

# An analysis on the innovative path of higher vocational ideological and political education from the perspective of new media

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**Abstract:** In the perspective of new media, the channels for educators to obtain resources are increasingly diversified, and learners can quickly understand the new ideas, new culture and new information in society. The ways, contents and approaches of ideological and political education in higher vocational colleges are facing new challenges and opportunities. Based on the vision of new media, combined with contemporary students' ideological characteristics, Internet use preferences, psychological development needs, this paper expounds the characteristics of higher vocational ideological and political education, and from the ideological and political education means, educational resources, educational channels from three aspects, analysis of higher vocational ideological and political education innovation opportunities. And put forward innovative paths such as screening high-quality ideological and political resources, expanding micro-practice carriers, clarifying educational goals of The Times, and building a matrix of ideological and political education, so as to give full play to the role of new media in promoting the reform of ideological and political education and improve the effectiveness of ideological and political education.

**Key words:** new media; Higher vocational college; Ideological and political education; Innovation path

## Introduction

In the vision of new media, everyone can become the publisher, disseminator and sharer of information, breaking the restrictions of information transmission of traditional media. Events happening at any time and any place in the society can be quickly shared and disseminated by people with the help of new media, which will bring negative effects to the network thought and cultural environment. In particular, some negative information or remarks lacking evidence are easy to make vocational college students have wrong ideas. At present, the life, study and network new media of vocational college students are interwoven, but their ideological development and psychological development are not mature, and they lack the ability to distinguish right from wrong and firm ideals and beliefs. Faced with all kinds of bad ideas brought by new media, such as money worship, hedonism and egoism, vocational college students are easy to lose their development direction, and even have various thinking and behavior problems.

## 1. Characteristics of ideological and political education in higher vocational colleges from the perspective of new media

### 1.1 Duality and complexity

From the perspective of development, new media brings challenges and opportunities to higher vocational ideological and political education. In the past ideological and political education, teachers often obtained advanced theories and ideas through the official channels of the state, and transformed the mainstream values into the content of ideological and political education. On the one hand, after entering the era of new media, teachers have abundant resources and channels to obtain a variety of novel educational information to enhance the appeal of ideological and political education to students. On the other hand, in the new media environment, students are increasingly dependent on the network media space, transferring a large amount of offline communication time to online, habitually accepting fragmented knowledge, unable to understand the context of knowledge from a systematic perspective, prone to one-sided understanding, and the environment of ideological and political education is rather complicated.

### 1.2 Individuation and diversity

Based on the network new media, vocational college students can consult and disseminate personalized information according to their individual psychological, ideological and learning needs, forming personalized information use characteristics and habits. To meet the needs of different students in ideological and political aspects, big data can push ideological and political content of different categories and themes, so that ideological and political education presents personalized development characteristics. Students have different ideological and political needs, and big data will also push different ideological and political content according to their usual reading habits. Under the conventional ideological and political education system, students often learn ideological and political knowledge in the classroom. In the perspective of new media, students have increasingly diversified channels to acquire and disseminate information, and can receive ideological and political education with the help of various media platforms.

### 1.3 Timeliness and initiative

Traditional media include TV, radio and newspaper, media staff need to accept, process and feedback information for a long time, it is difficult to provide higher vocational students with the latest political news and social information. Relatively speaking, new media are no longer limited by space and time. Whether it is regional political and economic theories or the latest policies issued by the state, students can use mobile terminals to quickly receive information and obtain time-efficient ideological and political content. For a variety of contemporary and advanced ideological and political topics, students can not only discuss with teachers and classmates, but also think and understand independently, and their learning initiative is enhanced.

## 2. The opportunity brought by the new media environment to the innovation of ideological and political education in vocational colleges

### 2.1 Enriching ideological and political education means

With the update and development of new media technologies, virtual social networks are integrating with various we-media platforms, providing people with a platform for communication that transcends geographical boundaries. People can easily establish dialogue and share information at any time. Growing up in the era of developed network media, vocational college students can learn a variety of knowledge and skills through network new media, and combine off-campus learning with on-campus learning. In the new and fast communication environment, the enthusiasm of vocational college students to participate in traditional classroom learning has decreased, and they have become very interested in online education. Therefore, when promoting the reform of ideological and political education, teachers should be good at using new media technologies and platforms to enrich the means of ideological and political education, so that ideological and political education is no longer limited by space and time, and fits in with the learning psychology of the new generation of students.

### 2.2 Expanding resources for ideological and political education

New media not only provides teachers and students with space to communicate across time and space, but also has a massive resource database with strong information mobility. Every user can join in it, making the communication boundary between people gradually disappear. Teachers and students can also use new media to release information or exchange information (resources) with others. Therefore, in ideological and political teaching activities, teachers should make good use of mobile teaching resources, excavate practical and high-quality ideological and political resources, integrate them into the whole process of ideological and political education, enhance the novelty of ideological and political teaching activities, make students more willing to accept advanced ideas, and achieve the goal of ideological and political education.

### 2.3 Broaden the channels of ideological and political communication

New media is characterized by openness and provides equal opportunities for dialogue and communication to the public. While learning about media information, vocational college students can also become creators and disseminators of information consultation. At present, students make use of media platforms such as Douyin, Kuaishou and XiaoHongshu to create and share their favorite topics at will. Other users can learn new skills or knowledge, and then share and spread it again, forming a complete creation-communication closed loop. Teachers can also seize the opportunity brought by new media to ideological and political education innovation, take advantage of the communication advantages of new media platforms, expand the channels of ideological and political communication, let students learn advanced ideas and theories and cases, and participate in ideological and political communication activities to improve the dissemination of advanced ideas.

## 3. Thinking on the innovative path of ideological and political education in higher vocational colleges from the perspective of new media

### 3.1 Select pure educational resources and firmly defend the ideological and political position

Under the vision of new media, all kinds of heterogenous ideas have been popularized and fragmented, making them highly hidden. In order to hold the main position of ideological and political education, teachers should adhere to the correct ideological orientation, carefully select and review media materials, eliminate bad ideological and cultural information, and transform the mainstream and positive content into ideological and political teaching resources, so as to innovate the ideological and political teaching content and pass the ideas of the advanced era to students. First of all, teachers should make full use of short videos and new media communication platforms to collect information related to students' study and life in combination with the Sinicized thought of Marxism, and combine with the growth needs of vocational students and media tendencies to innovate ideological and political teaching content, so that students can feel Marxist-Leninist thought in the new era. Secondly, teachers should deeply analyze the ideological and political theories of the new era, and on the basis of full understanding and mastery, innovate the content of ideological and political practice, so that students can learn to use Marxist methodology, stand on a scientific political standpoint, and dialectically analyze the network media information of varying quality. In addition, teachers should integrate new media resources and ideological and political teaching activities, integrate advanced ideas in new media into every link of ideological and political teaching, guide students to form ideological consciousness, cultural consciousness and practical consciousness, help them out of the dilemma of ideological development, cultivate students' national self-confidence and pride, so as to hold the position of ideological and political education.

### 3.2 Expand the micro-practice carrier to transmit positive energy

In order to solve the problem of disharmony between traditional ideological and political theory education and practical education, and make ideological and political education grounding, teachers should change their theoretical teaching concepts, let ideological and political education move towards life, enter students' study and practice, so that they can test ideological and political education and practice ideological and political education in practice, and better accumulate and transmit positive energy. Many new media platforms have strong interactivity and more novel communication carriers, which are more attractive to students. Therefore, in ideological and political teaching, teachers should combine the ideological and political learning needs and personality characteristics of higher vocational colleges, use the all-media approach, integrate teaching content into practical activities, and create a series of miniature practical education carriers. When explaining the "Principles of socialist morality", teachers can contact with practical activities such as civilized dormitory construction, sports meeting competition, scholarship evaluation, Lei Feng spirit evaluation, etc. Through careful design and layout, the materials of practical activities can be transformed into ideological and political content, and then pushed to the media platforms concerned by students, such as Douyin and wechat public accounts, to present the moral performance in daily life to students. So that students can deeply feel the warmth of the collective and cultivate students' collectivist concept. In ideological and political practice teaching activities, teachers can use the interactive function of new media to establish an interactive relationship of thought and emotion with students, and combine various life practices around students with ideological and political teaching theories to arouse their thoughts and emotional resonance, better answer students' inner doubts, and transmit the positive energy of practical activities.

### 3.3 Aim at the educational goals of The Times and improve network media literacy

In the new era, teachers should combine the requirements of deepening the fundamental task of cultivating morality and cultivating people, clarify the ideological and political education goal of cultivating trust in The Times, and focus on cultivating the relay of socialist construction. In order to help students cope with the bad ideas in the new media, teachers should not only pay attention to the selection of valuable pure educational resources, but also combine the psychological characteristics of students, and vigorously cultivate their network media literacy. First of all, teachers can guide students to form class groups, let students use familiar platforms, open the Douyin account and public account, extend ideological and political education to the network space, and encourage class groups to regularly publicize positive and advanced network culture, purify the class ideological and political environment, and improve students' network media literacy. Secondly, teachers should fully control the development trend of public opinion. To be specific, teachers can start with current affairs and politics, which are active in the hot search list, and through online and offline dialogue, understand students' attitudes and opinions, carry out targeted ideological and political guidance and education, and cultivate their correct values. For inappropriate remarks and negative thoughts, teachers should timely launch online media literacy teaching topics, guide students to use methodology, stand on a dialectical point of view, treat problems in two, and exercise their dialectical thinking ability and information screening ability. In addition, in order to give full play to the leading role of ideological and political education, teachers should actively participate in new media technology training activities, integrate new media thinking into ideological and political teaching, and use short video shooting activities and information investigation practice activities to improve students' online media literacy.

#### 3.4 Construct a matrix of ideological and political education, and jointly disseminate mainstream ideas

First of all, teachers should establish mainstream media conforming to the characteristics of higher vocational students to spread advanced voices and stories. Specifically, teachers can learn from the experience of creating and operating new media platforms, integrate existing media and educational materials, and build a matrix of ideological and political media education. Secondly, teachers should construct the operation mechanism of ideological and political media matrix. Based on higher vocational education resources, teachers can combine ideological and political propaganda, education and service, and transform the content of ideological and political teaching into media forms that students are interested in through the establishment of media operation processes such as planning, collecting and editing, reviewing, publishing and interaction, so as to spread it through scattered and multi-channel media platforms, create hot spots of ideological and political education, and enhance the communication power and influence of mainstream ideas. In addition, a linkage micro-communication pattern should be created. In the process of disseminating ideological and political education content, teachers should let students play the dual roles of the communication audience and the communication subject. On the basis of receiving advanced information, students should take the community, department, class and dormitory as the unit, combine their own understanding, create or forward comments, combine their personal ideas with the communication content and disseminate them. So as to build a mainstream media brand with ideological and political influence and communication power.

## 4. Concluding Remarks

To sum up, in the higher vocational education system, ideological and political education is an important position to lead the ideological direction of students. Teachers need to bring diversified ideological and cultural and rich and novel educational resources to the new media. Starting from the perspective of educational innovation, with the help of new media technology, they can construct an ideological and political education matrix by selecting pure educational resources, expanding micro-practice carriers, and improving network media literacy. To innovate the teaching mode of ideological and political education, meet students' learning and development needs, build an emerging public opinion field based on mainstream values, and make the new generation of higher vocational students become the disseminators, beneficiaries and followers of advanced ideas.

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