

Research on the Ideological Politics Education of College Students from the Perspective of New Media

Kaiwen Zhu

Nanjing Agricultural College, Nanjing 210095, Jiangsu Provinces, China

Abstract: With the continuous development of the economy and society, new media technologies have been widely used in every industry and all walks of life. New media technologies are also applied in the ideological politics education of the Chinese college students. Therefore, this article makes a brief analysis of college education in the context of the new media technology. New media technology is applied to the ideological politics education of college students, which not only places the emphasis on the importance of ideological politics in an intuitive manner towards the students, but also creates a good social atmosphere and innovates the ideological and moral education model.

Keywords: New media horizon; College students; Ideological politics; Education path

Publication date: February, 2020

Publication online: 29 February 2020

***Corresponding author:** Kaiwen Zhu, zhukaiwen@xdf.cn

1 Impacts of the new media environment on the ideological politics education of college students

1.1 Positive impacts

First, new media technologies have further opened up the space for college students' ideological education. Because of the development and application of new media technology, students have more channels for ideological politics education now. At the same time, they have also reformed and innovated traditional university ideological politics education methods. Under the influence of the era of big data in the new media, a large number of information resources have increased the channels for learning ideological politics. Meanwhile, some students can also expand and

consolidate ideological and political knowledge after taking the mandatory courses, and consolidate their learning process. The students should take the initiative in learning. Compared with traditional ideological politics education, the learning method in the new media is more easily accepted by current college students, making the learning atmosphere more relaxed and conducive to learning. Furthermore, such learning method can result in a teaching mode according to the students' aptitude. This teaching mode is suitable for different types of students. Course coordinators of ideological politics education in colleges and universities can also use the new media platform to carry out interaction and exchanges between the two sides, i.e. educators and learners. This would help to continuously and dynamically understand the student's learning situation, so that teachers can give corresponding guidance and help where necessary. Students use new media to continuously enrich their knowledge pertaining to ideological politics, understand and learn about current affairs in the country, and improve the efficiency of students' autonomous learning. In addition, under the influence of the new media environment, online reading and information browsing have become more convenient which granted students more convenient ways to learn ideological politics, breaking the limitations of traditional education.

Second, new media technologies have enhanced the teaching and learning efficiency of ideological politics education in colleges and universities. With the development of new media, information is spreading faster and the amount of information is increasing. There are also various ways to spread information, which has an important impact on the lives of contemporary college students. College students is the most frequent user group of new media in the modern

society. In this regard, they are more affected by new media technologies. Although new media has broadened the horizons of college students to a certain extent and reduced the gap between college students and society, we should also see that new media technology has encountered a certain degree of difficulty in providing ideological politics education to college students despite the aforementioned benefits. Therefore, this puts forward higher requirements for the staff of ideological and moral education in colleges and universities to constantly reform and innovate the traditional ideological politics education models by conforming to the development of modern society, and inherits and develops traditional ideological and political education. We should combine traditional ideological education with contemporary new media technologies and constantly innovate ideological politics education models. For example, educators should lead students to actively learn about current political events in our country during the process of preaching, teaching, and clarification, and then conduct group discussions, which not only saves the time for information access and processing, but also reduce the waste of resources to a certain extent.

Third, new media technology has enriched the learning materials of ideological politics education for college students. Because under the traditional ideological teaching model, the ideological politics education in colleges and universities is not given much attention, the education methods are relatively obsolete, and the lack of teacher-student interaction in the classroom has led to frustration and lack of students' enthusiasm for ideological politics education. The organization of social activities makes students lose the motivation to learn knowledge about ideological politics. In the context of the new media, with a lot of interesting and thoughtful information, the way of displaying content is also diverse and more convenient to use, which has rejuvenated the traditional ideological and political education. The educators of ideological politics courses should make good use of new media technologies, explore the information regarding the hot topics in society, learn about the latest social developments, and then carry out group discussion on the core values of ideology to improve students' ideological and political awareness. In addition, students can also use the new media to independently learn all kinds of valuable scientific knowledge, more quickly understand various events in the country and

abroad, open up the horizons of student learning, and allow students to build a more complete knowledge base, structure and system so that they can be encouraged to take up self-directed learning^[1].

1.2 Negative impacts

First, new media technologies have influenced students' values. The social environment has a certain impact on the formation of values, and the new media technologies has created a virtual environment for students. Such a virtual world will cause some college students to lose their ability to interact with people in real life, regardless of whether they immersed themselves in the virtual world created by new media. In face of some bad information, some students cannot distinguish whether certain bad information can bring good or bad impacts. It is inevitable that some improper values will result from immaturity of the students. On the other hand, the criminals are given the opportunities a relevant state department that supervises new media is currently not in place.

Second, the new media has weakened the teacher's dominant position to a certain extent. In the traditional ideological politics education process, the teacher has always been in a dominant position in the classroom. The students were all in a passive position as they were spoon-fed with the knowledge. However, in the context of new media, this new technology has accelerated the speed of information dissemination and the amount of information has also greatly increased. More ways are now available for college students to obtain information, which puts forward higher requirements for teachers' education methods. In this environment, the relationship between the teacher and the student has been equalized. While studying certain knowledge, it is not surprised to notice that certain students knows more contemporary knowledge than the teacher, their analysis is in place, and their learning speed is faster than the teacher. Therefore, the status of educators or teachers has been impacted in a negative manner. In the context of new media, the source of students' learning knowledge is no longer limited to the teaching in classrooms. The students can acquire relevant knowledge through autonomous learning. Learning from the teachers is no longer the only way to acquire knowledge. In this case, the teacher's dominant position is impacted, and the sense of value cannot be satisfied^[2]. Therefore, the ideological education of colleges and universities is becoming more difficult.

2 Ideological Politics Education Path of College Students from the Perspective of New Media

2.1 Improving the professional teacher team and implementing the infiltration education of the work concept

Teachers of ideological education in colleges and universities should keep up with the current affairs, update their knowledge, and adapt to the teaching environment in the context of new media. Ideological politics educators should take advantage of the convenience of new media and actively learn ideological and educational knowledge, so as to keep up with the latest issues to update their knowledge. The teachers should also teach modern knowledge to the students, and establish the right values, outlooks on life and the world. Colleges and universities can establish a professional team consisting of educators or teachers with professional accomplishments and vocational accomplishments through ideological politics lecture training or exchange activities, management of ideological politics education, and establishment of a sound ideological politics education system. In addition, random inspection and supervision on ideological politics educators should be conducted a from time to time to strengthen their ideological and moral education work ideologically, and constantly promote the all-round development of students.

The academic staff of ideological politics education in the entire college or university must be led by the committee of the university, and under the leadership of the committee, an ideological politics education work can be planned and assigned to some senior and experienced ideological politics teachers. The committee is also responsible to constantly improve the management of the education team, so that its direction of development can become more standardized and rationalized. In addition, with the advantageous conditions such as more rapid information transmission under the new media, an ideological politics education platform is created on the campus. Teachers can learn some new knowledge on the platform and exchange learning and education experiences with other teachers. The work of ideological politics educators should be included in the assessment items. For example, let some educators who are more prominent in ideological politics aspects to learn and communicate, and introduce more advanced learning programs.

Teachers can also lend their own social practices for demonstration, so that students can be cognizant of the importance of ideological politics education. In the end, if necessary, ideological politics educators should seek the help of psychology teachers, so that students can better accept ideological politics education under the guidance of psychology teachers. Teachers should also pay attention to their professional qualities, fully understand the students' favorite style and classroom atmosphere, establish a good relationship between teachers and students, and promote the improvement of teaching quality^[3].

Under the development of the era of big data, ideological politics educators in colleges and universities must be keen to discover the direction of development, integrate relevant knowledge into new media technologies, and pass on ideological politics knowledge to students in a modern way. This would be very conducive to students' learning process. In the era of new media, there are various methods of learning. Relevant ideological politics education can be integrated into every bit of life, such as establishing WeChat groups or Tieba (Baidu) group, etc., which will be conducive for discussion and learning so that the correct values can permeate to the ideas of students. Group discussion activities can also be organized for students to discuss and express their views on the hot topics in the society, helping students to establish a correct outlook on life. Teachers should also discover the ideology activities of the students in a timely manner, and provide correct guidance during the period when the students are confused, so as to improve their ideological and political quality. At the same time, we must encourage ideological politics educators to continuously learn about new media, use the rapid and convenient conditions for information transmission to promote the core values of socialism, and cultivate excellent successors for socialism.

2.2 Taking the initiative to make use of the new media and improving the media literacy of college students

In the ideological politics education process of college students', educators must focus on new media technology, constantly innovate ideological politics education models, and rely on new media technology as an important support for ideological politics education. Since college students are in a period of inconsistent thinking, easily influenced, and also in an important period of forming values, the information on the

Internet cannot be identified with certainty, and they can be easily confused. The teacher must train the students' comprehensive qualities, and allow students to distinguish between the true situation of information and reduce the chance of students being fooled. First, students should always keep in mind the correct values, and in the face of bad information, they must cleverly avoid and improve their ideological politics knowledge. Second, colleges and universities can also organize activities for students' ideological politics education, and help students establish the right values. Third, students are encouraged to actively participate in social practice activities, such as conducting survey reports in the society and interviewing students at different stages about their attitudes and methods they use to stay away from low quality and bad online information.

2.3 Strengthening the transmission of classic values and encouraging students' participation in activities

In the contemporary era of rapid development, many college students do not read classic books, and believe that classic books have fallen behind and the development of modern society. Therefore, the reading level among the students become very low and as a result, they cannot absorb the precious values from the classics. In response to such a phenomenon, colleges and universities can publish some beautiful ancient poems or classic allusions on the school platform, so that students can fully realize that at the moment when they empathize, they have a poem to express their thoughts. In the guided learning process, students would discover the charm of classics, which enriches their lives. The learning can also help develop a good reading environment. In addition, in the social practice activities where the students participate, they can find out the bad habits they have in these social activities, such as impolite words, not sorting garbage, etc^[4]. The students should try to get rid of these bad behaviors in the activities, and manifest good values. In the plan of this activity, teachers who plan should also listen to the opinions and suggestions of students. This process can promote the emotional exchange between teachers and students, reduce the generation gap between them, and promote the all-round development of students.

In the contemporary society of new media, students' learning methods are not limited to the classroom and books. Compared with traditional media technology, the teaching tasks are extended to any time and any

place. As long as you want to learn ideological politics, there will be various types of online courses for you. For example, if the student wants to learn the latest news regarding current politics to consolidate his or her ideological politics knowledge, you can download Fenbi App or Xuexi Qingguo App for learning purposes. Students can use the fragmented time, that is, choose different time points for learn, thereby reducing the burden of students to learn in a more relaxed environment. College educators should open an account on Weibo to post news that conveys positive energy, and publish the good stories of some students of the school to encourage continuous learning of classic knowledge, regulate their behaviors and change their bad behaviors, such as avoiding food wastage and promoting good habits for students.

2.4 Focusing on students' subject status and strengthening the scientific and rationality of education

Educators in the new media environment should break the traditional education model, continuously innovate the ideological politics education model, and comply with the development requirements of society, instead of sticking to the original education method that indirectly support spoon-feeding education style. In the process of educating ideological politics educators in colleges, teachers must update their knowledge at all times, allow students to participate in relevant classroom activities and continuously explore new knowledge, actively play their own subjective initiative, and achieve more equality communication with students^[5]. College administrators should give young teachers more opportunities for development, and train young teachers regularly, because young teachers have a smaller gap in age or generation with students, share common hobbies, and can communicate more happily. Assigning the teaching job to the young teacher will be conducive to the formation of students' correct values. Teachers should make good use of new media technology to discuss the hot topics that occurs in society, allow students to look at problems from a scientific and reasonable perspective so that students can distinguish true and false information. This may provide a more solid foundation for students' social life in a few years. College educators should guide students to understand the current international situation facing China and the problems encountered in the diplomatic process. At the same time, they must also understand

some domestic knowledge and important conferences held in China, and understand China's role in science and technology. The achievements will increase the students' pride and cultivate students' high sense of responsibility.

Students' ideological politics education should not be limited to schools. This subject needs the cooperation of society and family. In an era where new media communication is so convenient, parents should guide students to establish correct values in the process of chatting with students. At the same time, patriots in the society should also supervise various adverse phenomena, create a good social atmosphere, spread positive vibes to encourage and motivate students, and constantly innovate social atmosphere and social environment.

3 Conclusion

In conclusion, with the continuous development of the economy and society, new media technologies are also constantly progressing, and they have been widely used in people's lives. When ideological politics education is combined with new media technology, this

combination can enrich students' learning pathways and revolutionize and transform the traditional education model. College educators should formulate reasonable learning plans based on the actual needs of students, use new media technology to innovate ideological politics education models, and improve students' ideological and political awareness.

References

- [1] Yang CJ. Discussion on the ideological and political work of college students in the age of media[J]. *Industry and Science Forum*, 2018, 17(23): 268-269.
- [2] Zhang SP. The influence of WeChat on interpersonal communication of college students and innovative strategies of ideological and political education[J]. *Comparative Study on Cultural Innovation*, 2018, 2(34): 74-76.
- [3] Qian JT. Research on the Innovation of Ideological and Political Education of Art Students in the Network Age[J]. *Brand Research*, 2018(6): 190 + 193.
- [4] Wen H, Huang ZD. On the Ideological and Political Education of College Students from the Perspective of Harmonious Society [J]. *Xue Zhoukan*, 2018(35): 6-7.
- [5] Cao XX, Cao J. Exploration of Ideological and Political Education of Private College Students[J]. *Western Quality Education*, 2018, 4(22): 55.