

Original Paper

Analysis of the Communication Path of Ideological and Political Education for College Students Empowered by Smart Media

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Abstract

As a crucial part of the entire education system, the dissemination of ideological and political education determines the success or failure of educational quality through its actual effectiveness. The arrival of the new media era has changed the way information is disseminated, reshaped the communication path and mode, and had a profound impact on the value choices and ideological behavior of college student audiences. Facing the group of young college students, the communication environment in the era of intelligent media is a new development space, creating opportunities for the dissemination of ideological and political education. In the face of changes in information dissemination methods and behavioral characteristics of college students, it is of great significance to explore innovative paths for the dissemination of ideological and political education in universities through the empowerment advantages of intelligent media.

Keywords

Intelligent media, College students, Communication of ideological and political education

1. Introduction

In the context of the rapid development of intelligent media, the characteristic of "everyone is a content creator" has profoundly changed the mode of information dissemination and broadened the path of ideological and political education dissemination. The development of media technology has expanded the information production model from professions to the general public, encouraging the production of original content by users, extending the temporal and spatial dimensions of information dissemination, and driving the integration of humanistic spirit and intelligent technology. Therefore, intelligent media technology has brought new opportunities for the development of ideological and political education in universities. Seizing the learning methods and growth needs of college students in the new era, promoting the informatization of communication paths provides diverse choices for ideological and

political education, and provides new avenues for the dissemination of ideological and political education among college students.

2. Intelligent Media Changes the Dissemination of Ideological and Political Education

2.1 New Media Changes the Traditional Way of Ideological and Political Education Dissemination

With the arrival of the era of intelligent media, the dissemination of ideological and political education has also presented the following new characteristics. One is the diversification of the subject, that is, in the process of using new media, users are not only information users, but also become information creators, and the subject gradually presents diversified characteristics. The second is immediacy. With the rapid promotion and development of mobile communication technology, the dissemination of ideological and political education has become more effective, and immediacy is becoming increasingly prominent. The third is virtuality. The increasingly mature network information technologies represented by 3D and VR technologies have strengthened the virtuality in the dissemination of ideological and political education. The fourth is integration. The use of new media can effectively combine various information dissemination methods such as text, images, sound, and video, allowing people to feel multiple shocks from visual, auditory, and tactile senses.

2.2 The Influence of Ideological and Political Education Dissemination is Constantly Increasing

New media not only serves as a platform for interactive communication, but also as a carrier of ideological and political education information. With the help of new media, ideological and political education communication media and users have engaged in interactive communication, making users both recipients and disseminators of information, as well as shapers and subjects of values. In addition, new media has gradually accumulated a massive amount of information data for carrying out ideological and political education dissemination activities. Through the application of big data, the dissemination of ideological and political education can be precise and efficient, significantly improving the accuracy and effectiveness of education, and thereby strengthening its influence in society.

2.3 The Content of Ideological and Political Education Dissemination is Constantly Innovating

In today's intelligent media era, there is a lot of information on the Internet, which provides great convenience for students to learn. In the dissemination of ideological and political education, college students should seize development opportunities and comply with the laws of new media dissemination. By providing high-quality ideological and political education resources, we aim to strengthen their influence, dissemination, and guidance. Simultaneously strengthening the dominance of ideological discourse, while guiding mainstream values and keeping up with the times.

3. The Dissemination Path of Ideological and Political Education Presents New Characteristics

3.1 Intelligent Media Innovation Ideological and Political Education Communication Concept

In the new era of intelligent media, educators urgently need to update their concepts and integrate the platform thinking and user orientation of the Internet into practice, which is a solid theoretical basis for

the transformation of the ideological and political education communication platform. From the perspective of intelligent media, deeply understand the evolution of information exchange methods, continuously innovate the evolution mode of ideological and political education, and accurately grasp the development direction of ideological and political education. One is to establish a platform mindset. Universities should break traditional thinking patterns, focus on top-level strategy design, and establish ideological and political education dissemination models that meet the actual needs of the school. The second is to establish user thinking. Educators and learners are not only partners in information sharing, but also a community of value identification and emotional resonance. The core of integrating user thinking into ideological and political education lies in accurately capturing the ideological dynamics, value orientations, and spiritual expectations of college students.

3.2 Intelligent Media Expands Ideological and Political Education Practice Platform

With the continuous development of information technology, a new type of information exchange method has emerged, and one of the most obvious features is that the compatibility of information platforms has been greatly improved and shows a trend of diversification. One is to integrate the existing communication platforms for learning and build a three-level platform system that connects schools, institutions, and organizations. Strengthen the operational efficiency, information dissemination, and team management of the platform, eliminate redundant, non compliant, and low utilization platforms, and provide necessary institutional support and resource foundation for the healthy expansion of ideological and political education dissemination platforms. The second is to promote the cohesion of the combination of new and old media, and form a horizontally interconnected platform operation model with multiple media. Universities should have a clear understanding of the relationship between traditional media and new media platforms on campus, and the two should be complementary rather than opposite.

3.3 Building a Management Team for a Composite Ideological and Political Education Dissemination

In the context of the rapid development of information technology, everyone can become a creator and sharer of information. Therefore, enhancing the intelligent media literacy of teachers and students is crucial. The goal is to build a management and operation team for an efficient higher education ideological and political education communication platform with high political literacy, understanding of media communication principles, proficiency in emerging technology operations, and optimization of teacher-student cooperation models. One is to optimize personnel composition and enhance the depth of understanding of media related knowledge among students and teachers. Under the guidance of ideological and political theory teachers and propaganda and ideological work teams, as well as the cooperation of student work departments, information technology departments, and other parties, a linkage mechanism will be established. Deepen the understanding and practical ability of teachers and students on the characteristics and dissemination laws of intelligent media, in order to achieve effective guidance and encourage them to play a positive role in the field of intelligent media dissemination. The second is that the focus of cultivation should be on improving the information technology literacy of

students and teachers. Higher education institutions can recruit talented individuals and promote their professional development by providing knowledge and skills training covering areas such as technology application, media platform operation, and online public opinion management.

4. Optimizing the Path Selection of Ideological and Political Education Communication

4.1 Fully Leverage the Influence of University Portal Websites

University portal websites not only play an important role in shaping academic concepts, serving teachers and students, and connecting inside and outside the school, but also serve as a key channel for daily affairs such as publishing information and pushing lecture notifications, thus attracting the attention of students. When establishing university portal websites, it is not only necessary to reflect one's own educational level, but also to pay attention to the user's feelings. Carefully designed multimedia resources such as videos and animations should be included to enhance their dissemination, narrative, and influence. The content or columns on the school portal website that are closely related to students' learning and life can be jointly managed by teachers and students. Under the guidance of teachers, students can fully utilize their ability to operate and manage independently, making the connection between the dissemination subject and the audience closer, thus achieving an organic combination of teaching and self-education.

4.2 Effective Use of Popular Apps such as "WeChat", "Weibo", "Tiktok", "Little Red Book"

At present, popular applications such as WeChat, Weibo, Tiktok and Xiaohongshu have become an important position of college students' ideological and political education, and also an important field of college students' ideological and political education. Its functions such as "information push" and "online live streaming" play an undeniable role in the ideological and political work of college students. When carrying out ideological and political education for college students, attention should be paid to promoting the content of popular apps. At the same time, closely focusing on the social focus that students are concerned about, using discussion activities led by opinion leaders to guide them to deeply participate and think.

4.3 Building a Digital Library

With the continuous development of information technology, university libraries have shifted from traditional paper books such as books and newspapers to electronic books and databases, playing an academic holy land for cultivating independent learning, self-improvement, and comprehensive growth of college students, creating a good learning atmosphere for teachers and students. University libraries should leverage their own advantages, actively explore the construction of a platform for sharing ideological and political education resources for college students, and provide intellectual support for building a harmonious campus culture. We should be good at using new technological means, constantly enriching the forms of ideological and political education, creating a space for them to learn and communicate independently in politics, stimulating their internal motivation, and fully unleashing their enthusiasm.

5. Conclusion

Faced with the changes in the era of intelligent media, ideological and political education in universities urgently needs to adapt to the pace of the new era. This era of change has not only brought about innovation in communication methods, technologies, and rules, but also created unprecedented opportunities for innovative campus ideological and political education communication platforms. Through the guidance of optimized concepts, platform construction, team strength, and content optimization, the ideological and political education dissemination system on campus has been comprehensively improved, promoting the development of education towards intelligence and precision. The goal is to help universities stand at the forefront of ideological and political education, benefit college students, and leverage the power of intelligent media to jointly shape a new style of ideological and political education.

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