

# Research on the Innovation of Ideological and Political Education in Higher Vocational Colleges under the New Media Environment

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**Abstract:** The development of information technology has promoted the profound changes in the state of the media, and the new media has brought opportunities and challenges to the ideological and political education of students in higher vocational colleges. Based on this, the ideological and political educators of students in higher vocational colleges must innovate their work ideas, make full use of the information and technological advantages of new media, focus on the actual situation of students, adhere to the guiding position of Marxism, and explore the ideological and political education in higher vocational colleges based on new media. New ways and new methods of work can better deliver applied talents to the society, so that students in higher vocational colleges can go further in their careers after entering the workplace.

**Keywords:** Ideological and Political Education, Higher Vocational Colleges, New Media

## 1. INTRODUCTION

With the rapid development of information technology, new media such as Weibo, WeChat, and short videos continue to emerge and widely penetrate all aspects of social life. Compared with traditional media, new media has the characteristics of large amount of information, strong interaction, and high autonomy. This non-linear communication tool is extremely attractive to vocational students who like to seek changes and pursue individual independence, making their thoughts and behaviors quietly change in the interaction with new media. The new situation calls for new changes. The ideological and political education work of students in higher vocational colleges must respond to the changes and challenges brought about by the wide application of new media, based on the actual situation of students, and constantly innovate working ideas, so that new media can become a tool for improving the affinity and effectiveness of ideological and political education. The power of sex. Due to the virtual nature of new media, it is difficult to control the process of information transmission and the content of dissemination, so that the work of ideological and political education is facing a state of disorder.

Similarly, the process of dissemination of information by new media is not restricted by the country, nation, or region. The content conveyed is uneven, and various cultures and values are spread in various spaces with new media as the carrier. In the process, some western values and cultural thoughts that are contrary to my country's mainstream ideology may erode the current vocational college students. There are different opinions on the information on the Internet, which brings certain difficulties to the education of ideological and political workers in higher vocational colleges. The ideological and political educators in these higher vocational colleges do not know how to carry out effective ideological and political education for students, because the information is too fragmented and cannot be integrated, and it is impossible to carry out systematic education for students and help students establish correct thought values and ethics. Teachers should also strengthen the cultivation of their professional skills to ensure that education can be carried out in accordance with

relevant requirements. Teachers must improve their teaching management capabilities. Relevant leaders and staff should also strengthen the training of teachers' professional skills and arrange professional Training institutions and related policies, so that teachers can be significantly improved in training and make up for the shortcomings in their own teaching work.

Teachers still need to be assessed in the actual teaching. Teachers who do not meet the qualified standards should take further targeted measures to improve the management level and professional skills of teachers. New media carries rich information, fast update speed, and strong interaction, which makes it more acceptable and recognized by students than the traditional one-way offline communication mode. Faced with this situation, the ideological and political education work of students in higher vocational colleges must conform to the trend of the times with the rapid development of new media, realize their own "new media", obtain more powerful resources and technical support through new media, and realize the optimization and improvement of the traditional education carrier will spread and infiltrate more ideological and political education knowledge, theories, activities and other content with the help of new media, effectively transform the monotonous and boring education methods, and enhance the pertinence, coverage and penetration of education. In the process of traditional ideological and political education, due to the limitations of various factors, the only way to educate students is through newspapers and textbooks.

The teaching form is relatively single, and it is also affected by the teaching level of the ideological and political educators themselves. This teaching mode has not met the needs of today's teaching. The development of new media has broken the time and space limit of information transmission. Teachers can make full use of the advantages of new media in the teaching process, collect rich network resources for students, and make information teaching content based on the Internet, so that students can better arrange their own the study time is used to study, to improve the teaching quality and teaching effect. Teachers want to use new media technology to carry out ideological and political education for students. This method can be implemented, but it cannot be "sheep-herding

teaching". Even if learning and education are carried out on the Internet, management should be strengthened. As mentioned earlier, teachers can build a "new media ideological and political education platform" and record the number of times students' study on the platform.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Real Opportunity Brought by New Media to the Ideological and Political Education of Vocational College Students

Learning can be irregular. Students can study on the platform if they have time, but the number of studies must be sufficient. Finally, the number of studies and the duration of the study will be included in the grades. This not only ensures the freedom of students' learning, but also effectively supervises and manages students' learning levels. Teachers can also understand students' problems and doubts on the platform and explain them in a unified manner. This also improves learning efficiency and is easy for students to accept. Relevant management personnel should pay attention to and strengthen the construction of the current higher vocational college campus network, because Internet technology has been widely used in various fields of society, and by paying attention to and strengthening the construction scale and progress of the campus network, not only can the Internet technology be fully utilized, but also enhance students' enthusiasm for learning.

For example, in actual teaching, teachers should design targeted network assignments for students through the campus network, and can also use WeChat, QQ, etc. to send some political-related knowledge points to students. The rapid development of new media has become an important battlefield for various information, viewpoints, theories, and ideological struggles. Due to their strong autonomy, freedom, and uncertainty, coupled with the tendency of consumerism driven by interests, it is difficult for higher vocational students with relatively lack of social experience and weak ability to distinguish right from wrong to effectively identify massive amounts of information. Get caught up in false, invalid information. This not only seriously affects learning, but also may be gradually influenced by erroneous views such as money worship, hedonism, and utilitarianism, which will have a negative impact on ideas and concepts, resulting in loss of life direction. The Propaganda Department, Party Committee, and academic affairs office of higher vocational colleges must open campus microblogs. Comprehensive quality management personnel conduct ideological and political education and publicity on campus microblogs. According to the laws of physical and mental development of students in higher vocational colleges, they upload educational videos, educational pictures and audio materials make it better to guide students' daily behavior norms. Ideological and political education is highly theoretical, and most of the textbooks contain large sections of theoretical knowledge, which require students to memorize them by rote. There is no innovation in the teaching methods of teachers, and they follow the scriptures without any new ideas.

The enthusiasm of the students in class is not high, and they are not interested in ideological and political courses. They are listless, and the classroom atmosphere is often dead. In fact, for this situation, teachers can appropriately change and innovate teaching methods according to the actual situation. They can use new media technology to conduct ideological and political education to students in the form of video, audio, and pictures, and they don't have to be confined to books. It is also possible to organize some activities on ideological and

political education, so that students can participate and experience it for themselves. In this way, the teaching effect may be better than indulging in book education, and students can accept and like it more. It should be noted that administrators should grasp and understand the individual needs of students, do a good job in targeted teaching, and improve the participation of students themselves. To ensure and promote the integration of students into the actual learning atmosphere, the relevant management personnel of higher vocational colleges must also build a comprehensive website for students, providing students with many learning resources. Students' own learning characteristics and learning ability, through the establishment of a campus network, can reduce the teaching pressure of teachers to the greatest extent and improve students' self-learning ability.

### 2.2 The Method of Using New Media to Ideological and Political Education of Higher Vocational Students

Some students in higher vocational colleges have poor self-management ability and strong rebellious psychology. The traditional ideological and political education model has a strong color of indoctrination. With the increasing application of new media, it often results in students' low degree of recognition and participation, and fewer opportunities for self-display, which is not conducive to highlighting the effect of educating people. Faced with this situation, higher vocational colleges should adhere to the life-oriented and strive to build a "three comprehensive education" system.

The first is to promote all educational subjects to work in the same direction. In the teaching process, teachers should thoroughly implement the professional ethics concept of lifelong learning, and constantly optimize their own teaching methods, so that students are more willing to study driven by their interests. In the context of the new media era, teachers should master practical skills in using computer software, use the Internet to collect audio and video related to teaching topics, and produce vivid and contemporary educational materials for students, so that new media can play an important role in ideological and political education. play to its strengths.

The characteristic of teaching students in accordance with their aptitude is "don't put all eggs in the same basket". Educating students according to their personality and strengths is a classic teaching method with a strong scientific nature. Students in higher vocational colleges often have very different personalities. Many students have developed some bad habits because of browsing bad information on the web; some students are relatively well-behaved and have no bad behaviors.

Therefore, teachers should carry out different education according to students with different spiritual ideology and morality, when building the campus network of higher vocational colleges, we should also pay attention to the overall quality of the construction. For example, to meet the learning needs of students for self-study, the administrators of the college can build a variety of websites for students. The construction of such a variety of websites Mainly use new media technology as the main medium, and then carry out educational work for students. The construction of this kind of campus network can not only innovate educational work, but also significantly improve students' learning efficiency.

### 3. CONCLUSION

In the era of new media, ideological and political educators in higher vocational colleges must seize the opportunity, constantly innovate their work ideas, use the advantages of new media, improve students' ability to effectively collect, analyze and dispose of ideas, information and theories, and integrate new media. Effectively integrate with the ideological and political education work of students in higher vocational colleges, fully demonstrate the interaction, nature and autonomy of the work, actively and comprehensively learn new media technology and new media operation knowledge, in order to better understand higher vocational colleges. Students implement ideological and political education to improve the effect of ideological and political education and the political and ideological awareness of higher vocational students.

### 4. REFERENCES

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