

Research on the Mechanism Optimization of College Students' Ideological and Political Education in the New Media Age

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Keywords: New media; college students; ideological and political education

Abstract. “We should stick to take high moral values establishment and people cultivation as the center, make the ideological and political work run through the whole process of education, achieve the education in the whole course and aspects, and strive to create the new situation of China’s higher education development,” stressed President Xi Jinping. Ideological and political education is of great significance to the development of China’s higher education and, college students’ growth and success. Its mature development mechanism, complete system and rather formal operation are vital to the running of colleges with Chinese characteristics and overall development of college students. The mechanism of college students’ ideological and political education in the new era should be optimized to give full play to the positive role of new media by eliminating the bad effects, so that it can correctly and actively guide college students to grow and dedicate themselves to the socialism construction with Chinese characteristics. Based on the research, this paper found that there are still some problems in college students’ ideological and political education, including insufficient interaction of target mechanism and stamina of dynamic mechanism, rather inefficient operation mechanism, and slow development mechanism. Some corresponding countermeasures, aiming at the existing problems, were put forward to provide the theoretical support for the development of college students’ ideological and political education in this paper, including: integrating the education sources in the optimization and innovation, and optimizing the design of related contents, structures and systems; strengthening the construction of main channel, and enhancing the information quality and ability of ideological and political educators; establishing the network sharing community between teachers and students, and training the self-organization of college network; promoting the new media quality of college students and creating the practical methods, like good reality and network environment, to optimize the mechanism of college students’ ideological and political education.

1. Necessity of Optimizing the Mechanism of College Students' Ideological and Political Education in the New Media Age

This paper made the interdisciplinary research with college students’ moral and behavioral characteristics in the new media era, broadening the research field of ideological and political education. From the aspect of theories, it explored the connotation, characteristics, constitutions, functions and theory basis of the mechanism, to further deepen the research content and promote the new development of ideological and political education theories. College students are valuable talent resources. With the comprehensively deepening of reform, “Internet” and “Internet thinking” must be effectively integrated with college students’ ideological and political education to make new media push college students to grow and succeed. The related research is helpful to explore the internalization method for mainstream value of college students under the multi-cultural background in the new media age, and establish and perfect the mechanism of college students’ ideological and political education so as to change its ineffective operation. Meanwhile, it can provide the decision reference for the deepening the ideological promotion reform of education departments, the Communist Youth League, colleges and other educational institutions.

2. Existing Problems in the Current College Students' Ideological and Political Education System

2.1 Insufficient interaction of target mechanism

The target mechanism of college students' ideological and political education is organically unified and mutually affected with the macro target and micro target. However, some colleges just stress the macro target, which means cultivating qualified talents for the socialism construction with Chinese characteristics and strengthening the education of ideological state. But students' personalized demand are ignored to some extent. The target mechanism aims at integrating students' thinking and behavior with the requirements of our nation and society through the related education activities, teaching and guiding them to make more contribution to national prosperity and social harmony, but failing to consider their ideological change and objective demands. Since the reform and opening-up, people's value has been increasingly diversified, and college students not only care about national development and social progress but also the realization of their own value^[1]. If the college students' ideological and political education is only limited in the class teaching and student activities, the communication between teachers and students will be less and the range will be smaller. As a result, the related workers are unable to exactly master students' mental condition, causing the difficulty in realizing students' overall development. Some colleges have timely learned the related guidelines and policies of our Party and nation, but they still fail to regard the target mechanism as the guidance. They cannot truly realize macro and micro targets are the two aspects of the whole development, which are closely interacted, promoted and able to be achieved at the same time.

2.2 Insufficient stamina of dynamic mechanism

The dynamic mechanism of college students' ideological and political education mainly consists of the related educators and students. Teachers and counselors in some colleges are small in the number, so they have rather heavy course and work task, also great life burdens. While some colleges attach more importance to intelligence education than moral education, not paying enough attention to the ideological and political working team. And the method of "one size fits all" is adopted by the job promotion and assessment with other faculties, which seems to be fair, but fails to start from the specific reality of the related educators. Such method is harmful to the positiveness of working team, and their teaching and work^[2]. For some college students, the only motivation for them to participate in the ideological and political education is to acquire good course grade. So they are passive about other related activities, also showing the insufficient stamina. Lots of college logistics departments still insist on traditional management concepts, failing to completely build the concept and awareness to whole-heartily serve students, and combine the ideological and political education with their own work.

2.3 Rather ineffective operation mechanism

In some colleges, the method of students to learn the ideological and political theory is still traditionally cramming, namely "teachers saying while students just listening", which is rather single. Although it can realize some purposes to teach some related content to students, the communication between teachers and students is very limited. So it fails to effectively stimulate students' interest and enthusiasm, causing the unsatisfying teaching effects. Also, some related teachers spend little time gathering the course material, who usually uses the former teaching plans without appropriate adjustment according to the era development and social progress. The inadequate preparation before class can also affect the sound operation of ideological and political education mechanism. What's more, some college students cannot give full play to the new media, for their knowledge reserve is not enough and their foundation is relatively poor. It is difficult for them to analyze the status quo, problems and reasons of current education mechanism, and grasp what teachers teach in the theory class. Also, the shortage of related materials and network learning resources in some college libraries can have some effects on the class teaching and operation mechanism of college ideological and political education^[3]. Part college student management and service institution as well as their related workers fail to use the new media to effectively communicate with students, and timely understand their ideological state, learning and life. Thus the related management and service content has rather large gap with students' real need. This is also one of the reasons. Due to the imperfect network fundamental facilities in a few colleges, their

relevant media factors are rather backward, and the effect among the subjective, objective and environmental factors may also be limited. So the failure to coordinate all factors and all departments, and give full play to their roles, can affect the operation mechanism of college students' ideological and political education.

2.4 Slow development mechanism

The development of ideological and political education mechanism in some colleges is rather closed due to the imperfect college network fundamental facilities and staff's media literacy, which fail to effectively absorb the content and methods from other subjects to promote the development of the mechanism. And, the development mechanism mainly includes the innovation development of theory and practice. The former pushes the development of the latter one, while the latter is the foundation of the development of the former one^[4]. In addition, some related workers are unable to fully take advantage of the new media to conveniently community with students, and they lack of problem consciousness, failing to timely and deeply discover the existing prominent problems and launch related theoretical research.

3. Practical Methods of Mechanism Optimization of College Students' Ideological and Political Education in the New Media Age

3.1 Integrate the education resources and optimize the design of teaching content, structure and system

College students' ideological and political education resources provide the material foundation for the perfect operation of the related mechanism in the new media age. Some colleges fail to optimize and allocate these resources, causing the insufficient, vacant and wasting phenomena and affecting the education effects^[5]. These resources mainly be centralized in the Propaganda Department of Party Committee and Students Affairs Office, School of Marxism, as well as other sectors and members in other teaching departments. Meanwhile, other functional departments in the college should also be mobilized to participate in the relevant activities. Generally, when some department launches some related practical work, other sectors and members should positively propose the suggestions, provide necessary and diversified support and form the joint force of ideological and political education. The advent of new media age has provided better platforms for college students' ideological and political education mechanism. So colleges should mobilize the enthusiasm of all sectors to apply the new media technology to optimize and integrate the education resources, such as establishing the specific website, building or introducing the particular database and encouraging related excellent educators to record the open video classes^[6]. In addition, related educators should optimize and integrate existing ideological and political education resources in the family, establishing normal and long-term communication mechanism with students' parents. "The content of ideological and political education should mainly include education of world view, political view, outlook on life, rule of law and moral value." These five aspects are closely connected with each other and mutually affected to form a organic integrity with certain levels and constant development. Objectively, the development in the new media age requires that the structural system of teaching content must be made the optimal design to further enhance its attraction and effectiveness.

3.2 Strengthen the construction of main channels to promote the information quality and ability of related educators

College teachers of ideological and political theory should apply new media to communicate with students, to exactly master their age characteristics and personal demand, and launch targeted teaching. The theory course should regard the content as its core, gather and allocate course materials with the new media, enrich and broaden related content, and make them closely connected with social development and students' growth. Meanwhile, the course teaching method cannot be ignored, which can refer to the word, picture and video, easily accepted by college students. Also, the colorful and infectious course language can be used the create a good class atmosphere. All the course teaching should stick to the Maxim theory, correctly educate our students, coordinate with the ideological and political course to promote our social

development and students' growth^[7]. College ideological and political workers are the subjective factors in the mechanism, whose information qualities and abilities are related to the effect of college ideological and political education. In the new media age, educators must promote their abilities to acquire, develop and apply information through the practice of education. They are supposed to enhance the information consciousness and sensitivity, make efforts to launch the information resources in the reality and network space, and consecutively broaden the range of using new media to develop college students' ideological and political education. In addition, they should establish the Internet thinking, exactly promote the ability to learn and use new media age and information management, as well as strengthening the enthusiasm about applying new media to develop education work.

3.3 Build the network sharing community of teachers and students, and cultivate the self-organization of college network

The network sharing community of teachers and students means a network platform, based on the new media technology, on which teachers and students can share and communicate their experience through the gathered and shared education resource. The establishing principle is that everything is for teachers and students, and everything is dependent on teachers and students. All the teachers and students are encouraged and guided to post the related education resources, e-book, newspapers and magazines to the sharing community to benefit each other. Its construction breaks the limitation of time and space, and all the teachers can students can communicate with each other about the existing problems, current political affairs, various problems in the work, learning and life, free and equally. It is not only good for teachers to understand and master students' mental conditions, and launch targeted college ideological and political work, but also good for them to timely help students with their problems, effectively satisfying the demands of students' learning and growth. Such method can maximally gather the social awareness, train good network moral civilization and apply it in the whole process of college students' ideological and political education.

3.4 Promote college students' new media literacy

Colleges should launch corresponding courses to promote students' basic application literacy of new media, strengthen the related general education, actively guide students to scientifically and rationally use new media and constantly improve their abilities to study and information communication with new media. College students should be encouraged to promote their network information production and communication literacy, apply the new media to create and propagate correct and positive network information, firmly eliminate network false and negative information, and network rumors, as well as pass the positive energy, making contributions to the clean network space. And they should promote their network consuming literacy to have rational consumption, not blindly comparing or showing wealth, resolutely opposing to the money worship and hedonism. College students should enhance the network communication literacy. They should sincerely communicate with other through new media, conform to the network moral standards and related laws and rules, respect others' privacy and learn to self-protection in the network communication. And students should increase their network society participation literacy. They should learn to use new media to pay attention to and participate in social life, as well as delivering their correct opinions and suggestions about national policies, hot topic and school regulation rules.

3.5 Create good reality and network environment

Network environment is directly related to the effect of college students' ideological and political education in new media age. Network false information, fraud, sex and violence often appear in the network environment. Also, there are some feudal and backward ideas, and various wrong thoughts. So it's necessary to create clean network environment to provide important security to the mechanism optimization and innovation. We must resolutely push the network legalization, scientifically enact laws based on the specific real changes of network environment, apply new media technology to actively publicize the related laws, guide college students to build the concept of rule of law and observe relevant network laws and regulations, as well as guide them to abide by the moral standards in the Internet field. To create good network environment must firmly publish the ideology and culture of our Party, stick to

correct political direction, positively create the concepts and methods of the propaganda, promote the main theme, strengthen the main status of socialism mainstream ideology and unswervingly fight with the western ideological penetration. Also, it is important to actively pass network positive energy and comprehensively promote the construction level of network environment and culture.

4. Conclusion

Mechanism optimization of college students' ideological and political education in the new media age will keep on going without stopping. We must stick to the education concept oriented with students to whole-heartily serve students. And the measurement for assessing the core value of optimizing effects should be whether it can better educate students to grow and succeed, helping to give full play to its guidance, cohesion, control, dynamic and creation. In the new media era, we should keep the inhabitation and innovation unified to promote the deep integration of traditional advantages of college ideological and political education with new media technology. At the same time, effectively referring to the foreign related experience about college students' general education and civil education to make college students' ideological and political education more attractive and infectious. This mechanism optimization is a long-term systematic project, which should be based on the traditional advantages of college ideological and political education and new media technology under the joint efforts of the nation, society, college and family. It aims to mobilize all the positive factors and powers in the whole society, optimize the allocation of related resources, achieve its structural optimization adjustment, focus on the effectiveness, consecutively broaden the new situation of mechanism optimization and development, and cultivate more qualified talents for the construction of socialism with Chinese characteristics.

5. Acknowledgment

This paper is one of the research results of social and scientific planning items of Shandong province(Research projects of college ideological and political education) "Innovative Research on the College Students' Ideological and Political Education under the Background of Internet+"(No:18CSZJ08)

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