

Analysis of the Promotion Value of New Media on Ideological and Political Education in Colleges: A Sample Study

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Abstract: Analysis of the promotion value of new media on ideological and political education in colleges: a sample study is provided in this paper. New media teaching has quietly become a hot research field, and ideological and political education in colleges and universities is no exception. From the perspective of new media, innovate and optimize the teaching platform of ideological and political courses, tap the ideological and political elements in new media, and use new media forms to promote ideological leadership, so that thinking can break the ice and lead ideological and political education to break through. This paper gives the new suggestions to promote and improve the traditional methods.

Keywords: Ideological and political education; promotion value; new media; general analysis; education in colleges

1. INTRODUCTION

New media is the very important vehicle for the information dissemination and discourse communication at the current stage. It is a new type of technology that can effectively bring people and and the distance between people and things. New media has changed the way of information dissemination in modern society. Its core openness, massiveness, interactivity, virtuality and some other characteristics provide favorable conditions for the development of ideological and political courses in colleges and universities in the new era.

The application and popularization of new media technology has greatly reduced the cost of information acquisition for college students, making college students more susceptible to the influence of the foreign ideas and cultures. When college students lack self-control and a firm stand, they are prone to misperceptions induced by foreign ideas as well as forming the wrong values. For ideological and political education in colleges and universities, new media technology is a "double-edged sword". Although it has aggravated the situation of the ideological and political education in colleges and universities. In the following sections, the details of the new media and the guiding ideas to the ideological and political education in the colleges will be also integrated.

2. THE NOVEL IDEAS

2.1 The Promotion Value of New Media

Compared with previous information dissemination methods, the new media information dissemination, the former breaks through the limitations of space and time, and shows obvious openness. At the same time, the dissemination of new media information does not set a fixed dissemination target, anyone can obtain information through general relevant means. The popularization of new media technology provides information support for the ideological and political and scientific research work of colleges and universities. With the support of new media technology, the cost of the information acquisition for educators in modern colleges and universities has also been significantly reduced. They can collect massive amounts of information from network media anytime, anywhere, and retrieve the information they need in the huge information

database to then provide information support for education and scientific research, promote the ideological and political education and improve the efficiency of scientific research.

Language is the medium of thought dissemination, making good use of teaching language can have a multiplier effect on the teaching of ideological and political courses. With the deep integration of new media and people's life and study, new media applications are rapidly infiltrating among college students who are the Internet generation. New media technology is the carrier of ideological and political education, which can assist and promote the improvement of the effect of ideological and political education.

The use of new media technology is not the purpose, but a teaching method to improve the effectiveness of teaching. At present, new media has become an accompanying tool for college students' study and daily life. Taking the opportunity of ideological and political education in the colleges and universities, new media will be used to build a new learning platform, that empower ideological and political education innovation, and make ideological and political theoretical knowledge "new and innovative". Go deep, take heart", need to find a good point of effort, increase attention and screening power. In the face of many changes in the form and content of students' learning in the new media era, the media literacy of teachers of ideological and political courses in colleges and universities has then become a key part of their professional literacy. Media literacy refers to the integration of media knowledge, media skills, and media attitudes in response to the development of the new media era. Hence, the usage of the media technology will be essential for the education.

2.2 The ideological and political education Suggestions

The innovation of higher vocational ideological and political education based on new media must always adhere to the principle of the most appropriate use of the technical means. Educators should scientifically design the content and mode of ideological and political teaching according to the current severe employment situation and the pressure of students' learning and employment, so as to enhance the reality of the

education. For the better education, we should focus the listed aspects.

(1) In colleges and universities, the ideological and political education teachers and counselors are often responsible for the task of ideological and political education. In the current era of the new media, educational personnel in colleges and universities should innovate the content of ideological and political education in colleges and universities, and also help students establish the correct three views.

(2) Use ideological and political education as a medium to build a bridge between classroom and society. The society should be regarded as the second classroom of ideological and political education, relying on the complex and changeable real environment to enhance students' willpower and ability to resist pressure.

(3) The function of education needs to be timely expanded according to the development trend of the times to ensure the function and advantages of the education should be truly nurturing and guide students to become ideal, goal-oriented and The new generation of talents with high moral character and cultural confidence.

(4) The online and the offline integrated teaching mode is welcomed by more and more teachers and students. Online teaching breaks through the limitations of time and space, and has advantages that offline teaching does not have, such as more convenient, richer information, and students can choose independently, etc.

Through new media technology, it has greatly changed the situation of slow speed, long cycle, and low efficiency of traditional ideological and political work. With the help of the immediacy of new media information dissemination, it can not only spread the party and the country's line guidelines and policies comprehensively and quickly and correct ideas and theories can also improve the quality of education in an all-round way. Furthermore, the construction of the new media communication platform makes it unnecessary for students to receive education in the specified place within the specified time in the traditional way, and the multilateral interactive remote information exchange improves the participation of the students.

3. CONCLUSION

Analysis of the promotion value of new media on ideological and political education in colleges: a sample study is provided in this paper. The rapid development of new media coupled with the advantages of the convenience, speed, and massive information make it favored by more and more young college students. The extremely high utilization rate of new media among college students provides a rare opportunity for moral education in the colleges and universities. The multilateral interactive remote information exchange improves the participation of the students. In the future, we will consider the applications.

4. REFERENCES

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