

## *Original Paper*

# Research on the Influence of Mobile Media on College Students' Ideological and Political Education

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### **Abstract**

*With the rapid development of information technology, the form of mobile media has been continuously updated, and its social penetration rate is rapidly increasing. As a fashion leader, college students are keen to follow new things and show high enthusiasm and dependence on mobile media. Mobile media has been used in the continuous innovation of information technology, opening up new teaching methods in the field of education and becoming a new carrier of ideological and political education. At the same time, mobile media is also a double-edged sword, bringing many challenges to ideological and political education. It is an important research direction of ideological and political education in colleges and universities to put forward practical and feasible implementation plans to make full use of the advantages of mobile media to promote the development of ideological and political education and to guide college students to form a correct outlook on life and values.*

### **Keywords**

*mobile media, college student, ideological and political education*

### **1. Introduction**

With the continuous updating of mobile phones and the rapid development of mobile applications, mobile media has more and more prominent advantages in the process of network interpersonal communication, so people prefers mobile phone as a convenient and fast way to access the Internet. College students are new followers and fashion leaders. They also represent young social groups. Learning to accept new things is relatively strong compared with other groups. It has become the initial experience group of mobile media. They like mobile media to learn. And bring convenience services in life, not only entertainment, socializing on the mobile media, but also understanding the current realities, understanding the political affairs of the country, various social news, they can relax

themselves in the network and express their ideas, release your own pressure and learn a lot of books without knowledge. But for most people, looking down on mobile phones has become their habit and has changed their lives. Many examples have shown that over-reliance on mobile phones can cause neglect and even serious consequences for themselves and their families. Although the negative impact of mobile media has existed in reality, in the ideological and political education of colleges and universities, how to use the advantages of mobile media to carry out ideological and political education is the focus of research.

## **2. Mobile Media Overview**

### *2.1 The Presentation Form of Mobile Media*

With the continuous development of society, people's needs are increasing, and the form of mobile media is constantly diversified. From the initial single text message, it has been extended to the current life of reading, reading, news, shopping, etc. Every morning, people only need to turn on the mobile phone, and in five minutes, they can know everything, shopping and then there is no need to go to crowded markets, expensive shopping malls, shopping software to present all goods and prices in front of people, people choose, when we travel, we only need a mobile phone, a navigation software can go to any of us Where to go, no longer afraid to get lost. The quality of people's lives is constantly improving, and the form of mobile media will be more abundant.

### *2.2 Characteristics of Mobile Media*

#### (1) Portability

In recent years, the appearance of mobile phones has changed to lighter and thinner, making them more portable. People can use the mobile phone network to connect with others, play mobile games, read news information, etc. anytime, anywhere. It breaks the drawbacks of large size, slow start, and limited networking of computer terminals. Nowadays, the appearance of Alipay and WeChat wallet has made the mobile phone replace the traditional wallet. The stores around the school have opened an online payment platform. When college students forget to bring their wallets, they can use the sweep function to complete the payment.

#### (2) Immediacy

The mobile phone has a fast transmission speed, a wide range and strong timeliness. Due to the large number of mobile phone users and the scattered scale, the news spreads more quickly. The mobile phone can know what is happening at home and abroad in the first time, and pass it to the user at the first time. News facts. When there is an emergency and the traditional media is lacking, the mobile media can play its role in collecting and communicating information on the spot.

#### (3) Multi-directionality

Mobile media has impacted the traditional mode of communication of traditional media, and its emergence has made the "self-media" era come quickly. Everyone is a reporter, and everyone can publish information. Users can share their own events and express their opinions on Weibo and

WeChat platforms at any time. They can also share their photos and video chats while communicating with others. Mobile media users can accept information and publish information. Whether they are strangers or friends, they can participate in discussions and interactive interactions on topics of interest on social networking sites.

### **3. The Impact of Mobile Media on Ideological and Political Education for College Students**

#### *3.1 Mobile Media Challenges the Authority of Ideological and Political Educators*

With the emergence of mobile media and the increasing use of its applications, the authority of teachers has been weakened. First of all, the equality of the mobile media communication platform has narrowed the gap between the real social identity and status, effectively reducing the tension in the face-to-face communication between students and teachers, and the teacher's identity authority is largely weakened. Secondly, the openness and comprehensiveness of the mobile media communication platform broaden the channels for college students to acquire knowledge, improve the enthusiasm of college students to learn independently, and students acquire more knowledge information, which weakens the teacher's knowledge authority. At the same time, college students are generally more proficient in using mobile media than teachers. They can browse information through mobile media and build a huge amount of knowledge reserves, which has greatly challenged the authority of ideological and political education.

#### *3.2 Mobile Media Challenges the Literacy of Ideological and Political Educators*

Educators are the leaders of ideological and political education in colleges and universities. The level of literacy determines the overall degree of specialization of the education team and directly affects the implementation of education. The comprehensive literacy of the main body of the education team includes political literacy, moral literacy and ability literacy. The openness of the mobile media communication platform makes it provide a large amount of knowledge and positive information for college students. It is also used by various domestic and foreign utilitarian forces to disseminate reactionary remarks, trying to distort the beliefs and values of college students through the platform. At present, the complicated social situation puts forward higher requirements for the political literacy of ideological and political education workers. It must have a firm belief and political stance, always keep a clear head, and then guide college students to correctly treat the relevant opinions of the mobile media, in a complicated situation. Establish the correct socialist core values. At the same time, noble moral literacy is also an indispensable quality for ideological and political educators who "build human soul engineers". Ideological and moral educators infect and lead college students to improve their moral cultivation through their own noble moral qualities and personality charm, consciously resist bad information in mobile media, overcome the problem of network moral anomie, and need to continuously improve new knowledge and new skills. Active learning and exploration skills to ensure smooth communication and efficient teaching with college students.

### *3.3 Mobile Media Influences the Outlook on Life and Values That College Students Are Forming*

The university stage is a crucial period for students to explore the meaning of life through learning and practice, and to determine the goals and values of life, that is, to establish a outlook on life and values. The content of traditional college students' ideological and political education has been checked through layers, filtering bad information, and creating a positive and positive environment and atmosphere for students. The emergence of mobile media has changed the atmosphere of traditional universities. College students can receive a huge amount of information and complicated information through the platform. There are some reactionary speeches and bad information, which will undoubtedly bring the students' outlook on life and values as the certain impact. The diversification and generalization of mobile media platforms make every college student a media person, the lack of appropriate restrictions and constraints, making college students who are not deeply involved, lack of judgment and discernment more likely to be lost in a highly open and free environment. The self, and thus the deviation between its outlook on life and values. On the other hand, over-reliance on mobile phones will increase the inertia of students, reducing or even losing the ability to think independently. In addition, mobile media has also brought test to the integrity of college students. The portability and privacy of mobile phones and the extensiveness of mobile media resources facilitate the cheating of exams, further affecting the development and effectiveness of ideological and political education in colleges and universities.

## **4. Suggestions on Using Mobile Media to Promote Ideological and Political Education for College Students**

### *4.1 Paying Full Attention to the Construction and Innovation of Mobile Phone Carriers in College Ideological and Political Education*

Colleges and universities should fully raise their awareness of mobile media. Mobile media has played an irreplaceable role in the study and life of college students, affecting the formation of students' outlook on life and values. College students lack life experience and social experience, and are easily misled by the bad information in the mobile media network, which makes the three views of college students distorted and even become the object of being used by hostile elements. Therefore, colleges and universities must fully strengthen their attention to mobile media, thoroughly understand this new thing, and make it a force to promote college students' ideological and political education. First, increase investment in educators and ideological and political platforms. The speed of mobile media update is fast, colleges and universities should ensure that ideological and political educators keep up with the pace of college students, and are familiar with the various functions of mobile media, so as to ensure that they can communicate freely on the same platform. Secondly, increase the investment in the training of relevant technical personnel. Building the campus Weibo, WeChat public account, and increasing the training of technical personnel, can timely respond to problems in the use of mobile media.

#### *4.2 Play the Role of Mobile Media Construction Campus Culture Environment*

The impact of the environment on people cannot be ignored. A good campus environment plays a key role in the growth of college students. Mobile media plays a key role in mobilizing the enthusiasm of college students and enriching campus cultural activities in the construction of campus cultural environment. Actively carry out campus theme activities based on mobile media as a medium platform, which can promote the improvement of college students' creative ability and enrich campus life. Using mobile microblog and WeChat platform to enhance the introduction and promotion of advanced figures is conducive to enhancing the ideological realm of college students and enriching The spiritual life of college students; using mobile media as an aid to ideological and political education courses, mobile media can turn some boring theoretical text into vivid video and animation forms, improve the enthusiasm of college students, and become a mediator of ideological and political education courses. Colleges and universities can establish a special WeChat and Weibo platform so that college students can watch and learn in their spare time. Summing up experience in continuous exploration, making mobile media play a more powerful role in the ideological and political education of colleges and universities.

#### *4.3 College Students Should Improve Their Use of Mobile Media*

##### *(1) Improve their ideological and moral qualities and resist the bad temptation of mobile media*

Improve your mind. College students must adhere to the correct political direction, consciously resist the misleading of hostile forces in the mobile media, do not believe in the reactionary remarks in the network, and always keep a clear head and consciousness. Sticking to your own outlook on life and grasping the direction of life can improve the ability to distinguish between good and evil, identify useful information and spam in mobile media, and avoid being affected by bad information.

Strengthen ideological and moral cultivation. In the process of using mobile media, college students are responsible for their own speech, using a civilized network language, not defamating the national image, and not infringing on the overall interests for personal gain. Do not use mobile media as a tool for cheating in exams, regulate your behavior, and consciously abide by the basic ethical standards of citizens.

##### *(2) Dialectical treatment of mobile media*

In the process of using mobile media to obtain information, college students should use a dialectical view of mobile media, take the initiative to use mobile media to find useful information, and take advantage of mobile media. When choosing information, we must take the essence and go to its dregs. The right channel, the regular website browsing information, pick the content that suits you, and download the security software to intercept the spam if necessary.

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