

Original Paper

Research on the Dual Path of Enhancing the Influence and Radiation of Ideological and Political Education for Vocational College Students in the New Era from the Perspective of all Media

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Abstract

In the context of the new era, the rapid development of all media has brought new opportunities and challenges to ideological and political education for vocational college students. How to effectively enhance the influence and radiation of ideological and political education for vocational college students from a multimedia perspective has become an urgent issue facing educators. Starting from the significance of enhancing the influence and radiation of ideological and political education for vocational college students, this article analyzes the existing problems in improving the influence and radiation of ideological and political education in vocational colleges. Based on this, it proposes a specific path for dual improvement from five aspects: innovating educational content, expanding educational channels, improving educational methods, strengthening team building, and improving evaluation systems from the perspective of all media, in order to provide reference for the improvement of the quality and level of ideological and political education in vocational colleges in the new era.

Keywords

all media, Vocational colleges, Ideological and political education, effect, Radiation intensity

1. Introduction

Ideological and political education is an important component of vocational college student education, which is of great significance in helping students establish correct worldviews, outlooks on life, and values, enhance their ideological and moral qualities and legal awareness, and grow into socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. At present, modern information technology represented by the Internet, big data and artificial intelligence is changing with each passing day, various new media platforms are emerging, and social ideology and value orientation are becoming increasingly diverse, bringing unprecedented

opportunities and challenges to the ideological and political education of vocational college students. In the face of the new situation and requirements of the all media era, how to innovate work concepts, improve work methods, effectively enhance the influence and radiation of ideological and political education for vocational college students, guide students to actively accept education and consciously practice socialist core values has become an urgent issue facing ideological and political education workers at Guangda University.

2. The Importance of Enhancing the Influence and Radiance of Ideological and Political Education for Vocational College Students

2.1 Enhancing Influence is a Necessity for Improving Students' Ideological and Political Qualities

Ideological and political education is an ideological work that shoulders the important mission of guiding students with Marxism, arming their minds with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and guiding them to establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics. At present, vocational college students are in a critical period of forming and establishing their worldview, outlook on life, and values. The level of ideological and political quality directly affects whether they can grow into qualified builders and reliable successors of the cause of socialism with Chinese characteristics.

2.2 Enhancing Radiation is Necessary to Expand the Coverage of Ideological and Political Education

Higher vocational colleges have a large group of students with a wide distribution of regions, ages and majors. The traditional ideological and political education method is difficult to achieve the goal of educating all the students in the whole process. In the Internet era, the speed of information dissemination and the scope of influence are unprecedented, which brings a rare opportunity to expand the coverage of ideological and political education and enhance its radiation. On the one hand, relying on the Internet platform, ideological and political education can break through time and space constraints, and deliver ideological and political education content to every student in a timely manner through online courses, special websites, new media push and other ways, so as to improve the coverage of ideological and political education. On the other hand, the Internet has broken the barrier between teachers and students. Teachers use instant messaging tools such as QQ, WeChat, and microblog to interact with students, so that they can timely understand the students' ideological trends, carry out personalized education in a targeted manner, and truly achieve "empathy and understanding". The network is interactive and participatory. While students browse, forward, and praise the content of ideological and political education on the Internet, they also actively share and exchange ideas, and realize the forward movement of ideological and political education, which is conducive to expanding the radiation of ideological and political education.

2.3 Dual Enhancement is a Requirement to Adapt to the Demands of the all Media Era

With the rapid development of modern information technology such as the Internet, cloud computing and big data, the evolution of new media forms has accelerated, information dissemination channels

have become more diversified, and the ecology of social public opinion has undergone profound changes. The all media era has officially arrived. On the one hand, emerging media has become an important channel for college students to obtain information and exchange ideas. Relevant data shows that contemporary college students spend an average of more than 3 hours a day using the Internet. 90% of college students have smart phones. Social media such as microblog, WeChat, and post bar are popular with students. Media convergence has become an irresistible trend of the times. On the other hand, the western hostile forces have stepped up their network penetration into China, attempting to spread erroneous ideas through new media platforms, shaking the ideological foundation of China. Students are relatively weak in discrimination, and are more likely to become the audience of erroneous ideas. This requires us to adapt to the development of the times, actively occupy new media platforms, and actively cultivate and practice socialist core values on the Internet.

3. Problems in Enhancing the Influence and Radiance of Ideological and Political Education for Vocational College Students

3.1 Insufficient Innovation in Ideological and Political Education Content, and the Attractiveness Needs to be Improved

Throughout the years, the content of ideological and political education in vocational colleges has been relatively single and abstract, with problems such as emphasis on theory over practice, emphasis on indoctrination over interaction, and difficulty in adapting to the needs of students in the new era. Its attractiveness and infectiousness are not strong. The content of ideological and political education is detached from the actual situation of students, lacking timeliness and pertinence. Some teachers are satisfied with simply reciting the textbook, listing concepts and principles, and lacking consideration for students' professional characteristics and interests. The educational content is hollow and boring, making it difficult to resonate with students' emotions. The content of ideological and political education is not updated in a timely manner, lacking persuasiveness and attractiveness. With the development of society and the progress of the times, students' cognitive level and focus have also changed accordingly. However, some teachers' teaching content has remained unchanged for several years, with outdated cases and outdated hot topics. They have failed to timely absorb cutting-edge theoretical achievements to illustrate problems, making it difficult to respond to students' confusion, and students' interest in class is not high. The design of teaching content lacks systematicity, and there is a serious phenomenon of fragmentation. Many teachers have inaccurate grasp of the learning situation, and the teaching design is highly arbitrary. The knowledge points are loose and fragmented, and the logic before and after is not coherent. Students listen to lectures like they listen to a "heavenly book", making it difficult for them to form a comprehensive understanding and recognition of ideological and political education content.

3.2 The Single Method of Ideological and Political Education Makes it Difficult to Expand Its Influence

Looking at the development of ideological and political education in vocational colleges, it is not

difficult to find that due to traditional concepts and educational conditions, many schools still rely mainly on classroom lectures for ideological and political education, lacking innovative measures that keep up with the times, making it difficult to attract students to participate widely, and affecting the expansion of the coverage and influence of ideological and political education. Specifically, there is a lack of interactive communication in ideological and political classrooms, and some teachers still follow the preaching method of "filling the room", ignoring the communication and interaction between teachers and students. The classroom atmosphere is dull, and students' listening state is poor, which leads to resistance to ideological and political courses and affects the effectiveness of education. The targeted ideological and political education practice activities are not strong, and some schools lack ideological and political education elements in their campus cultural activities, which are disconnected from the ideological and political classroom and fail to form a synergistic effect. Some schools focus on superficial experience and insights in off campus practice, and the practice has become "practiced", affecting the effectiveness of education.

3.3 The Professionalization Level of the Ideological and Political Education Team is not High, and the Radiation is Limited

A high-quality and specialized ideological and political education team is the backbone of carrying out ideological and political education work in universities, and the fundamental guarantee for ensuring the quality of education. However, from the current situation of the construction of ideological and political education teams in vocational colleges, there are still certain shortcomings that restrict the improvement of the radiation of ideological and political education. The initiative of professional course teachers to participate in ideological and political education is not high. Many teachers believe that ideological and political education is the "responsibility" of ideological and political course teachers, and they separate ideological and political education from professional teaching, failing to fully explore the ideological and political elements in professional courses and play the role of "second classroom" in ideological and political education.

3.4 The Evaluation Mechanism for Ideological and Political Education is not Perfect, and Its Guiding Role is not Fully Utilized

A scientifically sound evaluation mechanism for ideological and political education is the "baton" that leads the direction of educational development and improves the quality of talent cultivation. However, currently, there are still some issues worth reflecting on in the evaluation of ideological and political education in vocational colleges, which weaken the incentive and guiding role of evaluation. The evaluation subject is single and the evaluation perspective is not comprehensive. Teacher evaluation is currently the main way of evaluating ideological and political education, and students have fewer opportunities to participate in evaluation. The subject status of self-evaluation and peer evaluation has not been reflected, which can easily lead to one-sided evaluation results. The evaluation content and indicators are not scientific, with more qualitative evaluations and less quantitative evaluations, focusing on the effectiveness of ideological and political classroom teaching, neglecting students'

extracurricular performance, and failing to objectively and comprehensively evaluate the true situation of students' ideological and moral character.

4. The Path to Enhance the Influence and Radiation of Ideological and Political Education for Vocational College Students from the Perspective of all Media

4.1 Innovate Educational Content, Enhance the Attractiveness and Infectiousness of Ideological and Political Education

Content is the cornerstone of enhancing the influence of ideological and political education. It is necessary to fully utilize all media technology, continuously innovate ideological and political education content, and enhance the attractiveness and infectiousness of ideological and political education to students. We must adhere to the principle that content is king, tell good stories of ideological and political education, base ourselves on the reality of students, take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the main line of ideological and political education, carefully select educational materials that reflect the main theme of the times and closely follow the needs of students, tell good stories of the Communist Party of China, Marxism, reform and opening up, and socialism with Chinese characteristics for a new era, use a language system that students enjoy to explain advanced theories, and guide students to establish correct worldviews, outlooks on life, and values. We must adhere to interactive innovation, enrich the forms of ideological and political education, use new media technologies such as H5, micro videos, VR, AR, etc., develop and design ideological and political education products that young students are willing to accept, innovate and launch immersive experience, interactive exploration and other teaching modes to meet students' personalized and diversified learning needs. For example, we will develop a campus network course ideological and political education column, produce themed H5 party courses such as "Youth Practice Handbook", and carry out online themed group courses such as "Youth Learning" to stimulate students' enthusiasm for participation.

4.2 Expand Educational Channels, Broaden the Coverage and Radiation of Ideological and Political Education

Channel is the key to expand the coverage of ideological and political education and enhance its influence. We should actively follow the development trend of "Internet plus", integrate media resources inside and outside the school, innovate and build a platform for all media sports people, and open up the "last mile" of ideological and political education. We need to establish and make good use of the "Study Strong Country" learning platform, organize and mobilize teachers and students to actively participate in the "Study Strong Country" platform learning, set up a special column for ideological and political education in our school, timely push the latest important speeches of General Secretary Xi Jinping, domestic and foreign current affairs and politics, micro courses of ideological and political teachers and other high-quality learning content, and achieve the sharing of high-quality educational resources. We should make good use of new media and new technologies, and make use of

new media platforms such as WeChat, Weibo, Tiktok to produce ideological and political audio and video products such as WeChat Party courses, WeChat group courses, and open classes; Open the school's official WeChat official account and official microblog to timely release authoritative information and disseminate mainstream values; Establish a team of online promoters to guide students to actively create and promote positive online cultural works. To optimize and enhance traditional media, we need to run good traditional main platforms such as school newspapers, broadcasts, and promotional windows, and open up ideological and political education sections and columns; Innovate campus ideological and political cultural products, hold micro film competitions, public service advertising creative competitions, etc., and spread socialist core values. We should promote the development of media integration, promote the deep integration of traditional media and emerging media in content, channels, platforms, operations, management, etc., and achieve resource integration and complementary advantages. For example, we should open online ideological and political classes relying on campus networks and WeChat official account, and use campus radio and microblog to carry out ideological and political knowledge contests, so as to promote the ideological and political education into the mind .

4.3 Improving Educational Methods to Enhance the Pertinence and Effectiveness of Ideological and Political Education

The method is a powerful tool to enhance the infectivity and influence of ideological and political education. It is necessary to follow the laws of ideological and political education and new media communication, innovate educational and teaching methods, and enhance the timeliness and effectiveness of ideological and political education. Adhere to the combination of theory and practice, timely transform the innovative theoretical achievements of the Party into the teaching content of ideological and political education, carry out various forms of educational and teaching activities, guide students to apply what they have learned and integrate knowledge with practice, such as conducting discussions on social hot topics, commenting on major current affairs news, etc., help students correctly understand the domestic and international situation, and improve their ability to analyze and solve problems. Adhere to the combination of online and offline teaching, utilizing online teaching models such as MOOCs and micro courses to provide students with opportunities for on-demand learning anytime, anywhere; Through offline interactive exchanges such as themed class meetings and peer education, we aim to cultivate students' patriotism, coordinate in class teaching and extracurricular practice, and promote the integration of ideological and political education into their minds and hearts. Adhere to the combination of explicit education and implicit education, fully tap into the ideological and political education resources contained in the campus environment, campus network, and campus culture, carry out subtle and silent education, such as hanging slogans and proverbs on the main roads, canteens, and dormitories of the campus, opening up online communication forums for students, holding activities to bring elegant art into the campus, and cultivating civilized trends in a subtle way.

4.4 Strengthen Team Building and Create a Talent Team for Ideological and Political Education that Integrates General and Specialized Education

The team is a key force in ensuring the improvement of the influence and radiation of ideological and political education. We should build a high-quality ideological and political education team that is politically strong, deeply emotional, innovative in thinking, has a broad vision, strict in self-discipline, and has a positive personality, in accordance with the "Four Haves" good teacher standards. Strengthen teachers' party spirit cultivation, adhere to putting political standards first, include ideological and political course teachers, counselors, and class teachers in the key scope of school party member development and teacher recruitment, regularly carry out ideal and belief education and political theory learning, and continuously improve teachers' political literacy. Enhance teachers' professional abilities, implement the "Quality Improvement Project" for ideological and political education teachers, broaden teachers' horizons, update educational concepts, master information technology, and improve the level of education and teaching through various methods such as centralized training, exchange and discussion, and participation in high-level academic conferences. Strengthen teachers' practical training, encourage and support them to go deep into the grassroots and the masses, participate in social practice, and hone their party spirit consciousness and cultivate people's feelings in practice.

4.5 Establish a Sound Evaluation System and Build a Scientific and Comprehensive Evaluation Mechanism for Ideological and Political Education

Evaluation is the compass and booster of ideological and political education reform and innovation. It is necessary to explore and construct an evaluation system that conforms to the characteristics and laws of ideological and political education in accordance with the requirements of the Party Central Committee, and fully play the guiding, motivating, and diagnostic functions of evaluation. Improve the evaluation subject, establish a multi-dimensional and comprehensive evaluation mechanism mainly based on the evaluation of ideological and political course teachers, including student self-evaluation, student peer evaluation, teaching supervision evaluation, parent evaluation, social evaluation, etc., and promote the objectivity and fairness of evaluation. Improve the evaluation content, focus on the goals of ideological and political education, design evaluation indicators from the aspects of political quality, moral quality, legal awareness, psychological health, etc., and focus on examining the degree of internalization of students' ideals and beliefs, patriotism, and rule awareness, striving to enhance the pertinence of ideological and political education. Innovative evaluation methods, combining qualitative and quantitative, self-evaluation and peer evaluation, introducing real evaluation and process evaluation, focusing on evaluating students' performance and progress in practice, paying attention to the difficulties and problems students face in learning and development, and promoting the continuity and guidance of evaluation.

5. Conclusion

The era of all media not only provides a broad stage for ideological and political education for vocational college students, but also puts forward new and higher requirements for the ability and level of ideological and political education. Faced with opportunities and challenges, vocational colleges should take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as guidance, focus on the fundamental task of cultivating morality and talents, and strive to enhance the attractiveness, infectiousness, coverage, and radiation of ideological and political education, continuously enhancing its affinity, pertinence, and effectiveness.

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