

# Research on the Refined Path and Strategy of College Students' Ideological and Political Education in the Context of New Media

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**Abstract:** With the continuous improvement of social demand for high-quality talents, the emphasis of higher education on Ideological and political education has gradually increased. The new media environment has brought new development opportunities for college students' ideological and political education, but it also faces severe social challenges. The form of ideological and political education in the traditional higher education system is relatively broad. The transformation from "rough" to "refined" is a new educational concept that fits the current personality characteristics of college students. This paper discusses the related issues of the refined path and strategy of Ideological and political education for college students in the new media environment, analyzes the shortcomings of traditional ideological and political education for college students, the impact of new media on Ideological and political education for college students, and the effective path and strategy of refined ideological and political education for college students, so as to promote the improvement of Ideological and political teaching level for college students.

**Keywords:** New media; College students; Ideological and political education; Refinement

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## 1. Introduction

The demand for high-quality talent is increasing with the in-depth development of the social economy. Higher education needs to further strengthen the functional role of Ideological and political education and moral education content, so as to realize the guiding role of students' ideology and values, and promote the development and improvement of students' comprehensive quality. Under the new media environment, college students' thinking consciousness has changed greatly, and the ideological and political education and daily management work are also facing higher requirements. How to carry out effective ideological and political education has become a key issue for higher education. The refined ideological and political education helps to reflect the pertinence and effectiveness of Ideological and political education. It is of practical significance to explore the refined path of Ideological and political education in the new media environment for achieving the goal of talent training in higher education.

## **2. Deficiencies of traditional ideological and political education for college students**

The ideological and political education course of higher education is an important way to cultivate and improve college students' Ideological and moral awareness. The ideological and political education course needs to integrate the cultivation concept of socialist core values and guide students to establish a correct concept of life development and values. As a required course in colleges and universities, the ideological and political education course plays an important role in value guidance. With the development and progress of the social economy, changes are taking place at all levels of society, and students' thinking consciousness is also changing under the influence of the social environment. The ideological and political education in colleges and universities is also facing the new requirements of educational development and the realistic demands of mode adjustment. The ideological and political education in colleges and universities needs to abandon the traditional teaching mode and ideological and political education mode, and further improve the effectiveness of education and the pertinence of Ideological and political education.

In the current social and cultural environment, college students are in a state of diversified thinking consciousness, and the consistency between the professionalism and effectiveness of ideological and political education and students' thoughts is gradually reduced. The didactic and indoctrinated teaching mode and daily management mode will also make students resist ideological and political education, and then affect the daily moral education and curriculum teaching efficiency. The improvement of college students' self-demand has put forward higher requirements for moral education and ideological and political work in the new era. It is urgent to integrate some mainstream social thoughts and humanistic ideas into the connotation of moral education, so as to enrich and improve the connotation of moral education <sup>[1]</sup>. From a macro perspective, contemporary college students do not neglect the development of their own thinking consciousness, but the current open network environment and media communication pattern in the new media era have gradually improved the students' listening taste, monotonously and boring to instill truth into students, which makes it difficult for ideological and political education theory to be transformed into students' own quality, and the learning process of ideological and political courses has also become a rote process to cope with examinations. This cycle makes it difficult to implement the spirit of ideological and political education, and gradually reduces the effectiveness of ideological and political education. In the ideological and political class, the common phenomenon of "bow head group" among college students has caused us to think deeply — are they using mobile phones to independently acquire knowledge, or using the free classroom atmosphere as an excuse to indulge themselves? Some students do turn mobile phones into learning tools, such as completing online question answering, taking handouts, AI intelligent search, etc. However, many students are unable to resist the temptation of the Internet because of their weak self-control and lack of clear learning objectives. They spend their precious youth on mobile phones in a short class of dozens of minutes. In the future, the ideological and political education in colleges and universities must reasonably introduce new media technology and give full play to the role of media in ideological and political education. How to guide college students to use new media correctly and enhance the acceptance effect of ideological and political education in colleges and universities is an important part of the current ideological and political education work <sup>[2]</sup>.

## **3. The influence of new media on college students' ideological and political education**

### **3.1. It is conducive to cultivating students' democratic consciousness**

Under the new media environment, it is more convenient for college students to obtain social information and

various resources through network channels. Students can choose information content independently according to their own needs, reflecting the autonomy and randomness of students' network information application. At the same time, the efficient and fast network information replacement speed and transmission path make college students' thinking consciousness relatively open and active, and students' innovative thinking is more easily stimulated. The relatively closed education mode and method in the traditional education system have been unable to meet the development needs and practical requirements of modern education. The new media environment has built an open communication platform and social network media for college students. Students can express their thoughts and self-awareness through the network environment, reduce their ideological concerns about communication and exchange in the real situation, and make their own voice in the public platform, so as to spread the demands of contemporary college students through new media channels, and promote the development of students' democratic thinking consciousness and the realization of self-identity value in one way or another.

### **3.2. It helps to promote the reform of the concept of talent cultivation in colleges and universities**

The new media environment is based on the high-speed popularization of mobile Internet technology. Various mobile devices and terminals have become a necessity of college students' lives, and have also become an important carrier for students to apply the new media platform. In the current social environment, colleges and universities will also promote the transformation and expansion of their own educational philosophy and teaching objectives, which are limited to the ideological and political education and moral education forms in the classroom, and it is difficult to achieve the ideal teaching effect and educational purpose. Colleges and universities can use microblogging, WeChat and other new media to carry out characteristic ideological and political education and theme education activities, take new media technology as the catalyst of traditional ideological and political education, and highly integrate with information technology, so as to form the normalization and specialization of online ideological and political education, and realize the overall goal of ideological and political education and moral education. Colleges and universities should strengthen the production and dissemination of innovative campus cultural content, organically integrate social hot spots, maps, real-time interaction, propaganda titles and contents, strengthen the cultivation of brand awareness, and strengthen the ideological education of college students <sup>[3]</sup>.

### **3.3. Conducive to improving the timeliness of ideological and political education**

Morality cultivation is the fundamental task of colleges and universities and the central link and key work of talent cultivation <sup>[4]</sup>. The traditional ideological and political education activities are mainly in the form of lectures, preaching, and theoretical indoctrination. The content and form of ideological and political education are relatively boring and single. There are differences in each student's acceptance of Ideological and political education and the way of thinking and cognition, and the overall effect of Ideological and political education will also be seriously affected. Under the new media environment, colleges and universities should have timely insight into the development characteristics of social and cultural forms, timely adjust and optimize the form and content of Ideological and political education, and quickly transmit network information and media resources information to the educated groups. The implementation of ideological and political education in colleges and universities can also take advantage of the application advantages of Internet technology, timely insight into the physical and mental development of college students and related interest demands, and understand students' psychological state, emotional state and ideological and political awareness concerns through students' interactive behavior and language characteristics in the network platform, so as to enhance the pertinence and effectiveness of Ideological

and political education. The ideological and political education of college students in the new media environment can change the constraints of the classroom on Ideological and political education, make the teaching activities of Ideological and political education go deep into college students' learning life, and become a favorite learning and lifestyle of college students.

#### **4. The importance of refined ideological and political education for college students**

Ideological and political education is an effective way and an important path to improve the comprehensive quality of college students. Ideological and political education activities are also the main method to guide students to establish a correct world outlook and life values. The traditional concept of higher education attaches importance to the cultivation of students' professional quality and moral education spirit. In view of the current rapid development of new media and network social platforms, colleges and universities actively innovate the working mode of Ideological and political education for college students, advocate the integration of refined education concept, fine arrange the content of ideological and political education, and formulate corresponding refined education plans and programs, so that the ideological and political education for college students can meet the development needs of students' thinking consciousness, and reflect the diversification of Ideological and political education content and teaching forms. Refined ideological and political education changes the "big pot" phenomenon existing in the traditional ideological and political education field, improves the attention to students' learning and life needs, considers the teaching effect of ideological and political education, timely adjusts the teaching plan and teaching content according to the effect of Ideological and political education, and takes the development of overall students' thinking consciousness as the educational goal, so as to ensure the applicability and teaching effect of the ideological and political education plan to the greatest extent, and improve the quality of Ideological and political education. Ideological and political education is a process to help students correct their thoughts and cultivate their morality. The ideological and political education work in colleges and universities is complex and greatly affected by external factors, which requires the construction of an all-around and collaborative education system and mechanism <sup>[5]</sup>.

#### **5. Effective paths and strategies for the refinement of college students' ideological and political education in the new media environment**

##### **5.1. Ensuring the refinement of the concept of ideological and political education for college students**

The work concept is an important basis for guiding work behavior. In order to implement the ideological and political education of college students, educators need to take the refined work concept as the direction guidance. To carry out refined ideological and political education in colleges and universities can not only be regarded as a slogan, but also need to determine the refined benchmarking role from the heart of the educator, give full play to the guiding role of ideological and political education for students' values, and root the ideological and political education required by students in their minds and in their actions. In essence, ideological and political education activities are not the interaction of educational information between teachers and students, but the emotional interaction between teachers and students. Teachers can timely capture students' emotional dynamics and psychological demands, analyze students' psychological changes and emotional support from emotional dynamics, make full use of new media and network resources to obtain students' actual requirements, capture students'

psychological dynamics through media resources, so as to ensure that ideological and political education can meet students' comprehensive demands, and strengthen the integration of ideological and political education through excellent traditional culture education. As an important part of the youth group, college students themselves have a sacred responsibility in inheriting Chinese traditional culture. An in-depth understanding of the connotation of traditional culture can enable students to have higher respect for traditional culture and help students establish a sense of cultural confidence and national pride <sup>[6]</sup>.

## **5.2. The practice of paying attention to the refinement of ideological and political education**

To carry out refined ideological and political education, educators need to pay attention to the important role of social practice in strengthening students' cognition. Educators should widely collect ideological and political education materials and network comprehensive information in the field of new media, which can be post practice in different social public service industries, or social public welfare activities launched by social public welfare organizations. Educators should give students an interpretation of the existing ideological and political concepts in practice, so that students can deeply understand the connotation and spiritual extension of Ideological and political education, and gradually guide students' values and sound personality construction. The improvement of college students' values and personality is a gradual development process. Ideological and political education should also ensure the embodiment of the value of normalized education. Colleges and universities should actively expand various forms of social practice opportunities for students from the perspective of "micro ideological and political" and "refined ideological and political." At the same time, colleges and universities can also regularly organize thematic ideological and political education activities, take advantage of the Double Ninth Festival, the Mid Autumn Festival and other time opportunities to carry out traditional culture themed education activities, and use the "national drug control day", "constitutional Publicity Day" and other nodes to carry out rule of law themed education activities through online and offline channels. Through recessive education, the value of ideological and political education and the goal of moral education can be enlarged, so that students can experience the impact of their own values on various social activities, and strengthen students' perceptual cognition of society.

## **5.3. Innovation and refinement of Ideological and political education content**

The refined ideological and political education should be integrated into students' specific learning and life, carry out the innovation of educational content, change students' stereotype of traditional ideological and political education, reflect the link relationship and community effect between ideological and political education and social life, and make students truly feel the unique charm and spiritual enjoyment of ideological and political education. For example, teachers can introduce some social hot issues into classroom teaching activities, and directly take hot and difficult issues as the topics of classroom discussion. The classroom teaching process involves theoretical teaching and case orientation, requiring students to freely discuss and speak according to hot issues and case thinking. Teachers can see students' own thinking and cognition through students' statements, and use the debate between students to produce interaction between students, so that teachers can summarize teaching and spiritual interpretation, promote core values, and spread positive energy around them. Through this teaching method, students can create space to express their personal thoughts. At the same time, the application of innovative teaching content and methods can make students truly realize that ideological and political education can exist everywhere in life, and everywhere can also become the foothold for practicing the correct ideological and political concepts. College curriculum ideological and political education focuses on the teaching objectives

of value creation, ability training, and knowledge transfer, that is, to pay attention to value guidance when disseminating professional knowledge, and integrate ideological and political factors into the teaching process <sup>[7]</sup>.

#### **5.4. Constructing a refined ideological and political education system**

In order to achieve the purpose of refined ideological and political education, colleges and universities need to make full use of the application advantages of new media technology, build a refined ideological and political education system, and form an ideological and political education system combining “Ideological and political education in class + ideological and political education after class + normal ideological and political education” <sup>[7]</sup>. The so-called ideological and political education in class refers to the application of new media technology to the innovation of teaching content and teaching form; The so-called after class ideological and political education refers to the application of new media to build a network ideological and political education platform, which expands the ideological and political education to cyberspace and media areas. New media have become an important part of students’ learning and lives. New media ideological and political education conforms to students’ behavior habits and interests, and reflects the pertinence and professionalism of Ideological and political education; The so-called normal ideological and political education means that teachers implement ideological and political education in all aspects of students’ learning and life at school, infiltrate the concept of Ideological and political education and moral education in the construction of campus culture, pay attention not only to students’ professional development and theoretical knowledge, but also to students’ personality development and ideological form. Students’ social communication behavior, daily learning, and life behavior all play a guiding role and value guidance of ideological and political education for students, and take “educating people” as the fundamental purpose of higher education.

### **6. Conclusion**

Under the new media environment, the ideological and political education of college students is facing new challenges. Refined ideological and political education can meet the comprehensive demands of students. Colleges and universities can implement refined ideological and political education into practical work, improve the quality of ideological and political education in colleges and universities, and promote the realization of talent training goals in colleges and universities by ensuring the refinement of the concept of ideological and political education, paying attention to the practice of refined ideological and political education, innovating the content of refined ideological and political education, and constructing a refined ideological and political education system.

### **Disclosure statement**

The authors declare no conflict of interest.

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