

Research on the Effectiveness of Improving Ideological and Political Education of College Students in the New Media Environment

Chao Wang^{1, a} and Junzheng Wang^{2, b*}

¹Xincheng Street 2888, Jilin Agricultural University, Changchun, Jilin Province 130118, PR China

^a29251275@qq.com, ^b59545966 @ qq.com

*The corresponding author

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Abstract. Along with the development of Internet and digital information technology, new media technology plays an irreplaceable role in people's daily life. People live in new media environment all the time. Students as a major new media technology sought after, new media technology to bring them a variety of positive and negative effects. As the ideological and political education workers should fully aware of the impact of new media technology, and to recognize the difficulties and opportunities that the ideological and political education of college students to bring. Ideological education of college students can combine new media technology and create new ways of ideological and political education to improve the effectiveness of ideological and political education under the new situation.

First of all, we have to know what the new media is, new media is a new form of media in recent years, relative to the press, outdoor, radio, TV four traditional sense of the media outside the "fifth media". The use of network technology, digital technology, through broadband, the Internet and other means to mobile phones and computers as the terminal for the relevant user to provide the required information. Ideological and political education in colleges and universities with the mobile phone, network, mobile TV, digital broadcasting and other new media technology are widely used, met with unprecedented challenges and opportunities. Because the emergence of new media, all kinds of information from overwhelming, more and more complex public opinion environment, college students lack the ability to judge independently, it is easy to fall into the trap of various information. The healthy growth of college students is related to the future development of China, so how to make students accept healthy and positive ideological and political education is the inevitable and serious challenge. We can fully tap the new media technology to bring the ideological and political education innovation, combined with the strengths of traditional ideological and political education, the development of ideological and political education of students of the new situation.

The Emergence of New Media Technology to the Effects of College Students

Diversification of Information Acquisition. College students are affected by new media technology, accessing to information from the traditional way of reading newspapers, watching TV, watching books, listening to the radio and so on to the extension of network technology, a variety of software development, such as QQ, We Chat, micro blogging and a variety of video software only need a network, you can easily search and get a variety of push information. The way to disseminate information is more vivid, diverse, traditional media, a single, static form of expression through the text, video, pictures and other new media technology integrated application, multiple dynamic way of communication, so that students can effectively and quickly access to information transmitted Content, improve the effectiveness of information dissemination. At present, college students to obtain information from the passive acceptance of the change to active search, although this mobilize the students to obtain the information they need the enthusiasm, but at the same time a variety of network deceptive and useless information is also lurking around college students, affecting college students healthy and happy growing up. For example, many criminals use the virtual network environment to deceive college students, so that college students cheated the

problem intensified. At this time, effective political and ideological education of college students is particularly important.

The Diversification of Communication Methods. With the new media technology, college students from the previous contact letters, telephone, face-to-face exchange into QQ, micro blogging, We Chat, etc., because the use of these software are convenient, fast and accessing to global events anytime, anywhere. The most prominent feature of these new ways of communication is the need not know each other's identity, so you can protect college students' personal privacy and reduce the impact of factors from society and others, help each other to express their feelings, and even find themselves in real life Cannot be satisfied with the self-confidence and so on. However, college students rely on new media technology products and reduce the real life with relatives, friends, opportunities for interaction; it is easy to lead to real-life interpersonal barriers [1]. In the new media environment of free speech, college students are more unscrupulous to express their own opinions, they lack the ability of independent judgment, drift, language extreme, leading to more and more violence in the network, but also staged a lot of tragedies, hurt themselves Also hurt others.

Show the Individuality of Self. The development of new media technology provides college students with a virtual and open space. Students can put aside their shy personality, express themselves and show their own unique personality. Followed by the emergence of QQ space, QQ signature, Sina microblogging and other products for college students to show themselves a new carrier. But at this stage of college students is not yet mature mind, a sense of responsibility is also weak, it is easy to lose self, and the compilation of false information to deceive others, develop their own bad conduct.

The New Media Environment to the Ideological and Political Education to the Opportunities

New Media Broaden the Ideological and Political Education Platform for College Students.

The traditional ideological and political education through books, newspapers, television and radio have the characteristics of poor timeliness and limited information, not only cannot get the desired effect, but also may make college students to ideological and political education produce psychological resistance. Ideological and political education workers can learn from the advantages of traditional ideological and political education, combined with the new media technology brought about by the reform, to overcome the traditional education by space, time constraints, innovation more active, faster and more effective dissemination of ideology and culture Methods, so that the dissemination of educational content more vivid, image, college students more receptive to educational content.

New Media Enriched the Ways and Means of Ideological and Political Education for College Students. Teachers and textbooks as the center of the traditional ideological and political education is usually the main classroom teaching teachers, teachers, unilateral output, the lack of interactive classroom, a single rigid educational methods, college students according to their own interest selective listening, and some directly on the ideological and political The direct result of these situations is to reduce the effect of the ideological and political education of college students, and to give up listening. Wan beauty pointed out that the scientific ideological and political education methods, not only to follow the formation of correct thinking, good habits and the law of comprehensive development, but also in line with the trend of social development, to meet people's overall development needs ^[2]. In the information age, mobile media, online media because of its fast and convenient features such as a new carrier of education, educators can create micro-public service number, microblogging or in the classroom, pictures, text, video or these A combination of ways to teach content to college students to make their education more effective and direct. In the new media technology under the influence of dynamic video and colorful images more vivid, more acceptable to college students. Through the new media, students do not have to be in the traditional way in the specified time to the required places to receive education, and through SMS, Internet and other new media in any one place, at any time to obtain the required knowledge and education, greatly improved Ideological and educational information dissemination efficiency ^[3].

New Media to Improve the Effectiveness of Ideological and Political Education of College Students. Effective communication is the key to the success of ideological and political education workers, each student's ideological trends and emotions are different, so the need to communicate, understand their different emotions, grasp the law of the growth of students in order to carry out individual ideological education, So as to obtain a good educational effect. In the new media environment, the exchange of the two sides can hide their true identity, to overcome the students in the traditional classroom because of fear of problems do not want to stand up to the drawbacks. In the new media to create a virtual communication environment, college students can reduce the inner conflict and timidity, just in front of the computer or mobile phone enter their most authentic ideas, the inner confusion, loneliness or emotional problems tell, educators can According to the issues raised by the other party, to give thought guidelines and feasible recommendations. So that educators through the network in time to understand the students in the study and life problems encountered in the classroom can also focus on some common problems, so that other students encounter the same problem, know how to solve, thereby enhancing the ideological education .

In the Face of the Impact of New Media Environment, to Carry Out the Ideological and Political Education of College Students Countermeasures

Comprehensive Understanding of the Characteristics of New Media, Changing the Concept of Ideological and Political Education. The extensive application of new media comes from the development of high technology, which brings reform and innovation to the ideological and political education in colleges and universities, and has important influence on the healthy growth and moral quality of college students. Educators should not blindly exclude the new media; everything has two sides, so a correct understanding of the positive and negative impact of new media is the ideological and political education to bring the basic premise of innovation. Virtually and authenticity are two important characteristics of the new media environment. They are the interaction between the real world and the virtual environment. The development of new media technology has been rapidly integrated into all aspects of our lives, college educators must timely change their ideological and political education concept, followed by the pace of social development, master new media technology under the law of education, and make full use of new media technology Bring innovation. On the basis of traditional education methods, such as volunteer service, classroom education, and fun activities, some new methods and contents of ideological and political education, such as video, picture and magic film, are added to meet different educational contents. , Different forms of education, education of different educational needs.

Build a New Media Resources Platform, Open up the Ideological and Political Education of the New Positions. In the new media environment, the full use of Internet technology and rich resources is an indispensable means to carry out ideological and political education of college students, the Internet has a strong retrieval and storage capabilities, educators can through various colleges and universities server, the establishment of a comprehensive network of education Information Resource Library. The specific ideological and political information that exists in college students can be stored in the information resource base. For the college students themselves, they can retrieve information and get targeted ideological and political education according to their own situation. For the educators, Workers through the information resource library can be fully communicate with each other to understand the existence of the other school students ideological problems, can come up with countermeasures in advance, and learn from each other approach, more effective solution to the problem.

Through the new media technology and scientific methods, the ideological and political education platform for college students cannot be separated from the ideological and political education of college students and become the new position of ideological and political education for college students.

To Adapt to the Changes Brought about by New Media, Improve the Ideological and Political Reduction of the Work Level. New media and traditional media are essentially different,

with the rise of new media, the use of traditional media less and less, college students curious, very easy to accept new things, but to the ideological and political education workers brought about New challenges, they must first change their ideas, and to understand the new media, improve their theoretical level, learn to manipulate and mobile phones, computers and other related technologies, changing their communication with students, and constantly explore new educational laws, which Must be a long and difficult process. Only by adapting to the changes brought by the new media and using the advantages of the new media, educators can grasp the ideological trend of the students in time and effectively, grasp the initiative of ideological and political education work, continuously improve their work level, improve the new media environment The Methods of College Students' Ideological and Political Education.

Combining the Advantages of New Media, Establish and Improve the Monitoring Mechanism of New Campus Media Information. New media has the function of disseminating information, but does not have the function of identifying harmful information and bad information. In order to prevent the negative information from affecting the healthy growth of college students, it is necessary to establish a new media information supervision system and optimize the new media environment. Schools can enroll students voluntarily, the organization of new media information monitoring team, the application of new media for a reasonable guide and effective monitoring. In addition, educators should keep abreast of the information disseminated on the Internet, the timely removal of bad information, from the source to prevent the spread of bad information, to prevent adverse information on the impact of mental health of college students.

Conclusions

The application of new media technology has brought great reform and innovation to college students' life and learning. They can search for the information they need at any time. This kind of initiative actively mobilizes their interest in learning and makes them more willing to think, Learn to solve their own problems, rather than rely on students, teachers, nature also learned how to innovate, to our society has brought hope for further development. Of course, the development of new media technology brought about by the drawbacks cannot be ignored, which requires efficient ideological and political education workers to the students on this road to guide them to avoid misleading. In the new media environment, ideological and political education workers must constantly improve their understanding and use of new media level, we must try to network technology and mobile communication technology to the daily application of the ideological and political education of students^[4]. Educators can establish micro-blog, QQ group, WeChat group to share some of their own educational experience and the typical psychological cases of college students, take preventive measures. However, ideological and political education for college students is not only the responsibility of the school, but need all aspects of social support and joint participation. Sometimes, students do not want to listen to the teacher's education, this time the need for parents, the Government and other joint mediation education. Efficient educators should advance with the times; follow the pace of development of the times, the use of new media innovation and the advantages of traditional methods of education combined to effectively promote the ideological and political education.

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