

Research on the Innovation of College Ideological and Political Education in the New Media Era

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Abstract

With the rapid development of the Internet, new media have a great influence on people's learning and life. The existence of new media brings opportunities and challenges for ideological and political education. Ideological and political educators are required to seize the opportunities and meet the challenges, firstly they can creatively carry forward the charm of Chinese outstanding traditional culture by upholding cultural self-confidence, secondly adhere to Marxism and strengthen the study of Xi Jinping Thought on Socialism of Chinese Characteristics for a New Era, and then eliminate pan-entertainment, to pursue the goal of upgrading the level of ideological and political education as the primary pursuit which requires working hard from three aspects above, act under the guidance of the philosophy of the innovative ideological and political education, improve the effect of ideological and political education, at last achieve the best result in educating people.

Keywords

New Media Era, Ideological and Political Education, Innovation.

1. INTRODUCTION

Since the 18th CPC National Congress, the Central Committee with Xi Jinping as the General Secretary, has been paid high attention to the importance of the integration and development of traditional media and new media. General Secretary Xi has been in close contact with new media on various occasions. He stressed the need to use new applied technologies to promote the innovation of the media communication. Facing the constant progress of the time requires, ideological and political education should be kept pace with the development of the Internet through closely connecting with new media and making clever use of new media tools, in which way could enable ideological and political education to meet challenges in the new media era, seize opportunities, and finally achieve new developments.

2. OPPORTUNITIES AND CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES IN THE NEW MEDIA ERA

The new media era is defined by comparing with the traditional media era. The ways of communication in the traditional media era are mainly newspapers, radios and televisions. The new media era is formed basing on the traditional media era evolves, its operation relies on digital technology, network technology and mobile technology, which allows people can disseminate information and communicate with each other through mobile phones, computers and other means. In the new media era, humans have gained more methods to access information and become more efficient in accessing it too. However, the past few days have seen

a sharp decline in the facticity of information for many unconfirmed reports are mixed up, which makes it difficult to distinguish.

2.1. Opportunities for Ideological and Political Education in Colleges in the New Media Era

The 43rd "Statistical Reports on Internet Development in China" released by China Internet Network Information Center (CNNIC) on February 28, 2019. College students are the major part of netizens, and accessing the Internet on smartphone has become one of the most commonly used ways for netizens. Based on the reality, ideological and political educators should take upon the responsibilities for getting a full picture of the new media and using new media to enlarge the scale of new medias.

In the context of the new media era, ideological and political educator can have a broader platform to expand the research. With the new media, they can engage in deeper communication with educates. It can also present the educatees the diversified forms of educational content. The superiority of the new media brings huge difference than the traditional media can ever do. It is the new media era that brings the opportunities to the ideological and political education.

2.2. The Challenge of College Ideological and Political Education in the New Media Era

Everything has two sides, in this new era, opportunities coexist with challenges. The new media era has brought a broader communication platform and a deeper form of communication, at the same time, the transformative challenges for ideological and political education brought by new media era is also to be dealt with.

The intellectual authority of ideological and political educators has been in the crisis of degradation. With the help of new media platform, the system of knowledge resources having become more open, educatees can easily obtain knowledge information, and knowledge authority is transformed into multivariate forms. Under the principle of open sharing of new media, all kinds of knowledge and information exist, however, students sometimes seemed to lack the resolving ability, which increases the difficulty of ideological and political education. Ideological and political education is not just a simple transfer of knowledge, it also requires to teach students to choose and identify, to make sure that students who are living in a complicated world filled with complex informations can be able to select the information that meets the value of ideological and political education for learning.

A time off ast-paced change has brought enormous challenges to ideological and political educators, which requires the higher level of the knowledge, application ability and comprehensive quality. The content of traditional ideological and political education can no longer meet the needs of today's college students. Only by keeping up with the pace of the new media era and updating its content and form, can we better exert the value of ideological and political education.

3. INNOVATION OF THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES IN THE NEW MEDIA ERA

Since entering the first year of new media in 2012, the research and practice on new media and ideological and political education have never been stopped, but the combination of new media and ideological and political education has not achieved the best result that people expect. Universities and teachers keep using new media to carry out ideological and political education. However, according to the survey, there are still many students who are dissatisfied with the quality of the content. In order to seize the opportunities brought by ideological and political education in the new media era. Educators should take the responsibilities for doing a

better job in the innovation of ideological and political education, getting a full picture of the philosophy of ideological and political education and making efforts to stimulate the interest of learning for students, Multi-angle and multi-level analysis are also needed to carry out the innovation of ideological and political education.

3.1. Adhere to Cultural Self-confidence and Creatively Carry Forward the Charm of Chinese Outstanding Traditional Culture

Chinese excellent traditional culture is the core value of the Chinese nation. Today, with the rapid development of science and technology, people need to find their own spiritual sustenance and common "spiritual homeland". Adhering to the excellent traditional Chinese culture is to adhere to cultural self-confidence. The 19th National Congress report emphasizes that it is necessary to deeply comprehend the Chinese traditional culture which contains the ideological concepts, the humanistic spirit and the moral norms. Inherit and innovate Chinese traditional culture as the time requires, which could keep its charm.

In the "Report on the Development of Ideological and Political Education of Chinese College Students 2017". Nearly 90% of college students agree that "the Chinese traditional culture has an eternal charm that transcends time and space". College students have a strong interest in learning Chinese excellent traditional culture, 88.6% of college students believe that it is necessary for schools to hold exhibitions for inheriting excellent traditional culture.

Combining ideological and political education with Chinese excellent traditional culture is both a need for national development and a requirement for individual growth of students. China's excellent traditional culture is rich, and the history of 5,000 years has left us the countless cultural resources. Nowadays, when ideological and political educators carry out the ideological and political education, they need to dig deeply into the best traditional Chinese culture and fully consider the background of the new media era.

The 18th National Congress of the CPC proposed core socialist values, promoting prosperity, democracy, civility, harmony, freedom, equality, fair and the rule of law, advocating patriotism, dedication, integrity, and amicable. To educate students on the core values of socialism, we can explore the connotation from the excellent traditional Chinese culture. In the kinds of propaganda, we also noticed that the socialist core values merged with excellent traditional culture through new media which achieved an excellent result.

Combining excellent traditional culture with ideological and political education has an irreplaceable role in adhering to cultural self-confidence and enhancing the effect of ideological and political education.

3.2. Insist on Marxism and Strengthen the Study of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

Since the 19th CPC National Congress, the society evolves faster and faster. Under the impetus of the Internet which plays a major role in the information technology, the social form and the way of social development have undergone profound transformation. New organizational forms, new forms of production, new forms of consumption, and even new forms of relationships between people, people and society, human beings and nature have been emerging, which brings new challenges to ideological and political education. The Party Central Committee with Xi Jinping as its core has continuously developed and innovated Marxism on the basis of adhering to Marxism. In the report of the 19th National Congress, the progress achieved since the 18th National Congress was epitomized as Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and the progress of the party's guiding ideology advanced with time was realized.

Today, the domestic and international background is changing and complex. Ideological and political education must advance with the times and enrich the content of education with new

ideas and new theories. Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is based on the background of the times. He has proposed new ideas and new theories which are insightful and valuable and are profound aiming to solve a series of major issues of the development of socialism.

The fundamental task of ideological and political education is to educate the builders and successors of the cause of socialism with Chinese characteristics. The inclusion of the latest ideological and political education theory in educational content is both a requirement for socialist development and a need for individual learning. In the new media era, the difficulty of ideological and political education continues to increase. Ideological and political education must constantly enrich the content of education and select the latest theories to make ideological and political education have the characteristics of times. Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is the latest theory of Marxist Sinicization, and it is an important part of ideological and political education for sure. Ideological and political educators should give a comprehensive explanation and in-depth analysis of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, for students, it can help students to better integrate themselves with the background of the times and consciously arm their minds with new ideas.

3.3. Eliminate Pan-entertainment and Pursue the Goal of Ideological and Political Education as the Primary Pursuit

With the advent of the new media era, entertainment almost represents the new media era, and humans have indulged in fast-food cultural content through new media. Under the pressure of daily life, human beings seemed to pay more attention to the parts of entertainment and ignore the valuable and meaningful parts, which has led to pan-entertainment appear in all aspects of human learning and life. Pan-entertainment has the attribute that turns the expression and performance of content into over-entertainment and make things that should not be filled with entertainment.

The impact of pan-entertainment on ideological and political education mainly comes from three aspects. First, entertaining information has seized people's time and energy. According to the network click rate, it can be clearly found that the entertainment-oriented informations can receive higher click rates even they are meaningless and have no connotations, but the information which is valuable has only a low click rate. Second, the pan-entertainment has made new media practitioners over-emphasizing the effect of entertainment in order to gain more attention, use absurd vocabularies in the news which could lead to the result of losing its effects of educating and guiding. Third, after interest becomes the most important standard, the value and meaning of education will be neglected, and the most needed purpose of ideological and political education cannot be achieved.

To eliminate pan-entertainment, it is necessary to find a good balance between interest and purpose, focus on the purpose of learning, and make entertainment appropriate. Education is the main purpose, and interest is just a means of attracting attention, followed by which could find the best way of merging new media with ideological and political education.

4. CONCLUSION

In the book "German Ideology", Marx predicted that the real people will gain true freedom and return to self-nature in a broader and deeper social intercourse. The development of the network has undoubtedly promoted the breadth and depth of social intercourse. The arrival of the new media era has helped individuals to better obtain true freedom and return to their self-nature.

In the context of the new media era, ideological and political education should meet challenges and cherish opportunities. Create a new chapter in ideological and political education by innovating the content of ideological and political education, paying more attention to the value and meaning of education and also the interest of studying, keeping its connotation of sublimation.

Given the fact the world keeps changing under the new era, Ideological and political education, as a specialized one, which leads the path of the development of thoughts, its hould actively innovate the content of education, explore the minds of educatees, build the value, worldview and philosophy for educatees, and enhance the ideological and political quality of the educatees.

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