

The Innovation of the Ideological and Political Education Work in New Media Age

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Abstract

The continuous development and innovation of new media technology, not only provides development opportunities to colleges' ideological and political education work, but also brings new challenges. It has become the current important topic colleges and universities' ideological and political education work that how to use the new media technology reasonably. According to the current situation and problems of education work, this paper will analyze the new media's influence on the ideological and political education work, and put forward the corresponding innovation measures.

Keywords: new media; colleges and universities; ideological and political education work; innovation.

1. INTRODUCTION

The development and popularity of new media not only promotes the rapid development of economy, accelerates the process of globalization, but also greatly change people's life and works, and profoundly changes people's thinking mode^[1]. New media not only make people more easily obtain information, and provide convenience for life and work, but also become a new platform of ideological and political education work as a new carrier of mass communication. New media has a very profound influence on formation of college students' outlook on life, morality and values, and brings new challenges and opportunities to effectiveness of colleges' ideological and political education work, impacting on the reform and innovation of ideological and political education system actively and extensively^[2]. Using the new media in colleges' ideological and political education work, can shorten the communication gap between teachers and students, and enrich the education means in the basis of expanding college's ideological and political education platform^[3]. In colleges' ideological and political education courses, new media make a great transformation of the traditional education mode. Relying on the mode of instilling ideological and political education through traditional

classes, is no longer satisfy the requirement of the new media environment education. It has become the current important research content of colleges' ideological and political education work that how to improve education's effectiveness^[4-5].

This paper will analyze the status quo and problems of ideological and political education work in the new media age, study the new media's influence on ideological and political education, and put forward corresponding innovation measures, providing theoretical support and reference for the development and progress of colleges' ideological and political education in the new media age.

2. The current situation and problems of colleges' ideological and political education in the new media age.

2.1. The current situation of ideological and political education.

(1) Initial shaping of new media teaching concept.

Traditional ideology thinks that education workers are the subject, who are specialized trained to give students teleology and planned ideological and political education. In this process, subject plays a leading role. In the environment of applying new media, on one hand, the convenience of getting information is dominant, not the theory inculcation and information monopoly. On the other hand, due to the diversity and uncertainty of new media, students are at a loss, and require the educators play new roles. They realize that they have to provide new environment and conditions for educatees and let them learn actively. In the process of continuously improving theory and technology, educators should actively guide educatees developing their moral quality and scientific-cultural quality by using new media resources. So the ideological and political education's subject is gradually shifting its roles. Educators should not only instill knowledge to educatees, but also help them organize and manage knowledge, and gradually guide them thinking independently.

(2) The teaching effect has greatly changed in new media age.

With the rapid development of new media, new media's guidance for ideological and political education becomes more and more obvious, which firms educators' confidence in the effective use of new media, and motivate their study in the application of new media. New media innovates colleges' ideological and political education's content, method, means and mechanism, and promote the education effect unceasingly. To ideological and political educators, new media has increasingly become the main position. Improving the subject's working effect, enhancing the effect, and improving the scientific nature become the new research subject.

(3) Students' study enthusiasm has been aroused in new media age. With the advantages of new media, students' study way becomes more autonomy and flexibility. The traditional classroom teaching can't meet the needs of college students. In the new media environment, college students are no longer constrained to the traditional classroom and books, they can obtain large amounts of learning resources using computers and cell phones. Students can arrange their study independently and freely, according to their learning interest, learning levels and learning process. The effect of strengthening learning autonomy is even beyond the traditional teaching effect. The use of new media of ideological and political education, break the gap between teaching and learning, and closer the teachers and students' psychological distance. The process of teaching and learning is also transformed from "you speak, I listen" to "equivalent exchange", which makes the educatees more proactive. As is known to all, the independent learning effect is far higher than passive learning, which mobilizes the students' study enthusiasm.

2.2. The problems of ideological and political education.

(1) The use of new media is not inadequate.

At present, the ideological and political education is mainly classroom education, presenting unilaterally teaching. Instructional mode is mainly the traditional forms, such as using multimedia teaching form, broadcasting video clips, teaching textbook theory, etc. The application of new media is only staying in the auxiliary teaching level. In the whole teaching process, educatees feedback to educators is very few.

(2) Students' choice and self-discipline is not poor.

Since the new media has the characteristic of high autonomy, broad participation, global sharing and virtuality, the new media space environment present the conditions of multifarious information, pluralism value, and loose regulation. New media provide ideal environment for cultivating students' moral choice, and moral self-discipline ability. At the same time, new media puts forward higher requirement of college students' moral choice and moral self-discipline, which is in a poor state now.

(3) Media hardware resources is insufficient.

Corresponding material base is the precondition of any kind of production activities. In order to make the ideological and political education spread smoothly in the new media and ensure its normal operation, a certain amount of hardware should be input, such as equipment, facilities and funds. At present, the ideological and political education content can't spread smoothly relying on new media, whose mainly reason is lack of enough money and hardware facilities.

3. The new media's influence on ideological and political education.

3.1. Students' information access is diversified.

New media has the advantage of rapid speeding, openness, universality, etc, which make the students' information access transformed from traditional way to Internet. Information expression is transformed from traditional one-way static state to multi-dimensional dynamic state. Students' access to information is also transformed from traditional passive accepting to active searching.

3.2. Students' exchange way is diversified.

Through the new media technology, the traditional face-to-face interaction be-comes man-machine interactive mode. Students' communication is mostly carried out in accordance with the anonymous way, through medias such as QQ, micro-blog, WeChat, renren, etc. it can help students to express personal feelings, and expand their interpersonal communication category. But it also leads the students addicted in virtual world interaction, alienating the real interpersonal communication, which weakens their real-life interpersonal handling skills.

3.3. Students' learning autonomy is greatly strengthened.

In new media environment, students search for required information through the network platform independently, and learn autonomously. Open network platform is helpful to share learning resources. Ideological and political educators learn and communicate through the network, which enriches the learning and educating resources. Colleges can open public classes in network. Then students can choose the learning content independently in network, not limited by study time and space.

4. The reform and innovation of colleges' ideological and political education work in new media age.

4.1. Innovation of education concept.

In colleges' ideological and political education work, new media plays an increasingly important role. In this background, many colleges carry out ideological and political education work through websites, BBS, micro-

blog, etc. However, although the tools and carriers are innovated, the education concept is still lag. In order to optimize the education work, education workers should keep space with the times, and realize the combination of education and new media on the basis of mastering new media. In the traditional ideological and political education work, students are often in a passive position. At the same time, teachers also lack communication with students. This educational mode neglects students' demand, motility, and participatory, which is difficult to ensure the effectiveness of colleges' ideological and political education work. In the background of new media, educators should respect the students and guide students to express their own opinions to promote the communication understanding and acceptance between teachers and students. At the same time, educators should attach importance to cultivating students' ability of self service and self education, letting students transformed from passive receive to self-education.

4.2. Innovation of education concept.

In the background of new media, college students have mere opportunities to understand diversified ideology and cultural forms. Colleges should pay attention to playing the role of ideological and political classes. Educators can strengthen students' values, outlook on life and world view by strengthening socialist core values education in classroom. The traditional teaching mode is difficult to mobilize students' interest and participation in ideological and political education. In order to improve the education quality, teachers can reform teaching content and teaching method by using new media technology, thus transmit education content more intuitively and sensibly to students and let students understand the teaching content better. At the same time, educators can take advantage of new media technology's openness and interactivity to communicate and interact with students, which can enrich the teaching form. In addition, teaching content should be based on students' psychological characteristics and requirements, and the teaching methods should be innovated by new media technology, so that the education effect can be improved.

4.3. Improvement of ideological and political education workers' media literacy.

In order to give full play to ideological and political education function of the new media and complete ideological and political education work using the new media, the construction of ideological and political teams should be strengthened. Only by training ideological and political education workers and improving their media literacy, can we play the new media's education function better. On one hand, strengthen the technical training about the media, and improve education workers' application ability of new media. On the other hand, education workers have to learn communication knowledge and mastery communication skills. In the information age, the

ideological and political education worker should use the transmission characteristics of new media to spread information, which can improve the efficiency of ideological and political education work.

4.4. Innovation of ideological and political education work's platform.

College students' new daily communication platform is new media network. Educators should take the initiative to occupy the new heights and new positions. Colleges can make this platform the powerful gripper of ideological party construction work, better guiding college students to form correct learning view. With the aid of new media, colleges can mine and spread a large number of rich resources, and absorb outstanding achievements to promote social civilization progress, eventually building a diversified and strong interactive platform. Educators can keep in touch with students anytime and anywhere through this platform. They can also understand students' information, discuss issues, guide ideology and grasp the safe and stable dynamic. According to individual students' attention problem, educators can also communicate with students individually and privately, ensuring students' privacy and making students more willing to share inner doubts and confusion in this form. The purpose is to root ideological and political work in college students' daily life.

5. Conclusion

At present, new media technology has widely influence on people's study and life, which provide new challenges and opportunities to colleges' ideological and political education. The emergence of new media technology not only expands the space and content of the ideological and political education, but also enriches education means and ways, and strengthens pertinence and effectiveness. Colleges should reasonably take advantages of new media to improve the effectiveness of the ideological and political education work.

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