

# The Role of New Media Technology in the Innovation of Ideological and Political Education in Colleges and Universities

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**Abstract:** The 21st century is an era of rapid development of new media and new technology. How to make good use of new media and new technology to innovate the ideological and political work in colleges and universities, so as to enhance the sense of the times and enhance the appeal to college students is a huge problem faced by the ideological and political work in colleges and universities. At the same time, it has a great influence on the establishment of ideological and political education for all staff, all directions and the whole process, and realizes the comprehensive integration of reality and virtual education environment. Relying on new media technology, ideological and political education in colleges and universities should start from the macro level, establish an educational mechanism in which the other party participates, and gradually strengthen the professional information literacy of ideological and political teachers and the sense of participation of students in ideological and political learning.

**Keywords:** New Media Technology; Ideological and Political Education

## 1. INTRODUCTION

Relying on the development of new media and new technology, "flipped classroom" teaching has become popular in colleges and universities. Students can use new media and new technology platforms to learn subject knowledge at their own pace, and the decision of learning is made by students rather than teachers. And the latest social events will be published on the public information page, so that this information can be shared with students to the maximum extent. Students and teachers express their own views and opinions through interaction and communication on social platforms, while teachers provide correct ideological guidance for students' different views and opinions in the shortest time.

It can also combine online education with offline education. While the advantages of new media technology are effectively brought into play, it can also make the teaching channels of ideological and political education in colleges and universities more diversified, facilitate the communication between ideological and political teachers and students, and promote the quality of ideological and political education.

The university WeChat official account covers current political news, school teaching and research trends, life services, teachers and students' stories, hot topic discussions, etc. It is rich and colorful. Taking campus life as the starting point, relying on fresh campus stories, original high-quality content and efficient life services, it has become an important carrier for universities to spread campus information and promote socialist core values. In the past traditional education, the ideological and political workers in colleges and universities sometimes separated from the Internet and other new media platforms. They were limited to solving problems in the new media and new technology era with traditional thinking, and did not conform to the trend of the new media and new technology era, which often led to poor teaching results.

Professional course scores of the two groups of students is shown in Figure 1.

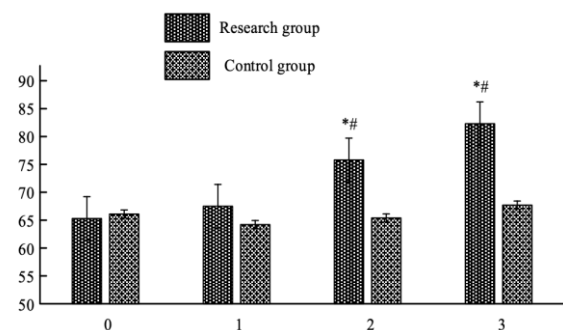


Figure. 1 Professional course scores of the two groups of students

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Application of New Media Technology in Ideological and Political Education

In the new media and new technology era, the content of information is more diversified and complex, and the resources are open and shared, which makes the ideological and political workers in colleges and universities change their thinking, and at the same time, promote the optimization of the content and structure of ideological and political work in colleges and universities, corresponding to the new media and new technology era.

At present, the public opinion environment on the Internet in China is not optimistic, negative discourse information prevails, and the discourse power game of mainstream media, we media and other forces is increasing, which seriously affects the stability of the ideological and political ideology on the Internet.

(1) Students are the main group in the network age. The virtual environment gives them ample space to show their individuality and self-development, and then gradually changes the discourse system of traditional college students.

(2) Diversification, democratization and personalization have become the discourse characteristics of college students in the network age.

(3) They pay more attention to their own experience and feelings. Ideological and political education has been developing for many years in higher education, It is an indispensable part of higher education, and has also summarized some teaching methods. Classroom teaching is the main form of education, with special lectures and social practice as the auxiliary.

## 2.2 Thoughts on Strengthening the Ideological and Political Education Function of WeChat official account in Colleges and Universities

However, with the rapid development of information technology, new media technology is very popular among college students, which makes traditional ideological and political education methods difficult to meet the actual development requirements of college students. Ideological and political teachers should innovate existing teaching methods based on new media technology. Unlike microblog, which gradually expands and intersects around a certain node, WeChat official account uses the one to many push communication mode of information between operators and subscribers. Only through the spontaneous sharing of information by subscribers can a wider range of diffusion be achieved. Under the background of the new media and new technology era, the traditional carrier of ideological and political work in colleges and universities has been greatly impacted. Due to the diversification of carriers and platforms brought about by new media and new technologies, the single form of teacher classroom education has changed, and the influence of teacher education has decreased.

Starting from optimizing students' discourse experience, adhering to the open concept, we will discover and guide college students' new ideas and propositions, constantly absorb opinions, update content, and improve the service cohesion, education compatibility and application influence of ideological and political education under the new background of new media technology application. The learning resources on the education platform are rich and new, so that college students can learn ideological and political knowledge anytime and anywhere after class. Under the new media technology environment, college students' learning consciousness will gradually change, and they will no longer treat ideological and political education with dull ideas, which is conducive to gradually improving the initiative of college students to participate in ideological and political education. The realization of the value of ideological and political education of WeChat official account in colleges and universities is affected by many factors, such as topic selection planning, title design, push content, language style, etc. The operation team needs to have multidisciplinary knowledge background, such as communication, design, ideological and political education.

## 3. CONCLUSION

Based on the innovative design concept of participation, understanding, inspiration, learning and touch, we have strengthened the research, development and application of new media technology, cooperated with the application skills and rules of media in new media technology, and put forward innovative education models. Strengthen the training of teachers' new media literacy and strengthen the humanistic care of ideological and political education in colleges and universities. In the near future, new media technology can be further developed, which will also have more beneficial effects on ideological and political education in colleges and universities, and promote the quality of ideological and political education.

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