

# The Study of Ideological and Political Education in Colleges and Universities in the New Media Era

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**Abstract:** As a product of scientific and technological development, especially new media represented by the Internet and mobile media, the rapid rising rate of its application has a lot of influence on various aspects of universities. In terms of the ideological and political educational work of universities, though the application of new media has changed the traditional campus network management mode, and brought convenience for the dissemination of information to some extent, it undoubtedly increased the difficulty of ideological and political education work as well as it brought opportunities for ideological and political education work. This forms a new challenge towards the cultivation of college students' media quality and their keep of ideological and political advancement. Therefore, universities should actively strengthen the team building of new media's ideological and political education work, on the premise of fully using of the new media resources, so as to build a harmonious, civilized and beautiful campus.

**Keywords:** Ideological and Political Education; Colleges and Universities; New Media Era

## 1. Introduction

### 1.1. The era foundation of ideological and political education work in universities

Distinct from the propagation state of broadcast, television, newspaper and other traditional media, new media is a kind of multi-point to multi-point transmission, which enables everyone to be an information source, and its transmission carriers can be WeChat, Microblog, QQ and other mobile App. With the development of the information age, the Internet has been gradually used in China, especially the application of new media in universities. This has a profound influence on students' school life and has changed the traditional mode of ideological and political education work in universities. The information network era has broken personal narrow space and provided a more direct and convenient way for improving the participation of students and strengthening the management work of teachers. The ideological and political education work under new media vision has contributed to the realization of free communication between teachers and students in equal position, mutual respect and transposing consideration, and based on this merging democratization into the ideological and political education work in universities, which is not only the requirement for reinforcing campus management, but also an inevitable trend for the development of times.

### 1.2. The media foundation of ideological and political education work in universities

New media has plenty of advantages, including large information capacity, quick transmission, rich resources, powerful interactivity, diversified forms and others. Universities can enhance college students' attraction towards ideological education work by E-book, mobile phone news, WeChat, QQ and other ways, which serves as a convenient and effective communication platform for the communication between teachers and students. The essential attribute of ideological and political education work is ideology, and ideological and political education work in universities under the vision of new media exhibits convenient access to information, equality of means of communication, a profound ideological influence and other features. With the new media working as a link and the information network as the media, the ideological and political education work has a subtle influence on the cultivation of college students' moral quality. Meanwhile, it also solves the problems of laying too much emphasis on teaching and lack of subjectivity involvement in the traditional mode by the application of new media, which makes the campus management more effective and more initiative, sequentially fully develops the leading role of education of new media's resource superiority. the population basis of ideological and political education work in universities and colleges

Growing up in the information environment, college students nowadays have marked the generation of the appearance of mouse, the portable network devices such as laptops, tablet computers and mobile phones and others have become necessities of their study and inseparable

parts in their daily life. The subjects of the use of the new media are college students, because the new media can combine their thoughts, study and life together, which reflects the actual effect of information technology trends. This is not only convenient for students to pursue fresh things, receive information timely and improve the activity of their thoughts, but also reflects their strong consciousness, prominent personalized characters, diversified thoughts and some other features. Therefore, ideological and political education work should make full use of new media to activate students' participation on the basis of the combination of present university education environment and students' features, so as to build a characteristic cultural campus life, which will provide a good atmosphere for the improvement of students' ideological morality.

## **2. The Development Bottleneck of Ideological and Political Education Work in Universities under the New Media Vision**

### **2.1. The instability of students' value**

New media is a brand-new information era with barrier-free state in dissemination to a certain extent. Thus it has uncontrollability, which causes college students to have access to abundant mixed information and susceptible to be affected by some wrong values and radical ideologies in the society. Furthermore entering into the campus by mobile phone texts, Apps and other networks, these bad ideologies will bring a huge impact upon the ideologies and thoughts of students, which will accordingly weaken the positive effects on students brought by the traditional ideological and political education mode. Moreover, the privacy of new media technology and the virtuality of its disseminated information can not guarantee the authenticity of released contents and the normalization of behavior. Some students are addicted to the cyberspace and neglect the interpersonal relationships in the real world, others even are caught in personality disorders and mental trust crisis, which will bring a more serious test to ideological education work.

### **2.2. The less prominence of teachers' subject status**

In the traditional ideological and political education work, teachers have been in a authoritative leading role in the management work for their professional knowledge and skills, the ability to effectively conduct positive teaching activities and timely guidance for the study and life of educatees. However, under the view of new media, college students are more likely to gain knowledge and information by different kinds of mobile terminals and possess more independent rights in the choices of learning styles and lifestyles, which will reduce the reliance on the university teachers to a certain extent. In this case, the existing relationship between teachers and students

becomes a more equal one and this will have a threaten and impact on the authoritative leading role of teachers, which will result in the conflict of traditional teaching methods and management modes and the less prominence of teachers' subject status. The ideological and political work will encounter the development bottleneck and can not get timely effective guidance and norms due to lack of proper adjustment and transform.

### **2.3. The non-compliance of colleges' media literacy**

With the new media's influence on various aspects in universities, the college ideological educators should have a higher media literacy to adapt the developing trend of new media in universities. However, at present the college ideological educators have a shallow new media technology consciousness, poor technological level and low utilization ratio of the resource new media, thus the college media literacy can not satisfy the requirements of new media towards the ideological and political education workers. Generally speaking, can develop a high quality media resource system adapting to college students' features of physical and mental development, which will satisfy the requirements of ideological and political education work in different stages, levels and groups. The ideological and political education work should find the basic laws between the job itself and the new media, then take full advantage of the new media technology with the combination of online education and offline work, as well as monitoring management and interactive communication. Besides, it also need to take the implement of theme customization education service as an entry point, carry out three-dimensional dynamic educational "microcarrier" based on the emphasis of the establishment of online educational platform, which is beneficial for knowing about students' motivation and solving some potential ideological problems of students without delay.

### **2.4. Updating the education concepts and realize the subjectivity of education management**

Under the view of new media, the ideological and political education work in universities is not only supposed to be advanced, but also should establish a brand-new education concept in line with the development of the times. The essence of ideological and political education work lies in how to educate people, while the ideological and political education in universities pays more attention to how to develop comprehensive and completely personalized students. Therefore, in the ideological and political education work in colleges, the subjectivity of students should be focused and the abilities of positive exploration, active learning, independent thinking and other aspects should be improved. The ideological and political education is not just for commands and authorities, but to develop students' subjectivity, in order that the educators

and students can make full use of their own subjective initiative based on the foundation of an equal and harmonious relationship. Then they can take advantage of the role of new media, such as setting up class WeChat group and campus official accounts so that students can get more positive information, establish a correct value and improve their abilities to distinguish bad information, on the basis of these factors the ideological and political education work can effectively take the challenge under the view of new media.

### **2.5. Strength the positive guidance and promote the build of educational teamwork**

University is a vital place for the future pillars of the nation, but also a key to influence the development of the country. The health of students' ideological values has a direct relation to the stability and prosperity of our country, and the new media is having an influence on the ideas, values and behaviors of the students in a new cultural pattern. Therefore, the ideological and political education in universities should provide an effective guidance for students in a positive way by a proper choice of the information acquired by the new media. As the leader,

organizer and governor of campus building and management, the ideological and political education team of new media is supposed to improve the quality of the whole teamwork, which means not only improving the political and moral qualities of the the ideological and political education team, but also their media quality and technology level. That is to say, the educators should take full advantage of new media resources, enrich its education contents and patterns, carry out advertising activities and have a regular update and preservation towards the ideological and political education website, which will guide public opinion effectively and know about students' affair, then contribute to the popularization of the ideological and political education work.

### **References**

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