

Analysis on the Innovative Development Mode of Ideological and Political Courses in Colleges and Universities under the Background of New Media

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Abstract: The emergence of new media has a great impact on traditional industries. Especially for education, the new media has almost changed the traditional teaching mode. Under the background of new media, education mode is not only more flexible, but also the inevitable result of meeting the needs of the development of the times. There are many limitations in the traditional education mode of ideological and political courses in colleges and universities. It is necessary to explore how to make better use of the advantages of new media in ideological and political education in colleges and universities from various perspectives. We should not only promote ideological and political education through new media, but also recognize the drawbacks of the current situation of ideological and political education and point out the direction of improvement.

Keywords: New media; Ideological and political education in colleges and universities; Innovation; Development model

1. Introduction

Using new media technology to develop ideological and political education in colleges and universities is a wise way to carry out educational reform. The traditional teaching mode of ideological and political education is almost rigidly based on texts and lecture notes, blindly following the teaching concept of "cramming teaching method", which is obviously unscientific and does not meet the needs of current social development. At present, the primary task is to integrate new media into the reform of ideological and political courses in colleges and universities. The teaching mode under the background of new media is to use the Internet, mobile smart terminals, etc. to assist in teaching. Teachers in colleges and universities can upload videos of ideological and political courses to the Internet, and students can learn independently, which not only saves the teaching time in the classroom, but also gives students a lot of choices. Colleges and universities can promote the development of ideological and political education by means of new media.

2. The Current Situation of Innovation of Ideological Courses in Colleges and Universities under the Background of New Media

(1) The current situation of the teaching environment of ideological and political courses in colleges and universities in the new media era

With the continuous growth of China's economy and the continuous development of science and technology, China has become the country with the largest number of Internet users in the world. Especially the younger generation is the actual experience of the Internet era. Nowadays, students in colleges and universities are always in contact with all kinds of external information, and in the era of new media, the forms of information dissemination are diverse. The speed of information dissemination is beyond imagination, and information is diverse. Contemporary college students' selectivity is more extensive and their personality is more prominent. In colleges and universities, it is common for students to watch mobile phones while walking, while eating, and even in class. The mode of ideological and political education in colleges and universities under the background of new media needs to be deliberated. In colleges and universities, the situation of students using mobile phones to learn varies from person to person. The information they get from mobile phones is not all in line with the requirements of the development of a harmonious society. When faced with those extreme and wrong information, they are easily confused and even go to extremes because of the lack of outlook on values, outlook on world and outlook on life. These are all misguided in the mass of information. Furthermore, students' contact with various ideas through mobile phones can easily affect students'

ideological awareness, which is undoubtedly a challenge for ideological and political teachers in colleges and universities. Teachers should not only teach in class, but also guide students how to use new media to better learn and understand ideological and political issues.

(2) Ideological and political education should not be confined to the classroom

The traditional teaching mode in colleges and universities is the educational idea of teaching by words and by deeds. Teachers are the guides in the classroom, while students are educated. And this educational model has been impacted by the new media, which has changed a lot. Simple textbook-based teaching is not in line with the current educational philosophy, and teaching under the background of new media should achieve the most perfect teaching purpose by combining textbooks and multimedia. The application of new media technology in teaching is very common. Teachers have become advocates and guides of students' online learning. In the era of new media teaching, students have many choices. Learning according to one's own needs is not only novel, but also more effective and in line with the development of the times. In the era of new media, teaching in the classroom has become more and more flexible. Students can choose materials to study independently and extract valuable information for their own specialty and future career. This way of learning knowledge is obviously more effective than the teacher's teaching method based on textbooks. Generally speaking, in the era of new media, teachers do not implement unilateral teaching, but stimulate students' enthusiasm for learning and guide students to use new media technology correctly to enhance their awareness of ideological and political[1].

(3) New challenges to ideological and political education methods

The emergence of new media also puts forward more requirements for teachers. For example, the integration of educational technology based on new media and ideological and political courses makes teachers have to speed up their learning of relevant knowledge about new media. If teachers lack relevant technology and knowledge about new media, teachers do not have a great disadvantage in information acquisition. Under the background of new media, the new changes of teaching objects, especially the changes of college students' life and learning, require teachers to adapt to the new media quickly, actively learn the technology of new media, and then innovate teaching methods without losing the dominance of classroom teaching [2]. In the ideological and political teaching, the new media can be matched with the previous film and television materials and appropriate pictures and texts, which can create a dynamic and real teaching mode in the classroom. Under the background of new media, the development of ideological and political education in colleges and universities is a diversified mode, which is

more suitable for the development of the times and the needs of the development of ideological and political education in colleges and universities.

3. Improvement and Innovation of Ideological and Political Courses in Colleges and Universities under the Background of New Media

Colleges and universities are important places for students to carry out ideological and political education and cultivate students' social core values. The ideological and political education in colleges and universities under the background of new media has been paid close attention by the state and all walks of life. It is not only a course to raise people's ideological awareness, but also a course related to the future development of the whole country. Therefore, it is necessary to strengthen the construction of ideological and political education in colleges and universities under the background of new media in the new era. The teaching of ideological and political course is a subject and work that all colleges and universities attach great importance to. The quality of ideological and political education in colleges and universities can also be reflected by the concrete performance of students after they enter the society in the future. New media makes the teaching mode diversified and novel, which requires workers engaged in ideological and political education to make good use of new media to better apply in practice. Strengthening the construction of ideological and political courses in colleges and universities under the background of new media is not only necessary for the development of the times, but also more important for the cultivation of students' overall ideology.

The ideological and political course in colleges and universities is one of the main sources for students to learn political thoughts, which is entirely for the purpose of cultivating college students' ideological and political thoughts. From the current situation of our country, the key to cultivate high-quality talents is ideological and political education. It can not only completely shape a sound personality, but also play an important role in the development of the whole society. Teaching needs to keep pace with the times. The application of new media is an epoch-making educational reform. The combination of educational needs and technological development concepts and the maximization of the use of new media will not only greatly improve the quality of teaching and the reform of teaching mode, but also play an efficient role [3].

In the era of new media, we should follow the actual needs of ideological and political teaching and make the ideological and political course meet the ideological pursuit of students. Ideological and political education under the background of new media is described only from the

perspective of teaching mode. The students' learning effect should also be evaluated by the actual results. In fact, despite the use of new media in ideological and political education, students' learning effect is still unsatisfactory. This is often the problem of students' learning habits. They did not build up a knowledge system after taking ideological and political courses. They just listened to ideological and political courses as movies. For the workers engaged in ideological and political education in colleges and universities, how to solve this situation needs their profound analysis. They need not only to reflect on their own teaching problems, but also to understand the root causes of students' practical problems. Therefore, teachers engaged in ideological and political education in colleges and universities can provide practical problems and specific practice scenarios within the framework of knowledge system through various skills and ways. After training, students' thoughts and perceptions will be improved. Their puzzles in learning are solved and their reasons are clearly judged, which can make them devote themselves to the study of ideological and political courses.

4. The Development Direction of Ideological and Political Education in Colleges and Universities under the Background of New Media

Ideological and political education in colleges and universities under the background of new media is an online teaching mode based on new media. Nowadays, new media has become an indispensable tool to promote the development of ideological and political education in colleges and universities. The teaching of ideological and political course should transform theoretical information into perceptual information so that students can accept it. Teachers must have the ability to use new media technology. According to the needs of the development of the times, they should use the Internet to explore new teaching concepts and different teaching modes through the combination of online and offline. Teachers should have the ability to use new media, which is conducive to the study of students' ideological and political courses.

Under the background of new media, the teaching of ideological and political courses in colleges and universities must be reformed and innovated. Colleges and universities should require teachers to pay attention to the combination of teaching practice and theory, and build the unity of the logic of teaching content and the development of students' cognitive ability. We should change the existing mode of ideological and political education, abandon the old teaching ideas, strengthen the innovation of modern work, and guide students to study ideological and political courses independently. At the same time, schools should promote students' ability to acquire theo-

retical knowledge and change their way of thinking. In the era of new media, strengthening the reform of ideological and political education in colleges and universities is fully in line with the actual situation of China's education development at this stage, which is also a major innovation and turning point in the history of education in China's ideological and political education.

It is necessary to strengthen the application of new media in classroom and actively disseminate educational information through multiple channels. Online seminars and online contests are novel ways of learning brought about by new media. It not only gives students a sense of rituals in learning, but also allows students to ask questions at any time through the platform, which allows students to adapt to different learning environments and feel fresh. Moreover, for teachers, the new media can also make the assessment of teaching more and more novel and succinct, which breaks the dull assessment mode of traditional ideological and political education, and enhances students' enthusiasm for learning and interest in exploring knowledge. More importantly, new media technologies can also provide students with more opportunities for ideas and ethical practices. In the ideological and political education in colleges and universities, in order to make students as independent learners, schools need to help students develop good character through practice. By presenting various specific problems, the new media allows the majority of students to participate, apply various values to daily interactions and services, and reach consensus through ideological reflection and teachers' guidance, so that students gradually develop noble Morality and good learning habits.

Under the background of new media, the innovation of ideological and political courses in colleges and universities is a historical reform and pioneering work on the teaching of traditional Chinese ideological and political education, which is in line with the progress of current social development. With the initial appearance of scientific and technological knowledge, it is necessary for educators and students to sum up and draw lessons from other successful cases and create new teaching methods. Especially, with the rapid development of new media, accelerating the reform of innovative ideological and political education is a substantial innovation in current teaching. This is also in line with the current general line of socialist construction, which accelerates the development of education in an innovative country and lays a solid foundation for the ideological and political education and teaching in China [4].

5. Conclusion

Under the background of new media, the reform and innovation of ideological and political education courses in colleges and universities need to conform to the development status of new media and transform and improve

the existing teaching methods of ideological and political education. Furthermore, in order to meet the unity and combination of teaching practice and theory, the teaching of ideological and political theory in colleges and universities must be reformed and innovated substantially, and the school should realize the unity of the logic of teaching content and the normative cognition of students. It is necessary to reform the current backward educational ideas, stimulate the potential of students' independent learning, and use new media to strengthen the reform of ideological and political education, which can improve the comprehensive ability of college students in the whole country. This can promote their ability to acquire theoretical knowledge and change their way of thinking. The change of traditional ideas can lead to the reform and innovation of teaching, which is the necessary development process for ideological and political teaching to enter the new era of teaching under the background of

new media. Meanwhile, it will also promote the positive development of our country's education, which is also an important turning point to change our country's current education.

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