

# Analysis of the Construction of Ideological and Political Education Management Systems in Colleges and Universities under the New Media

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**Abstract:** With the continuous development and popularization of new media, the management system of ideological and political education in colleges and universities is also facing major changes. The emergence of new media has triggered a complete change in the concept, method, and content of ideological and political education in colleges and universities, which has brought far-reaching influence to the management system. Traditional ideological and political education can no longer meet the needs of contemporary college students and there are also a series of challenges and problems. Therefore, the importance of new media to the construction of ideological and political education management systems in colleges and universities must be realized to actively respond to related challenges. Only by making full use of the advantages of new media and formulating corresponding management strategies and measures can the organic integration of ideological and political education management systems be achieved to improve the quality and effect of ideological and political education.

**Keywords:** New media; Ideological and political education; Management system; Construction concept

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## 1. Introduction

Traditional ideological and political education is mainly dominated by classroom teaching and from reading books, which lack interactivity and practicality. This has led to a gradual decline in students' interest and participation in ideological and political education. In addition, the explosive growth of network information has exposed students to a large amount of information, including a large number of biased, erroneous, and even inaccurate information, which poses new challenges to ideological and political education. Methods to guide students to correctly understand and use network information has become an urgent problem. The emergence of new media provides more flexible and diverse teaching methods and models for ideological and political education in colleges and universities<sup>[1]</sup>. Therefore, colleges and universities should actively use the power of new media to promote the reform and innovation of ideological and political education, and then improve students' literacy and comprehensive ability on the topic.

## **2. The impact of new media on ideological and political education in colleges and universities**

### **2.1. A broader learning resources and information channels**

New media provides a broader learning resource and information channel for ideological and political education in colleges and universities. Through the Internet and social media platforms, students can obtain various forms of learning materials and educational resources, such as online courses, e-books, academic papers, and so on. This makes it easier for students to learn and master knowledge while being enriched in the contents and methods of ideological and political education.

### **2.2. A wider communication channel and platform**

The social functions and instant messaging tools on the new media platform enable students to discuss and communicate with classmates and teachers conveniently and share their views and learning experiences. This provides students with a wider communication channel and communication platform that is not restricted by time and space, which makes the spread of ideological and political education in colleges and universities faster and more effective. Through Weibo, WeChat, websites, forums and other new media platforms, colleges and universities can directly interact with students, convey the contents and values of ideological and political education, timely understand students' needs and feedback, and provide personalized learning guidance and consulting services. This ensures that students can stay interested and engaged in learning ideological and political topics.

### **2.3. A richer teaching resources and teaching methods**

New media can provide diverse learning resources and learning methods through online education platforms, such as WeChat official accounts, open online courses, and other forms. Students can obtain knowledge and information related to ideological and political education at any time and anywhere to meet their different learning interests and habits. This flexible and diverse teaching mode can stimulate students' learning interest and motivation, and improve their learning effectiveness and ideological and political literacy. To sum up, the positive influence of new media on ideological and political education in colleges and universities cannot be ignored. However, the emergence of new media has also brought some challenges and problems to the management system of ideological and political education in colleges and universities. First of all, in the new media era, people's ways of obtaining information are more diversified. Students can come across false, vulgar, or negative information while facing a lot of information, which affects the formation of correct values. Secondly, with the popularity of new media, students' time spent online increases, and less attention is spent on ideological and political education, which may lead to ideological and political education being prioritized less. Therefore, in the new media era, the construction of ideological and political education management systems in colleges and universities needs to keep pace with the times, by promoting the reform and innovation of ideological and political education, actively introducing the concepts and technologies of new media, and relying on the power of new media to adapt to the needs and learning methods of today's students and improve their literacy and comprehensive ability.

## **3. New media-based management system of ideological and political education in colleges and universities**

### **3.1. Openness**

The traditional management system of ideological and political education in colleges and universities is

relatively rigid and lacks communication and interaction with students. Based on the concept of new media, universities and students are required to establish an open platform and channels to encourage students to participate in the process of ideological and political education. Colleges and universities can set up WeChat official accounts and online forums to enable students to express their views, needs, and problems more actively, and at the same time provide more extensive academic resources and communication space.

### **3.2. Interaction**

The biggest feature of new media is its strong interaction. The interactive function of new media needs to be fully utilized in the construction of ideological and political education management systems in colleges and universities. Colleges and universities can interact with students through online questions and answers, interactive games, and other forms to stimulate students' enthusiasm for thinking and participation. At the same time, colleges and universities should also establish a regular interactive platform to encourage students to communicate and share experiences with teachers and seniors, to promote the effective dissemination of students' ideological and political education, and to improve the learning effectiveness.

### **3.3. Personalization**

Students' interests, needs, and acceptance are different, so traditional batch education often cannot meet individual needs. The construction of ideological and political education management systems in colleges and universities based on new media should rely on big data and intelligent technology to provide personalized learning content and learning paths for each student through information such as students' learning trajectories and interest preferences. Colleges and universities can design intelligent learning systems, provide accurate guidance and evaluation according to students' performance and feedback, and help students better form correct ideological and political concepts.

### **3.4. In-depth and diverse education**

New media is characterized by fast information acquisition and rich content, but it also has the characteristics of fragmentation. The construction of ideological and political education management systems in colleges and universities based on new media should pay attention to improving the depth and diversity of educational content. Colleges and universities can launch deep learning activities such as special courses and seminars on the new media platform to provide students with more systematic and comprehensive ideological and political education. Only based on these ideas can the management system of ideological and political education in colleges and universities be truly integrated with new media to provide students with better quality and targeted education.

## **4. Feasible measures for the construction of ideological and political education management systems**

### **4.1. Scientific planning and design of teaching content**

In the new media era, colleges and universities need to scientifically select and design ideological and political courses according to the actual needs of students and the trend of social development, combined with the characteristics of new media. Content planning should emphasize the comprehensiveness and structure of ideological and political education, by covering the theoretical basis of Marxism and Socialism with Chinese characteristics theoretical system, social ideological trends, China's cultural tradition, professional ethics, and social morality. At the same time, colleges and universities need to focus on diversity and innovation,

by encouraging teachers to introduce some novel and active forms of content in teaching to attract students' attention and enthusiasm.

#### **4.2. Establish a scientific and perfect management system**

Colleges and universities should strengthen the research and exploration on the management of ideological and political education to scientifically select and design ideological and political courses according to the actual needs of students and the trend of social development, combined with the characteristics of new media. Content planning should pay attention to the accuracy and authority of ideological content to ensure that students get correct information and ideas <sup>[2]</sup>. Colleges and universities should establish a sound network of public opinion monitoring and management mechanisms. There is a lot of information and opinions on the new media platform, including biased, wrong, and negative information. Hence, colleges and universities should establish an effective public opinion monitoring system to find and solve problems on the internet in time. At the same time, colleges and universities should also actively guide online public opinion and concerns so that students can discuss topics correctly and improve the health and order of cyberspace.

#### **4.3. Establish a flexible and efficient network teaching management system**

In the new media era, students need to have the ability to use the network and media correctly. Colleges and universities should also improve students' information literacy education and cultivate their ability and consciousness to use network information correctly. Students need to learn to identify the authenticity and reliability of information and learn to analyze and evaluate the value and influence of information. Colleges and universities can organize network literacy education activities by offering courses related to network literacy to cultivate students' ability to distinguish network information and critical thinking <sup>[3]</sup>.

#### **4.4. Strengthen cooperation with new media platforms**

Colleges and universities should strengthen cooperation with new media platforms and jointly develop mobile applications suitable for ideological and political education management in colleges and universities. Through mobile applications, students can obtain information and resources and participate in interactive learning related to ideological and political education anytime and anywhere. Colleges and universities can establish official WeChat and Weibo accounts to share content related to ideological and political education. These contents can include political theory, current events, social education, and so on, to encourage students' thinking and discussion. At the same time, colleges and universities can also invite experts and scholars to provide authoritative and systematic ideological and political education content on the platforms. Colleges and universities can also use mobile applications for learning evaluation, personalized teaching guidance, and so on, to provide personalized learning services and feedback.

#### **4.5. Strengthen the construction of teaching staff**

Teachers are the main undertakers and promoters of ideological and political education. In the new media era, ideological and political teachers should not only have the traditional teaching ability but also can use information technology and understand the new media education. Colleges and universities should strengthen the training of ideological and political teachers by organizing relevant training and exchange activities to improve their teaching ability, theoretical literacy, and understanding of new media. Moreover, colleges and universities can also organize exchanges and sharing among teachers to stimulate teachers' innovative consciousness and teaching enthusiasm. Additionally, colleges and universities can also invite experts and scholars with rich experience and unique opinions to give lectures and guidance to improve teachers'

professional quality and teaching level.

#### **4.6. Teaching method innovation**

The innovation of teaching methods is an important part of the management system of ideological and political education in colleges and universities in the new media era. Colleges and universities can organize online and offline ideological and political education activities while using new media platforms to promote publicity. Through the new media platform, colleges and universities can publish information and details of ideological and political education activities, and invite experts, scholars, and alumni to participate in the activities to provide academic support and study guidance. Through webcasting, online classrooms, virtual laboratories, and other online platforms, colleges and universities can expand the teaching scope and improve teaching effectiveness without being limited by space. Additionally, colleges and universities can also make use of the interactivity of new media to organize online debate contests, thematic discussions, and other activities, so that students can learn in communication and practice participation to improve the pertinence and effectiveness of ideological and political education, and cultivate students' expressive ability and critical thinking ability <sup>[4]</sup>. Colleges and universities can offer ideological and political education courses with the help of online education platforms with new media technology for flexible teaching. Through the online teaching platform, colleges and universities can provide online courses and teaching resources, so that students can arrange autonomous learning according to their own needs and time. Moreover, colleges and universities can also design interactive teaching methods according to the characteristics of ideological and political education, such as online discussion and group cooperation, to improve students' participation and learning effectiveness <sup>[5]</sup>.

#### **4.7. Establish an evaluation and feedback mechanism**

The construction of an evaluation system is an important guarantee for the management system of ideological and political education in the new media era. Traditional evaluation indicators and methods have been unable to comprehensively evaluate the effect of students' ideological and political education in the new media environment <sup>[6]</sup>. Hence, colleges and universities should establish scientific evaluation indicators and methods to evaluate the effect of students' ideological and political education regularly, to better understand students' learning situations and problems, adjust teaching strategies in time, and improve the quality of ideological and political education. Students' achievements and improvements in ideological and political education can be detected through regular evaluation and testing. The evaluation system should fully consider students' diversified needs in the application of new media technologies and adopt various evaluation methods, to understand students' knowledge mastery, thinking ability cultivation, and academic literacy improvement in ideological and political education through questionnaires, homework, and academic achievements. In addition, colleges and universities can also hold teachers and students symposiums regularly to listen to the feedback and suggestions from teachers and students to further improve the management system and the quality of ideological and political education.

### **5. Conclusion**

With the continuous progress of science and technology and the rapid development of society, the role of new media in ideological and political education in colleges and universities will continue to increase. The management system of ideological and political education will face more opportunities and challenges as time goes on. Thus, colleges and universities should actively respond to the changes in the new media era and explore the ideological and political education modes and methods suitable for the modern environment, to

better cultivate successful students with all-round development in morality, intelligence, physique, and beauty. Only with the continuous improvement of the management system of ideological and political education in colleges and universities can society better face the challenges and contribute to the development of ideological and political.

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