold and flexible use of this technology can make the abstract and obscure theoretical knowledge intuitive and visual, which can increase the interest and Inspiration of the classroom, and then stimulate the enthusiasm and initiative of students. Based on this, ideological and political teachers in Colleges and universities should actively explore the opportunities and paths of introducing new media technology, and incorporate this work into important research tasks. By integrating teaching resources, updating teaching ideas, and innovating teaching methods, they can build efficient classroom, optimize top-level design, and provide high-quality teaching services for students. And give full play to the auxiliary teaching role of new media technology to achieve the expected effect of Ideological and political education.

1. Problems in Ideological and political teaching in Colleges and Universities

1.1 Teaching mode needs to be improved

On the one hand, the teaching content is relatively old. Due to the limitations of traditional teaching mode and the imprisonment of traditional thinking, teachers in many colleges and universities are still used to using the textbook version of many years ago when carrying out ideological and political teaching. The case content is relatively old, the knowledge coverage is relatively limited, and the knowledge and skills involved are mostly basic and macro, Without in-depth analysis and emotional sublimation of the content, it is unable to help students internalize and master ideological and political knowledge. In addition, the ideological and political education carried out by some colleges and universities are mostly part-time teachers of other courses, which are not ideological and political majors, so it is difficult to understand and control professional knowledge, and they have not invested too much experience in Ideological and political education, and their understanding of policies and political systems is not deep enough, so they can not provide professional guidance and help for students. On the other hand, the teaching method is relatively simple, and most teachers are still used to the traditional methods such as indoctrination and cramming, which makes the ideological and political class boring and unable to guide students to immerse themselves in knowledge learning, and ultimately unable to help students consolidate basic knowledge and practical skills, affecting the effectiveness of Ideological and political work.

1.2 Practice needs to be innovated

The ideological and political teaching work carried out in Colleges and universities has prominent theoretical and abstract characteristics. If teachers lack sufficient knowledge accumulation, it is difficult to master the rhythm and process of classroom teaching, and even lead to poor effectiveness of classroom teaching. However, practice teaching still occupies an important position in the whole process of Ideological and political teaching, but some teachers pay attention to theory and practice in the actual teaching process, and do not put theory explanation and practice training in the same teaching position, which ultimately can not effectively improve students' Ideological and political practice skills. For example, when teachers carry out community activities and eye-catching competitions around the ideological and political theme, although they will require students to actively participate in extracurricular practical activities, the knowledge they understand is more basic and superficial, and does not guide students to internalize and transfer ideological and political knowledge, making them unable to master the practical ability of using ideological and political knowledge to solve life problems and draw inferences from one instance. For example, when some students encounter moral problems in real life, it is difficult to correctly identify them, so they are unable to make correct choices. Some students do not understand the basic legal knowledge, so they can not defend their legitimate rights and interests. Therefore, college teachers need to further optimize and expand the practice teaching link, aiming to deepen the depth and width of Ideological and political work.

1.3 Ideological and political education is difficult to implement

With the arrival and development of new media, it is different from traditional media forms, especially the communication forms have been innovated and the communication speed has been improved. Based on this, teachers can use various advanced technologies to play the

edited video animation for students and display the PPT courseware, so as to encourage students to obtain rich and high-quality ideological and political learning materials through network channels, and ultimately expand their cognitive vision and enrich their knowledge system. However, according to the author's survey, most teachers' over reliance on new media technology will lead to the lack of landing and effectiveness of Ideological and political work. They only instill basic knowledge into students, and do not closely integrate information technology and course content, which ultimately leads to poor teaching effect. In other words, in the context of the new media era, if teachers take effective measures to improve the landing and effectiveness of Ideological and political teaching, it is difficult for teachers to achieve the expected teaching results.

2. Reform strategies of Ideological and political education in Colleges and universities in the new media era

2.1 Accept advanced ideological and political teaching ideas

With the advent of the new media era, there is a significant difference from the traditional media communication mode, in which the information receiver changes from passive state to active state, so that the information resources obtained can also meet the personalized needs of students to the greatest extent according to the pertinence and effectiveness. In order to meet the needs of modern education and teaching, ideological and political teachers should also update their teaching ideas with the times. First, when carrying out ideological and political teaching, teachers should focus on the advancement and effectiveness of new media technology, so as to ensure the smooth completion of the fundamental task of cultivating morality. In addition, teachers should actively learn and learn from the application skills of information technology, so as to build an information-based ideological and political classroom and improve the interactivity and openness of Ideological and political teaching. Teachers should also observe and grasp the emotional changes and fluctuations of students, guide students to ask questions and questions, and eliminate students' negative emotions, so as to finally highlight their dominant position in the classroom while cultivating their moral quality. Second, teachers need to grasp the social development trend and talent cultivation requirements, so that they can actively learn and introduce advanced teaching concepts, deeply and comprehensively understand the characteristics of the times and ideological connotation, and finally integrate it into Ideological and political teaching, and build a relatively perfect ideological and political work mechanism and ideological and political teaching system. Third, teachers need to collect and screen high-quality ideological and political teaching resources with the help of new media technology. Specifically, teachers need to be based on the perspective of new media, accept advanced ideological and political teaching concepts, analyze available resources from a professional perspective, and then mine and refine ideological and political resources with rich connotations, so that students can deepen the memory and mastery of Ideological and political knowledge driven by advanced teaching concepts.

2.2 Highlight the advantages of new media technology

In order to adapt to the development trend of the new era, new media technology is constantly upgrading and changing, and with the progress of science and technology, its advantages become more significant, which is deeply recognized and favored by the ideological and political teachers in Colleges and universities. Most teachers will choose to carry out ideological and political teaching activities with the help of new media technology, so as to meet the diversified learning needs of different students as much as possible, and provide ideas for teachers' innovative work mode. In order to further promote the process of Ideological and political teaching reform in Colleges and universities, teachers need to focus on exploring the appropriate opportunities and effective ways of introducing new media and traditional media into classroom teaching, in order to achieve good results in Ideological and political teaching. First, teachers need to show the objectivity and authenticity of new media technology in the actual teaching process, so as to give full play to the effectiveness of information resources, improve the efficiency of Ideological and political education, and effectively promote the reform process of Ideological and political education. Second, teachers need to highlight the efficiency and interactivity of new media technology in the process of Ideological and political teaching, so that they can use advanced technology to understand students' personality characteristics, interests, ideological trends and basic level, provide reference for the subsequent development of teaching programs and design of teaching links, provide the pertinence of ideological and political teaching, and expand the influence of Ideological and political teaching. In addition, teachers should also rely on the network interactive platform to make the publicity of Ideological and political information resources more professional and practical, so that students can use their resources to solve practical problems, so as to improve their ideological and political practice ability. Third, teachers also need to constantly explore and reflect the advantages and characteristics of new media technology, promote the combination and integration of new media and ideological and political elements, and finally be able to innovate and develop an effective ideological and political education platform with the help of new media, so as to further promote the process of ideological and political work.

2.3 Focus on improving teachers' professional standards

With the further development of new media technology, it has brought far-reaching impact on the development of all walks of life, which provides new opportunities for the field of education. Based on this, college teachers need to seize the opportunity to constantly optimize and innovate ideological and political teaching. In order to achieve the expected effect of Ideological and political teaching and successfully cultivate students' Ideological and political concepts, university leaders should improve the construction of Ideological and political teachers, take novel and effective measures to improve their professional level, ideological and political level, cultivate their professional quality and moral quality, and ultimately provide teachers' support for promoting the reform of Ideological and political teaching. First, teachers need to understand students' emotional fluctuations and ideological dynamics in combination with their classroom

reactions and after-school feedback, and deeply understand their spiritual demands and learning needs, so as to provide reference for carrying out teaching activities and fully demonstrate their dominant position in Ideological and political teaching. Or teachers should also encourage students to participate in the ideological and political propaganda work in person, and require them to shoulder the responsibility of running public accounts and video numbers, so as to mobilize students' active awareness of participating in Ideological and political learning. Second, teachers should also gradually form the awareness of lifelong learning, actively acquire the latest technology and information with new media, learn and learn from the effective experience and advanced technology of other colleges and universities, and then be able to carry out ideological and political teaching on the basis of respecting students' development laws and meeting their actual needs. Third, teachers also need to have frequent communication and exchanges with students, and grasp the students' Ideological Status and learning needs through closer distance, so as to provide them with reasonable opinions and effective guidance, help them solve practical problems in time, and correct their ideas.

2.4 Improve the interactive teaching link between teachers and students

According to the author's practical investigation, at this stage, teachers in many colleges and universities do not pay attention to the interaction between teachers and students in the classroom when carrying out ideological and political teaching, so it is difficult to help students form the habit of asking questions and answering questions, which makes ideological and political teachers unable to accurately grasp students' ideological trends and learning needs, and ultimately leads to the failure of teaching students according to their aptitude. Based on the new media situation, teachers should provide students with opportunities and platforms for self-expression and bold questioning by improving teaching links and creating appropriate situations. For example, after teaching students basic knowledge for learning, teachers can encourage them to carry out cooperative exploration in the form of groups, and require them to sublimate the theme in combination with life experience. Or teachers should also rely on new media technology to communicate and communicate with students online, so as to gradually eliminate the emotional barriers with students and lay a solid foundation for creating a harmonious and appropriate class atmosphere. In addition, teachers can also organize and carry out practical teaching activities, aiming to play their guiding role, enhance the emotion between teachers and students, and cultivate students' moral concepts and value orientation.

Conclusion:

In a word, in order to adapt to the development trend of modern society, college teachers need to be deeply aware of the importance of new media, and on the basis of analyzing the existing problems in Ideological and political work, explore the implementation path of new media into practical work, so as to show the foresight and effectiveness of new media, and finally effectively promote the process of Ideological and political teaching reform in Colleges and universities.

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About the author: Yao Meng, 1993.08, female, lecturer of Sichuan Kangding postgraduates, subject teaching (ideological and political)