

Original Paper

The Exploration on Ideological Political Education of College Students in the New Media Era

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Abstract

The new media with powerful communication function has a profound influence on the development of the society, and at the same time brings a new situation to the ideological and political education of college students. On the one hand, the new media provides more abundant resources and broader platform for ideological and political education of college students; On the other hand, the intermingled mass of information on the Internet seriously affects and interferes with that. Therefore, to make the traditional ideological and political education conform to the trend of the times and to innovate it effectively and practically is an important issue worthy of our attention. This paper starts with the positive and negative effects of the new media age on college students' ideological and political education, and actively seeks countermeasures from three aspects: educators, students and colleges and universities. It is committed to promoting the comprehensive and coordinated development of college students in the information age.

Keywords

college students, ideological and political Education, the new media era

1. Introduction

Different historical periods have different requirements for ideological and political education of college students. With the acceleration of globalization and the development of science and technology, the new media represented by the Internet has affected many fields such as politics, economy, culture, education and so on. According to the 42nd Survey Report on the Development of China's Internet by the China Internet Information Center: as of August 2018, the number of Internet users in China had reached 802 million with an increase of 3.8% compared with the end of 2017. Of these, 29.68 million new Internet citizens were added in 2018. The number of mobile Internet users in China has reached

788 million, and the proportion of Internet users accessing the Internet through mobile phones is as high as 98.3%. The American Prophet (Nicholas Negroponte) pointed out in *Being Digital*: “the sudden flight of modern information technology the leap forward is bound to change the work of the human race, Learning, entertainment. That is, the way of human existence.” College students as the main users of the new media, their value orientation, moral concepts and behavior patterns are also deeply affected. Therefore, under the current situation, ideological and political education of college students should seize the great opportunity brought by the new media age, recognize the new media, familiar with it and apply it to enrich the Marxist theory and the ideological and political education discipline system.

2. The Characteristics of College Students Ideological and Political Education in the New Media Era

As the pace of work and life is accelerating, people’s leisure time tends to be fragmented, and the new media is in line with this demand. The new media has four features—the interactivity and immediacy, the mass and the sharing, the multimedia and the hypertext, the personalization and the community. These four characteristics meet the needs of communication, entertainment and information anytime and anywhere. In the new media era, to promote the innovation and development of the ideological and political education of college students, we must grasp the features of the new media era so as to master the initiative. On the one hand, under the background of the new media era, ideological and political education of college students has the characteristics of this era. The proposal and development of new media not only reflect the innovation of technology, but also reflect the comparison between media technology and various fields of society. On the other hand, another significant feature of ideological and political education of college students in the context of the new media age is sociality. The ideological and political education of college students in the new media era involves the production of excellent network culture and the dissemination of advanced information. The construction of online spiritual home and positive network culture atmosphere is a major social project.

3. The Opportunities and Challenges Faced by College Students’ Ideological and Political Education in the New Media Era

3.1 A survey of the Use of the New Media in the University

In order to ensure the rationality and scientific nature of the research, a small-scale questionnaire survey was conducted in this specialty from April 15 to 18, 2018, and 65 questionnaires were collected. After partial revision of the contents of the questionnaire, 100 questionnaires were collected from the self-study room, library, classroom and other places of Jiangsu University from May 7 to 10, 2018. The main purpose of this questionnaire is to understand the role of new media (such as mobile phones) in college students’ life and learning and the impact on college students’ physical and mental health. This paper analyzes how to make better use of mobile phone and other new media to carry out ideological and political education.

3.2 The Positive Influence of New Media on Ideological and Political Education of College Students

More abundant educational resources in the new media era. Firstly, the development of new media enriches the content of college students' ideological and political education. With the rapid development of the Internet, the situation of information monopoly has been broken. The political, economic, cultural and other resources of different regions, countries and nationalities are unified and integrated. College students can get information from all over the world through a mobile phone. In addition, the development of new media has enhanced the convenience of college students' access to the resources of ideological and political education. In the past, due to the restriction of technical level and the lag in the speed of information dissemination, the content of ideological and political education could not be transmitted to students in time. This has a direct impact on the ideological and political education to achieve the results. In the new media era, with the rapid development of network technology and information and communication technology, information can be spread rapidly. According to the survey, the use of new media (such as mobile phones) is already quite common (as shown in 1). This has brought great convenience to the dissemination of ideological and political education knowledge of college students.

Table 1. Survey on the Use of New Media of Students in Jiangsu University

| | | | | |
|---------------------------|--|----------------------|--------------------------------|--------------------------------------|
| Entertainment | Mobile phone play in class | Never 21% | Seldom 43% | Often 36% |
| | Mobile phone play after class | Never 7% | Seldom 30% | Often ,63% |
| interpersonal interaction | Degree of dependence on new media | independent 16% | Dependent, but not serious 72% | Heavy dependence 12% |
| | The difference between Network language and Daily language | Indiscrimination 11% | More civilized 25% | More aggressive 28%, More casual 36% |

More diversified modes of education. First of all, the network platform for ideological and political work opened up a new position. As a new media after newspapers, magazines, radio and television, the network has become not only a new industry, but also a new position for ideological and cultural exchanges. College students can communicate with teachers and classmates through network platform, so that their personal ideas can be expressed through more channels. Secondly, the new media era has made the carrier of education more abundant. With the rapid development of new media, various network carriers and mobile terminals derived from it exist in all aspects of social life. And ideological and political educators also make extensive use of all kinds of network carriers and mobile terminals.

Through many new media carriers, such as QQ group, We Chat group, campus official Weibo, campus theme website and other new media, the ideological and political education of college students has basically realized the timely interaction between teachers and students. Finally, the new media era ideological and political education means more diverse. Some forms commonly used in the past, such as listening to reports, reading newspapers, meeting, talking about heart, visiting home and so on, are more restricted by time and place. These methods often lead to a conflict of mind among the educated, leading to a low efficiency. Educators can transmit educational content through the website, E-mail, Weibo, We Chat and other more colorful ways. College students can understand and receive educational information at any time, which greatly transcends the limitation of time and space. College students change from passive acceptance to two-way interaction.

3.3 The Negative Influence of New Media on Ideological and Political Education of College Students

The impact of foreign culture. Because the network information has the open characteristic, the information sharing has become a kind of necessity. Through the sharing of information, college students can understand the western ideology, culture and value orientation. At the same time, they may overturn the original mode of thinking and values due to the inducement of the western ideology. Sometimes the West uses terms such as democracy and human rights as a cover-up for its propaganda of negative ideas. For college students, the weakening of national consciousness and weak political ideas will lead to a serious decline in the enthusiasm of college students to build a better socialist country. In addition, there will be a lot of false and harmful information in the network information, which will have a certain ideological impact on the college students who often use the network, and then endanger their correct outlook on life and world outlook (see Table 2).

Table 2. Survey on the Use of New Media of Students in Jiangsu University

| | | | | |
|-------------------------|---|------------------------------|-----------------------------------|--------------------------|
| information acquisition | Problem solving method | Consult the teacher 32% | Go online and look for answer 54% | Classmate discussion 14% |
| | Degree of acceptance of the answer | Copy 19% | Reference 42% | Have one's own mind 39% |
| | Ideological and moral influence degree | Increase positive energy 62% | increasing negative energy 24% | Actorish 14% |
| | Whether received bad information or not | Yes 82% | | No 18% |

Interference of Network thought. In the era of new media, it is difficult to control the dissemination of network information. The different ideas, political opinions and multi-element values on the network influences the formation of the correct idea of the college students. If college students are induced by erroneous information, they may quickly spread such misconceptions, especially those that maliciously

attack the Communist Party of China and the socialist system of our country, which to a large extent will affect the beliefs of college students, make them deviate their political ideas. The quality of college students' network environment and the degree of civilization will not only affect the construction of campus culture, but also have a great impact on the harmony and even modernization of the whole society.

Lack of innovation on the method of education. Many network platforms have the problems of new information, new knowledge, new ideas reprinted or published. Network resources are not fully utilized, it is difficult to give play to the advantages of network platform information dissemination. Because the management experience is insufficient, the form of the campus website is single, the content is old, the updating speed is slow. The number of visits to the campus website does not increase but decreases, and the effect of ideological and political education is greatly reduced, and even brings negative effects. From the whole process of carrying out the ideological and political education of college students, the educators are still the only subject, and the students are still the objects of the education. The basic concept of education has not been fundamentally changed.

4. Exploring a New Method of Carrying out Network Ideological and Political Work in the New Media Era

Marxism does not occupy the ideological field, non-Marxism and anti-Marxism will inevitably be occupied. As Comrade Xi Jinping emphasized, "if we do not occupy the propaganda and ideological positions, others will occupy them". Network has become a fertile ground for ideological and political work in colleges and universities. How to make full use of new media and new technologies to create a new form of ideological and political work that is more novel and more effective and adapted to the characteristics of modern information exchange? It should be an urgent issue that we must focus on and begin to solve.

4.1 Students Should Improve Their Ability of Self-Manage

With the popularization of new media devices such as computers, mobile phones and so on, the daily life of college students has been closely linked with the new media. Because of their limited control over their Internet behavior and their ability to identify negative and harmful information on the network, they are often unable to reasonably resist it. Students should persist in arming themselves with the socialist core value system, consciously practicing the socialist core values, and consciously accepting the restraint of network moral norms on themselves. In addition, students must strengthen self-restraint, reduce the dependence on mobile phones and computers, and improve the efficiency of new media use.

4.2 Educators Should Renew Their Educational Concepts

First of all, educators should establish knowledge authority. Educators should be fully aware of the opportunities and challenges posed by the Internet and realize that the Internet is the most valuable resource in the new media era. They had better enrich their knowledge as much as possible, broaden the

existing knowledge, only in this way can meet the needs of current students. Secondly, educators need to have a strong sense of mission. To be a good ideological and political educator, they should not only have a profound theoretical foundation, but also have a firm ideal and belief and noble moral sentiment. Educators should guide students to practice and carry forward socialist core values, and guide them to be firm believers, communicators and model practitioners of socialist core values. Finally, educators should pay attention to communication and interaction with students. This is helpful to grasp the current thinking dynamics of the students, discover all kinds of problems existing in the students' thoughts, and then correct them in time and guide them correctly.

4.3 Improving the Evaluation System of College Students' Ideological and Political Education

The evaluation of college students' ideological and political education is a complex system engineering, which has the characteristics of political, ideological, academic and professional. First of all, the evaluation system of ideological and political education in colleges and universities should proceed from many angles and unidirectional. Colleges and universities should not only pay attention to its theoretical study, but also guide students to social practice, urge them to actively integrate into society, and consolidate the teaching effect in practice. In addition, the evaluation system of ideological and political education in colleges and universities should pay attention to the self-evaluation of college students. Self-evaluation can guide college students to make self-behavior standards and stimulate the pursuit of their own goals, which is of great significance to their ideological and political education and even to the development of their lives.

5. Conclusion

At present, our country is at a very important historical turning point. The new media age not only changes the way of life and study of college students, but also changes the way of thinking and value choice. The time features and the new spirit of the Internet era and the outstanding people and individuals have provided the possibility and direction for our ideological and political education reform today. Practice has proved that only by adhering to correct guidance and strict management and advocating healthy network mainstream culture, can we make good use of new media, the new position of ideological and political work in colleges and universities.

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