

The Influence of New Media on Current College Students' Ideological and Political Education

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Abstract

With the gradual completion of the "first draft", humans have gradually entered an information society. Various new technologies are constantly appearing in front of us. New concepts and new ideas are making people overwhelmed. These all bring traditional cultural and artistic creations. A huge impact has come and brought a major change to the creation of popular songs. In the face of the trend of the times, Chinese cultural creation faces a new object, namely, how to correctly understand modern popular songs and classical culture.

Keywords

Ideology and politics; college students; education.

1. INTRODUCTION

New media is the product of the combination of information technology and media products. It uses the latest scientific and technological means to transmit digital text, sound and images to the public. It almost changes people's lifestyles and makes people's thoughts, morals, behaviors and social development. Significant changes have taken place. In recent years, with the rise and development of mobile Internet, China has become the world's largest online consumer country. New media has shown more superior characteristics than traditional media. University students are an important part of Internet users. The Internet has become an important part of Internet access for students. The important channel of communication has greatly improved the material conditions of ideological and political education, provided modern material means for ideological and political education for college students, and made a major change in the time, space and results of ideological and political education. At the same time as it brings opportunities, it also brings huge new challenges. In the era of new media, it is necessary to innovate ideological and political education for college students, so that ideological and political education for college students can keep pace with the times and keep pace with the development of the times .

2. INNOVATING THE CONTENT OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

The new media has changed the obsolete and monotonous status of traditional ideological and political education, and greatly enriched the content of ideological and political education for college students. The information disseminated by the new media is characterized by vividness and rapidity, especially the images and sounds contained in the new media. At the same time as providing diverse materials for ideological and political education, it also transforms many abstract educational contents into visual and intuitive education, creating a relaxed college ideological and political education situation. Current ideological and political education in colleges and universities can use the new media to innovate the content of ideological and political work. First, the rich information provided by the new media can be used to comprehensively understand the ideological status of college students, and then find out the arguments that are in line with social reality and study college

students Physical and mental development policies to solve the ideological and practical problems of college students. Second, college ideological and political educators should learn comprehensive knowledge that is compatible with the new media environment, and use diverse materials to meet the needs of ideological and political work, so as to adapt to the current media development The need to promote the innovation of ideological and political education content with theoretical innovation.

3. CONSOLIDATE THE NEW PLATFORM OF CAMPUS NETWORK FORUM

First, rely on the campus network to establish a network public opinion guidance mechanism that serves university students' ideological and political education. Adopt the method of "combination of blocking and blocking, timely communication", pay close attention to the focus, difficulties and doubts that appear on the university campus through the campus network, make timely judgments, answers, clarifications, and help college students establish a correct world outlook, outlook on life and values. Second, rely on the campus network to establish an ideological education team. It is necessary to actively establish an ideological education task force composed of teachers, counselors, student network administrators, campus moderators, student cadres, etc. The team members must be actively active in various forum sections of the campus network. Misinformation about school rules and regulations should be shielded or deleted in a timely manner; actively publish healthy and uplifting posts that are conducive to the ideological and political education of college students.

4. ACTIVELY EXPLORE NEW METHODS OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

First of all, college ideological and political education workers should accumulate class "qq groups", actively extend the ideological and political education functions of college students to the network, and overcome the time limit of classroom teaching; Class blog is a platform for class students to exchange ideas and share resources. College students can speak freely in the class blog group, exchange learning, and share their feelings; third, create a "sMS group" for the student class. University ideological and political educators should be good at using mobile phone text messages to spread information to grasp the study, life and ideological trends of college students in real time. In case of emergencies, it is necessary to send text messages to the students' "message group" in a timely manner, so that the students can get the correct information in the first time.

5. ACCEPTANCE STRATEGY CENTERED ON IMPROVING THE QUALITY OF COLLEGE STUDENTS USING NEW MEDIA

First, strengthen the education of ideals and beliefs to improve the ideological and political quality of college students. Improve the ideological education of college students 'theory of socialism with Chinese characteristics, establish the correct "three viewpoints", and improve the ability of information screening and discrimination; second, strengthen the new media moral education and improve the college students' new media moral quality. The rapid development of new media and the pervasiveness of bad information affect college students all the time. New media moral education must be strengthened to cultivate college students 'sound personality and form correct value judgment ability; finally, strengthen new media mental health education to improve college students' psychological quality. The negative impact of new media on the mental health of college students has profoundly affected the life and learning of college students, and has brought serious challenges to ideological and political education. Therefore, the mental health education of college students must be strengthened.

6. SUBJECT STRATEGY CENTERED ON THE CONSTRUCTION OF MAINSTREAM CULTURAL WEBSITES

In the new media era, various websites have objectively become important transmitters of information and important influences of thinking and behavior. Therefore, it is necessary to actively develop and share information resources, build mainstream cultural websites as soon as possible, and make overall plans for steady progress. First, we must take the form of lively and happy news to truly achieve equal, agile, and meticulous educational exchanges on the Internet; second, we must expand the coverage of online ideological and political education, and support more news, publicity, cultural institutions, and party organizations to enter the network and expand Network advantages; Third, we should increase the development of online ideological and political education software. Through the production and dissemination of ideological, intellectual, and artistic Chinese ideological and political education software, let the Chinese nation's profound and profound culture nurture the netizens, and receive good effect.

7. TECHNOLOGY STRATEGY CENTERED ON THE INTERNAL AND EXTERNAL LINKAGE

To seize the new position of online ideological and political education, we should seize the opportunity to find the right entry point, and build a three-dimensional cross-network with online and offline linkage, full-time attention, and full coverage. In traditional media, newspapers and periodicals are a form of group confession, which provides opportunities for group participation. Broadcasting directly and extensively affects most people, showing people a world without verbal communication. TV can provide a variety of vivid materials to meet the needs of audio-visual senses. Therefore, we must strengthen the cooperation between new media and traditional media, especially take advantage of the new media's interactivity, anonymity and equality to organize college students to discuss in the network, or directly use BBS, E-maiKQQ, etc. Online multi-directional communication and spiritual communication, giving play to the radiating power, attractiveness, influence and penetration of online media.

8. CONCLUSION

The new media has provided equal participation rights for ideological and political education workers and college students, which has greatly changed the past ideological and political education methods. At this stage, to enhance the effectiveness of ideological and political work, it is necessary to take the modernization of ideological and political education concepts as Pioneer, establish a set of ideological and political work methods that meet the characteristics of college students, and overcome the traditional face-to-face single education method. On the one hand, college ideological and political educators should fully recognize the important role of new media and the new media's ideology Changes in concepts and lifestyles should be valued and studied. On the other hand, it is necessary to find an entry point for ideological and political education and to train a new team of ideological and political education workers under the guidance of new concepts in order to calmly face new media The challenges brought by it strengthen the pertinence and effect of ideological and political education.

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