

# Research on The Innovation of College Ideological and Political Education in the Convergence Media Era

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**Abstract:** Colleges and universities are important places to cultivate national leaders and outstanding talents. Since the 18th national congress of the communist party of China (CPC), the CPC central committee has made strategic plans and arrangements for the improvement of ideological and political education policies and theoretical courses in domestic colleges and universities. In order to continuously strengthen the theoretical study and application transformation new era and new thought, scholars in China's ideological and political fields have begun to pay attention to the strategic research of ideological and political education in colleges and universities in recent years, with the purpose of implementing the spirit of the national conference on ideological and political work in colleges and universities. At present, some scholars in China have actively explored new approaches and strategies for ideological and political education in colleges and universities under the new situation from different perspectives. This paper mainly discusses how to make use of this tool to strengthen the work in the field of school ideology and innovate the path of ideological and political education under the new era and situation of the rapid development of convergence media.

**Keywords:** Ideological and political education; Theoretical learning; Colleges and universities; Convergence media

## 1. Introduction

Strengthening the extensive transmission and in-depth study of theories is a powerful ideological weapon that enables our country to have firm confidence and courage to face the complex and changeable international environment in the new era and also the domestic reform in the critical period. Now according to data released by the ministry of education, there are more than 2,500 ordinary institutions of higher learning in China, and colleges and universities are important places to cultivate national leaders and outstanding talents. Therefore, it is a problem that we need to seriously consider that colleges and universities should attach importance to the theoretical study, application and transformation new thought in the new era. Contemporary ideological and political education activities should pay attention to the way, from the policy, discipline construction, theory curriculum construction and party building and league building and other aspects, combined with modern internet technology, carry out it through different ways. At present, scholars in some colleges and universities have actively explored new approaches and strategies for ideological and political education in colleges and universities under the new situation. These studies greatly promote the innovation and progress of ideological and political education in colleges and universities. This paper, on the basis of previous

studies by scholars, will discuss how to use this tool to strengthen the work in the field of school ideological sphere and innovate the path and form of ideological and political education in the new era and situation with the rapid development of convergence media.

## 2. The Present Situation of Ideological and Political Education in Colleges and Universities

Aiming at how to improve the sense of responsibility of contemporary college students and temper the moral quality, strengthening ideological and theoretical publicity in colleges and universities and the construction of ideological and political education is one of the most critical links. At present, colleges and universities in China have realized that they must keep up with the great pace of social development and use internet tools to carry out ideological and political education among college students. In addition, colleges and universities have been making new attempts, such as designing web pages related to ideological and political education, operating public accounts and microblog accounts for advertising ideological and political education [1].

But at present, the websites set up in colleges and universities are mostly disordered in content and poor in perception, which cannot really convey the core content of ideological and political publicity. Schools cannot oper-

ate ideological and political publicity websites in a particular way from other general websites. And the schools cannot well grasp the characteristics of ideological and political publicity and education, nor can they well grasp the students' reading preference and psychological perception. Therefore, it is difficult to set up a website and play an important role in publicity. It's more of a formality. At present, the main difficulty of ideological and political education for college students lies in the following points.

### **2.1. The way of ideological and political education innovation is insufficient**

In the past ideological and political education model in colleges and universities, teachers impart the ideological and political knowledge for teachers is mostly based on textbooks, mainly in the form of text dissemination, and supplemented by some cultural landscape, artistic construction, although it has certain aesthetic value and ideological and political education value, but most of the time, students can only receive the output of these contents passively, so they cannot choose the ideological and political contents that they are interested in, and it is difficult to give timely feedback on the received contents, therefore, there are still some obvious problems, such as monotonous, simple form, insufficient depth and breadth [2].

At present, China is in the era of rising convergence media, and the development of the new convergence media platform brings convenience to life and more choices for the ideological and political education of college students. In recent years, with the in-depth popularization of mobile internet technology, the application of mobile intelligent terminals is first popularized among college students, and internet new media has gradually become the most influential way of content distribution. In such a context, college students are no longer satisfied with relying on books to acquire knowledge related to the country, society and people's livelihood. In the internet era, such traditional communication methods have lagging behind. In contrast, the way to obtain information through the new media is fast and convenient, which is more favored by young students in colleges and universities.

In recent years, the construction of ideological and political education in colleges and universities have made many attempts in the content and form innovation, and this includes the "Internet + ideological and political" education model innovation, However, on the whole, there are still few attempts to innovate the ideological and political education way in colleges and universities. Most colleges and universities are still limited to task indoctrination in the development of ideological and political education, with insufficient innovation in content and form.

### **2.2. The existing innovative ideological and political education methods are not fully applied**

In recent years, colleges and universities have begun to combine new media technology to enrich the connotation of ideological and political education, making it more vivid and trying to strengthen the effect of ideological and theoretical indoctrination. However, from the practical results, although most attempts have produced some effects, they still have not achieved outstanding effects. One of the important reasons is that the existing new media communication technology is not applied in place.

The application of "Internet +" in various fields is not a new topic, in the field of ideological and political education, it is not the first time to put forward. But the connection of "Internet +" and ideological education can't copy the application mode of mobile communication technology in other areas, ideological education activity has its particularity, and the development of ideological and political education activities always closely around the party's new ideas and new theory, so the content of the transmission is serious, and the form of transmission should innovate with the improvement of the technology and transformation of public taste.

Therefore, colleges and universities should be familiar with the characteristics of new media communication technology and various aspects of multi-media information network, and use their advantages flexibly to create a relaxed and pleasant atmosphere for the dissemination of ideological and political education.

However, with the help of new media, the current university tends to one-way release, and release fixed ideological and political contents with single mode and lack of interaction. The content of ideological and political education itself is inevitably dull to a certain extent. With the one-way transmission mode, college students can only passively accept the output of the content, which will result in the alienation of knowledge for students [3]. The rapid development of convergence media technology requires college media to focus on students in the process of information dissemination, while spreading new ideas, new theories and hot policies to students, and we should also pay attention to students' psychological feelings, establish a two-way output feedback mode to meet the needs of the audience, instead of traditional single output form of communication.

### **3. The Importance of Innovating Ideological and Political Education in Colleges and Universities**

What kind of person to cultivate and how to cultivate are the cores of college education. To a certain extent, good ideological and political education can guarantee the direction of the growth and development of college students from the overall situation, so that the cultivation of

talents towards the direction of meeting social needs. Secondly, good ideological and political education can provide a dynamic source for the indoctrination and absorption of knowledge of other disciplines, promote the comprehensive development of students' abilities, and help college students to shape a correct outlook on life and a healthy personality. It can be said that ideological and political education runs through the education of other disciplines in colleges and universities, and it plays an extremely important role in all aspects of personnel training in colleges and universities, such as imbuing with knowledge, cultivation of scientific and cultural literacy, ideological and moral character building and each link of talents training in college and universities, playing an extremely important role.

Socialism with Chinese characteristics in a new era is an ideological content with rich connotations at multiple levels and in various aspects. What we need to do is to use the internet technology tools to continuously innovate the means to promote ideological and political education. Only in this way can provide a continuous impetus for the development and improvement of new ideas and concepts [4]. Strengthening the construction of ideological education system in colleges and universities with convergence media tools will inevitably promote the theoretical study and dissemination of ideological and political education in colleges and universities, and further promote the realization of the ideological and political education objectives for college students. What's more, it can play a good role in fostering the cultivation of a new generation of college students who are loyal to the country and have a sense of social responsibility.

The core of ideological and political education is to be carried out content innovation based on young students. However, the means and methods of improving education and the ways and means of innovative education are also a key factor restricting the effectiveness of ideological and political education in colleges and universities. How to reasonably innovate the means of education and enrich the way of education are the key issues to improve the quality of education. The rational and innovative methods of ideological and political education should be assisted by certain technologies, properly using technologies, combining the advantages of contents and technologies, and keeping up with the development of times and technologies. Only in this way can we avoid falling into rigid propaganda and so as to effectively carry out ideological and political education in colleges and universities. In addition, compared with the traditional way of graphic and text expression, the new media has stronger expressive force and three-dimensional sense, and it can give users a stronger visual appeal, have a better sense of reality and presence, and can play a more extensive communication effect.

## **4. Some Ideas on How to Improve Ideological and Political Education in Colleges and Universities in Convergence Media**

### **4.1. Endow ideological and political education with a universal form of dissemination**

How to make college students more active in accepting ideological and political education, enhance their sense of identity with theoretical policies and enhance their interest in in-depth discussion of relevant contents are the real issues to be discussed. The development of convergence media has laid an important foundation for giving full play to the educational functions of ideological and political education courses and activities in colleges and universities [5]. Integrate media technology with ideological and political education content in colleges and universities flexibly, innovate the communication mode of ideological and political education constantly, and enrich the expression form of ideological and political language in the form of internet communication favored by students.

It can be seen that at present, the most common and most popular information transmission methods are inseparable from media technology. The form innovation of ideological and political education in colleges and universities also requires convergence media technology, be familiar with the development rules and characteristics of the convergence media, influence students unconsciously, and enhance the realistic influence and appeal of content dissemination. The wise counselors in ancient China paid attention to the diversified combination of strategies, which is still applicable today, we should consider the actual situation of current social development, the combination of knowledge dissemination and entertainment, and take the initiative to match and apply technology and knowledge skillfully.

### **4.2. Give students moderate right of freedom choice**

We should understand that in the development of ideological and political education courses or activities, the indoctrination and wide dissemination of ideological and political content is of course the most important, but "force-feed" way is not advisable, and it is difficult to obtain good results. Therefore, conducting ideological and political education, we need to pay attention to the feelings of every educated object. It should be noted that carry out ideological and political education activities, we need to respect the right of each audience, give students the right to choose freely and give them space for interaction and feedback. The student group is not only the future of the country, but also go in the forefront of era, faculty must actively learn about the characteristics of new media, strengthen the cognition of "We-media", and apply it to ideological and political education to carry out related work more effectively.

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## 5. Conclusions

The rapid development of internet and mobile intelligent technology enables college students to quickly learn social hot news and livelihood policies. Under the background of such great social development and progress, the previous ideological and political education methods have been increasingly difficult to adapt to the various and multi-level needs of ideological and political propaganda in colleges and universities. It can be seen that using the internet to carry out ideological and political propaganda among college students is an inevitable trend. College students are familiar with the internet. If proper and correct ideological and political propaganda and education can be carried out for college students, college students will be able to actively and rationally communicate with net friends and guide public opinion in a positive direction.

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