

Research on Improving the Effectiveness of College Students' Theme Education Practice in the New Media Era

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Abstract: Carrying out theme education practice is an important measure of Ideological and political work. The goal and content of theme education activities are generally overlapped with other activities, which makes the school unable to bear the burden of carrying out multiple activities at the same time, thus affecting the actual effect of theme education practice activities. In this paper, by improving the method of theme education, and with a positive attitude and innovative spirit to continue to innovate the working mode of theme education practice, the way of using new media technology in the process of theme education is analyzed, and its characteristics and laws are analyzed, so as to improve the effective working path of theme education.

Keywords: New media era; Theme education; Effectiveness

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1 Introduction

Theme education practice is a form of organizing specific activities, which is an important carrier of strengthening ideological and political education. It

forms a complementary carrier of Ideological and political education with political learning, dialogue education and cultural infection. Because theme education is more planned, operational and practical, colleges and universities often actively organize and carry out theme education practice activities. However, with the extensive and continuous development of new media, the launch of the fourth technological revolution, especially the advent of 5g era, the development of various platforms, including website, app (microblog, WeChat), forum, online short video live^[1]. It expands people's access to knowledge. Nowadays, the role and influence of new media on the Internet is increasing, and the rapid development of new media on the Internet provides us with a rare opportunity. Therefore, colleges and universities must adapt to the development situation of big data era under the new media environment, explore new forms and methods according to the needs of the times, and enhance the effect of theme education for college students. Let the new network concept and new network technology provide us with better and more colorful theme education forms. In a new era, theme education develops with the times, making full use of the power of new media technology, cultivating college students with a positive attitude and innovative spirit to understand

the law, improve their vision, pay attention to practical results, improve their understanding, and effectively use new media technology^[2]. At the same time, colleges and universities should integrate all kinds of subject education practice activities based on internal relations, creatively carry out theme education activities according to the actual situation, and improve the effectiveness of theme education practice activities by strengthening the guidance, inspection and evaluation of theme education activities.

2 The significance of theme education practice

Taking the theme education of "pay homage to our 1919" as an example, this paper shows the significance of theme education practice. In 1919, China launched the May 4th movement, advocating science and democracy. This is the first cultural process for China to come into contact with western culture. It marks the beginning of modern Chinese history and a new democratic revolution. Due to the direct influence of the May 4th movement, the Chinese delegation attending the Paris Peace Conference rejected the contract. The film my 1919 vividly reflects the diplomatic situation of China 80 years ago by refusing the Chinese diplomatic mission to sign the Versailles peace treaty at the "Paris Peace Conference". It is an expression of appreciation for China's indomitable national spirit and strong patriotism. It also proves that China's diplomacy is a weak country without diplomacy. The Plenipotentiary of the Chinese government defended the dignity and rights of China at the Paris Peace Conference. The glorious achievement of refusing to sign the Treaty of Versailles, the moving historical story of people's petition and the struggle against imperialist forces have truly reshaped the international community and international relations since the first World War. Through carrying out the theme education practice of "pay homage to our 1919", we can carry out patriotism education for today's "after 00" college students. However, with the development of higher education reform and the extensive development of new media, the effectiveness of theme education is improved, so as to improve the quality of talent training^[3]. Facing the new situation and new challenges, we should fully understand the importance of theme education practice, which promotes the development of university reform. Strengthening the

ideological and political education level of college students is also the practical requirement of "people-oriented".

3 The application of new media technology and the way of theme education practice

3.1 Seize the opportunity of new media

Under the rapid change of new media, how to deeply integrate the subject education practice with new media in content and form, actively expand the breadth, depth and sensitivity of subject education practice, improve the latest and most widely used new functions, and improve the effectiveness of media technology. With the development of the times, the opportunities and challenges brought by new media promote the effectiveness of theme education practice activities, and new media brings about the rapid development of theme education practice activities.

3.2 Strengthen the research of new media communication law

In the new media environment, information release is more convenient. In the practice of "pay homage to our 1919" theme education, all counselors will become the source of information dissemination, and through the network media platform, can effectively carry out the publicity of theme education, mobilize college students to actively participate in the practice of theme education, realize the two-way interaction of information, not only strengthen the interaction of theme education practice, but also increase the overall responsibility for the theme. The process of communication is three-dimensional and all-round. The effective combination of new media technology and theme education makes the practice process of theme education no longer unilateral, but a way of many to many communication. In thematic education, we can not only spread the text content with the help of new media, but also express it in various forms such as pictures, sound and video. Each participant in the theme education activities should use new media to promote the efficient implementation of theme education activities and increase the interactivity of theme education activities^[4].

3.3 Establishing ideological education platform

At present, most of the mainstream values of "Post-00" college students are positive and sound. In the face of national events and challenges, they can show

strong patriotism, a high sense of social responsibility and a high degree of commitment. However, less and less college students are affected by the network media and social change. Some social values have declined, such as focusing on money, neglecting ideals, neglecting individuals and groups, neglecting knowledge, neglecting morality, emphasizing demands and neglecting commitment. Colleges and universities should take cultivating college students with the spirit of the times, patriotism and serving the people as the primary task, and establish and occupy an efficient ideological and political education communication platform^[5].

4 The current situation of the use of new media technology in the practice of thematic education

The characteristics of new media era are digital communication, network communication and global communication. In the information age, with the rapid development and wide application of new media such as mobile phone, Internet and digital TV, new media has become a means for college counselors to study and think about problems. We must make full use of new media technology to innovate the propaganda and education of theme education.

4.1 Multi platform promotion

In the current 4G network environment, the amount of information is large, the update speed is fast, and the media platform is diverse. The content planning and promotion method of theme education activities is to make full use of the hot topics of network culture, firmly control the dominant position and discourse power of culture in the network virtual society, make full use of various platforms of various media, and concentrate on the practice of theme education. In the information age, online media is not only a channel for students to acquire knowledge, but also a new way for college counselors to educate students. Counselors must make full use of the network platform and make full use of their educational benefits. Counselors are required to establish education network teaching mechanism and use familiar network platform to educate students. Teachers should constantly improve their ability to use the network, improve their network application ability, and establish an online learning platform for students.

4.2 Educational content of various subjects

Excellent theory, speech spirit, advanced achievements of counselors, outstanding achievements of Party building and other red classics are directly presented through the media platform. Counselors widely use the mobile terminal software APP, they can also manage the educational network platform through the counselors to carry out various interactive exchanges, and suggest setting up WeChat official account or micro-blog to diversify the content of the theme education in the media environment^[6].

4.3 Various activities

Because online media has the advantage of not limited by time and space. New media technology can completely change the form of theme education activities, which not only changes the old methods of theme education practice activities. Various media such as microblog, wechat, APP client, real-time video, short video and so on are widely used to diversify the format of theme education practice, and new media of various platforms are fully used to achieve the best effect.

5 Achievements and effectiveness of theme education practice in colleges and universities

5.1 Close to college students' life

Through carrying out efficient theme education practice activities, it can reflect that theme education activities are closer to college students' life. First, the theme education activities in Colleges and universities emphasize the problems reflected by college students as the starting point, insist on reflecting the real state of College Students' learning and life, and quickly change the outstanding problems reflected by students. Enhance college students' satisfaction with school and teachers. Second, teachers of all grades are greatly improving their service level for college students. Third, whether the lecturers are considerate of students in need of help and provide materials. They provide necessary help for students with learning difficulties and employment difficulties, strengthen ideological education, establish healthy personality, and actively participate in socialist modernization reform^[7]. The theme education activities of college students are close to the life of college students.

5.2 Improve the ideological and political education level of counselors

As the overall person in charge of implementing the theme education activities of college students, counselors organize the theme education activities of college students closely around "serving students", "taking students as the foundation" and "improving the ideological and political level of college students". The activities highlight the leading position of counselors, show the master spirit of counselors, and improve their sense of honor and mission in teaching and education. A sense of humor. It provides a broad platform for the growth of counselors and teachers, so that counselors can share more educational practice and development results. Through the organization of theme education activities for college students, counselors can feel "tired and happy" and enjoy the dignity they should have^[8].

5.3 Close to society

University is the place with the most active thinking, the strongest innovation ability, high staff and wisdom. First of all, we should firmly grasp the important mission of "serving the economic and cultural construction", clarify the demand for human resources, adjust the discipline and professional environment, optimize the talent training plan, and cultivate more urgent and needed talents in the society. Secondly, it is important to focus on serving the local economy, inherit the innovative culture, spread university resources to the society, break the university wall, improve the utilization rate of resources, and test the effectiveness of activities in a satisfactory or unsatisfactory way. Carrying out theme education practice activities in Colleges and universities, strengthening the construction of Party style and clean government, emphasizing the transformation of four ways, further strengthening the relationship between the party and the masses, the relationship between teachers and students, and the combination of theoretical arms and practical problems, carrying out theme education for college students can promote learning and education activities as well as all kinds of work centered on college students, which is closer to the reality of social life^[9].

6 Conclusion

Colleges and universities actively carry out theme

education activities for college students, and adopt new media technology with a positive attitude and innovative spirit, which can better understand the regularity of education practice, improve predictability, pay attention to efficiency, improve visibility, and integrate "salutation" and "inheritance" into the whole process of university education. Promote their commitment to contribute to the cause of colleges and universities.

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