

Integration Strategy of New Media and Ideological and Political Education in Colleges

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Abstract

The deep integration of new media and ideological and political education in colleges and universities is the inevitable trend of the development of ideological and political education in colleges and universities. In the process of integration, we should ensure the efficient sharing of high-quality educational resources and meet the different needs of educatees. In order to realize the deep integration of new media and ideological and political education in colleges and universities, the education management department must strengthen the macro reform of the ideological and political education system in colleges and universities, give full play to the leading role of ideological and Political Theory Teachers in methodology and values, and continue to tap the unlimited potential of new media in ideological and political education in colleges and universities.

Keywords

Ideological and Political Education; New Media; Integration.

1. Introduction

With the rapid development of Internet technology, new media has been widely and deeply involved in people's production and life. Ideological and political education in colleges and universities will inevitably face the opportunities and challenges brought by new media. Although the process of theoretical discussion and educational practice of ideological and political education in colleges and Universities under the new media environment has long been started, the essential impact of new media on ideological and political education in colleges and universities and the deep integration of the two still need to be further elaborated. This paper intends to explore the construction path of the deep integration of the two through the analysis of the impact of new media on ideological and political education in colleges and universities[1-3].

2. Influence of New Media on Ideological and Political Education in Colleges and Universities

The integration of new media and ideological and political education in colleges and universities does not simply take new media as a technical means and use its convenience, interactivity and timeliness of information dissemination to enrich teaching means and content. The real impact of new media on ideological and political education in colleges and universities lies in the profound reform of taking teachers as the teaching center, classroom teaching as the organizational form and teaching content as the center.

2.1 Influence of New Media on Teacher

In the traditional ideological and political education in colleges and universities, the role and function of teachers are relatively solidified. The status of ideological and political teachers is very prominent.

They are not only the designer of teaching process, the organizer of teaching activities, the imparter of ideological and political theoretical knowledge, the guide of learning methods, but also the direct shaper of students' world outlook, outlook on life and values. Ideological and political teachers play a leading role in ideological and political teaching activities. They are the main provider of knowledge and information and an important judge of moral value. In the new media era, the provision of knowledge and information has broken the limitations of traditional teaching materials and books. Following the more formal online teaching tiktok such as Mogao, WeChat, micro-blog, QQ, jitter and other new media have become carriers of ideological and political education resources with their short and refined characteristics. In particular, it is worth noting that students can easily obtain a large amount of information content through new media, which has impacted the authoritative status and role functions of ideological and political teachers.

2.2 Influence of New Media on Classroom Teaching

The emergence of new media makes the traditional form of classroom teaching gradually turn to the innovative form of the combination of inside and outside the classroom, online and offline. Most students can receive information from all aspects through new media, which reduces the threshold and cost of ideological and political education. High quality teaching resources can easily break through the restrictions of various external conditions and "fly into the homes of ordinary people" through new media; Students can easily access the high-quality education resources of famous ideological and political teachers in universities such as Peking University, Tsinghua University and Wuhan University through the Internet according to their convenience and preference of learning time, place and way. It can be seen that students can obtain high-quality educational resources more conveniently and efficiently through new media, and it is possible to open the classroom anytime and anywhere, which will further improve the efficiency and quality of teaching.

2.3 Influence of New Media on Teaching Content

Ideological and political teachers design and implement teaching activities according to students' characteristics, teaching time and teaching tasks, as well as their own knowledge literacy, so as to realize the transformation from teaching material system to teaching system. Students are more passive to accept the teaching resources selected by ideological and political teachers, and learn the knowledge system through teachers' professional language. The content of new media resources covers all over the world, ancient and modern, at home and abroad, and presents the whole world to people in a form that people are willing to accept. Contemporary students can freely choose all kinds of new media resources, conduct targeted thematic in-depth exploration, or browse casually. In this process, the ideological and political education function of information itself can be realized imperceptibly and silently. In particular, students' active exploration of massive information is students' autonomous learning and learned learning that pays attention to learning process and self-education.

3. The Purpose of the Integration of New Media and Ideological and Political Education

After recognizing the profound changes brought by new media to ideological and political education in colleges and universities, we should explore the construction goal of the deep integration of new media and ideological and political education in colleges and universities from the aspects of teaching form, teaching content and teachers' role and function.

3.1 Realize Efficient Sharing of High-quality Educational Resources

Comprehensive access to the world development trend and a correct understanding of the reality of China's development are the necessary prerequisites for ideological and political education for college students. To complete these tasks, it is not enough to rely solely on the content of teaching materials and the materials mastered by ideological and political teachers themselves, and new media undoubtedly provides rich resources and broad space for the realization of these tasks. Ideological

and political education in colleges and universities must face the impact and even subversive changes brought by new media. We should not only fully realize that this impact and change are unstoppable, but also give full play to the advantages of traditional teaching. We should take new media as a bridge and means of ideological and political education in colleges and universities, integrate classroom teaching with extracurricular online learning, and even integrate formal ideological and political learning with life and entertainment in the new media environment. The efficient and effective integration of traditional and political education resources and the effective sharing of high-quality education resources will achieve the best results.

3.2 Independent Choice to Meet the Different Needs of Educatees

Therefore, we must respect the teaching law, face the uniqueness of students, and take personalized education service as the starting point to "meet the needs and expectations of students' growth and development". On the surface, the reason why new media is widely sought after is that it has flexible form, fresh content, novel expression form and convenient access. In fact, it can meet the personalized needs of the majority of audiences at different levels and in different aspects. In the new media era, the ideological and political education in colleges and universities must highlight individuality and strengthen pertinence in order to trigger the construction of ideological value in the minds of students. Therefore, ideological and political teachers should combine the requirements of unity with diversified free choices, carry out unified teaching through the classroom, uniformly implement the teaching objectives such as basic knowledge structure, ideological system and values, and then guide students to choose new media content for independent learning.

High quality ideological and political education must face the different growth needs of each student. Therefore, teachers should take the initiative to reduce the obstacles and restrictions of students' choice through the path of new media, so that students can turn ideological and political learning into autonomous learning on the basis of theoretical indoctrination, and turn the teaching process of ideological and political education into students' autonomous learning process. After all, education is a process of self-growth, and such teaching not only meets the requirements of students to master the basic theory of Marxism, but also meets the purpose of students' self-education and personalized growth.

3.3 Change Teachers' Roles and Functions with New Media Thinking

The new era provides a solid material foundation and conditions for people's free and all-round development. However, the needs of students are multifaceted, and the knowledge of ideological and political teachers in their own field may not be able to meet the personalized growth needs of students in all aspects. Ideological and political teachers should have a clear understanding of this, consciously learn and cultivate the new media thinking of open, free and equal personalized service, and actively change the orientation of teachers' role and educational function. In the integration of new media and ideological and political education in colleges and universities, ideological and political teachers must realize that all walks of life and all kinds of personnel may become disseminators of knowledge, values and ideas. Therefore, ideological and political teachers should become the provider and guide of new media information with ideological and political education value, rather than the simple conductor of fixed educational content in the closed education system.

Under the background of the deep integration of new media and ideological and political education, the transformation of ideological and political teachers' roles and functions is a great challenge for ideological and political teachers. The rapidly changing social hot spots, the interest demands from different subjects, and the exchange and collision of multiple ideological trends have become very easy to obtain through the open new media; The same social phenomenon may be interpreted and expressed from different angles, methods, positions and value orientations. This requires ideological and political teachers to give full play to their theoretical expertise and interpretation advantages, accurately interpret and guide students to scientifically understand the essence of various views with Marxist positions, viewpoints and methods, so as to truly integrate the ideological and political

education resources of new media for my use and form the joint force of ideological and political education in colleges and universities.

4. The Construction Path of the Integration of New Media and Ideological and Political Education in Colleges and Universities

It is an inevitable trend to build an education model of deep integration of new media and ideological and political education in colleges and universities. This deep integration involves the renewal of the concept of ideological and political education in colleges and universities and the innovation of educational system and mechanism, and brings about a deep-seated and all-round reform of ideological and political education in colleges and universities from concept to practice.

4.1 Strengthen the Macro Reform of Ideological and Political Education

The macro reform of ideological and political education system in colleges and universities has the characteristics of systematicness, comprehensiveness and complexity. Education management departments should build an open, free and diversified ideological and political education system in new media colleges and universities from the perspective of strengthening morality, cultivating people and improving educational ability. From the perspective of top-level design, sort out and integrate the educational responsibilities of various educational management institutions and subjects, collect various ideological and political education resources, and strive to build an integrated educational ecology. For example, in terms of institutional reform, it is necessary to ensure the provision of technology, equipment and environment for various new media education resources through financial investment; In the examination of students and the assessment of teachers' teaching, scientifically identify the class hours and credits of online and offline teaching and learning. Through the overall coordination and guidance of the competent education department, the high-quality ideological and political education resources that can be provided by society, institutions and the general public are integrated through the bridge and link of new media, so as to realize the construction of an open, free and personalized ideological and political education system.

4.2 Give Full Play to the Leading Role of Teachers

In the educational reform of the deep integration of new media and ideological and political education in colleges and universities, ideological and political teachers still play a key role. They must start from the goal of improving the effectiveness of ideological and political education and effectively respond to the higher requirements of new media on teaching environment and teachers' ability. They should not only adhere to the educational concept of openness, freedom, equality and personalization, use new media to integrate educational resources and create an environment, guide students to swim in the information sea of new media, and understand the open, multifaceted and changeable real society and world; At the same time, we should adhere to the creative use of the positions, viewpoints and methods of Marxist theory, convince people with reason and move people with emotion through diversified and personalized teaching design and theoretical interpretation, so that students can understand China's development path with an open global vision, grasp the law of historical development, understand China's national conditions and world development trends in free exploration, and through self-learning and self-education, We should truly understand the theoretical power of Marxism, strengthen the value pursuit of communism, consciously complete the ideological revolution, and actively devote ourselves to the construction of socialism with Chinese characteristics in the new era[4].

4.3 Tap the Potential of New Media in Ideological and Political Education

As a necessary external technical condition of ideological and political education in colleges and universities in the information age, new media technology has broad prospects and unlimited potential. A correct understanding of the essential influence of the integration of new media and ideological and political education in colleges and universities can avoid the superficial understanding that "Ideological and political teaching plus new media materials is integration" and the formalism of "two

skins" of new media and ideological and political education in colleges and universities in practice. At present, China's higher education has basically bid farewell to the era of infrastructure and the introduction of Internet technology, but the new development process of ideological and political education driven by new media towards openness, freedom and personalization has just begun. As an innovative element and driving force, the construction of ideological and political education in the new media industry is far from reaching the expected goal, that is, to guide the new media to give full play to the social value of ideological education from the construction of system and mechanism, which is also the key work to promote ideological and political education in the new era[5].

5. Conclusion

To sum up, the arrival of the new media era has brought new ideas and directions to the reform of ideological and political education in colleges and universities, but at the same time, it has also brought some challenges to the development of ideological and political education in colleges and universities. In this context, college ideological and political educators must learn to treat new media technology dialectically, combine the characteristics and needs of ideological and political education, give full play to the advantages of new media technology, realize the innovation of ideological and political education ideas and methods, and make ideological and political education more efficient.

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