

Research on the Reform and Innovation of Ideological and Political Education in Colleges and Universities under the All-media Environment

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Abstract: In the era of all media, colleges and universities must pay attention to the ideological and political education of students, guide students to establish correct three views, and make ideological preparations for students to enter the society and realize the value of life in the future. However, how to carry out the work of ideological and political construction in colleges and universities in the era of all media, and how to use the Internet to do a good job in the "third classroom" of students' ideological and political teaching has become a difficult problem for ideological and political teachers in major colleges and universities. This paper analyzes the concept and characteristics of all media and combines the influence of all media background on the reform of ideological and political education in colleges and universities, and studies the innovative path of ideological and political education reform in colleges and universities under the background of all media.

Keywords: Reform and Innovation, Ideological and Political Education, All-media Environment

1. INTRODUCTION

The advent of the all-media era has given everyone the opportunity to speak out, which is undoubtedly beneficial to social development and civilization progress. In particular, the development of self-media has made the channels for people to obtain knowledge and information more diversified. Compared with the single way of obtaining information in the past, this is undoubtedly an improvement, and it is also an important manifestation of the openness of the all-media era. However, everything has two sides. It is precisely because of this openness that it poses a huge hidden danger to the development of socially advantaged teenagers. Omni media has the following four characteristics and uses its own characteristics to exert its value. First, all media achieves maximum information flow integration.

The existing Internet has been updated to 5G. In addition, there are various technical support platforms such as WAP, GSM, CDMA, GPRS and streaming media technology. The communication tools are rich and diverse. In addition to traditional newspapers and magazines, there are also Internet, telecommunications, carrier tools such as satellite communication are the masters of information flow. Second, all media is compatible with traditional media. Omni media improves and innovates traditional media, integrates, and uses diversified media expressions, pays attention to the single form in traditional media, and realizes the "fullness" in "full" media. Reasonable use of modern network information technology for ideological and political education can actively build the "third classroom" of ideological and political education in colleges and universities.

The first classroom of teaching refers to classroom teaching, that is, college teachers reasonably set classroom teaching content and organize teaching activities according to the teaching syllabus and teaching materials. The first classroom of ideological and political teaching refers to the teaching of ideological and political courses. It is the most intuitive means

for political teachers to contact college students and teach college students. The second classroom refers to campus culture, school atmosphere, etc. Simply put, it can be considered as everything outside the teaching classroom that is conducive to cultivating students' ideological literacy and improving students' practical ability. The vast number of educators, especially the teaching staff in colleges and universities, undoubtedly provides great convenience and opportunities.

The era of omni-media has promoted the renewal of people's ideas and concepts, so that people's educational and teaching concepts are no longer trapped in the classroom but adopt omni-media teaching. The arrival of the MOOC era also confirms this point. Although the all-media era has brought great convenience to educators, the cognitive rules of students, the internal logic of majors and courses, etc., are the core content and will never change. The internal laws of ideological and political education are even more different. will change. Therefore, colleges and universities in our country should actively carry out the reform and innovation of ideological and political education, shape the healthy psychology of college students, and establish correct values, world outlook, and outlook on life. Second, it is conducive to creating a harmonious society of socialism with Chinese characteristics. Our country takes the rejuvenation of the Chinese nation as its historical task, and the construction of a harmonious society requires the joint efforts of all people. College students are a high-quality talent team and the main force in building a harmonious society. Therefore, colleges and universities should strengthen the reform and innovation of ideological and political education, continuously improve the ideological awareness of contemporary college students, help college students correctly understand a harmonious society, and use the improvement of personal political literacy to promote the improvement of the ideological and political literacy of the whole society.

2. THE PROPOSED METHODOLOGY

2.1 New Requirements for Ideological and Political Education in Colleges and Universities

In recent years, the use of computer and mobile Internet technology has become more and more extensive, and the society's requirements for talents have become higher and higher. It is required that talents not only have corresponding professional skills, but also have a high ideological and moral level. In this regard, the tasks of ideological and political teachers in colleges and universities are relatively heavy. For the teaching of ideological and political teachers in colleges and universities to really help students improve their ideological and moral cultivation, ideological and political teachers in colleges and universities must innovate teaching methods.

Under the background of the all-media era, the importance of ideological and political education in colleges and universities is becoming more and more prominent, and the problems that arise are also more prominent. The main problems are manifested in three aspects: first, the content is outdated. With the development of the times, the content and requirements of ideological and political education corresponding changes have also taken place, especially in the new era, when the National Conference on Ideological and Political Work in Colleges and Universities was held, many new conclusions were put forward, and higher requirements were put forward for ideological and political educators in colleges and universities. However, some places still use textbooks from many years ago, and the teaching content cannot meet the requirements of the all-media era under the current new situation. The second is that the method is simple. The advent of the all-media era has provided new conditions and requirements for teaching methods and methods. Omni-media provides opportunities for the reform and development of the current education system reform in my country and provides innovative ways for the educational concepts of ideological and political teachers in colleges and universities.

In the current holistic education reform, colleges and universities should combine the information characteristics of all media, adopt high-quality teaching methods, and establish dynamic classroom concept innovation. The reform and innovation of ideological and political education should start with innovating the educational concept of ideological and political teachers. By exploring the source of all-media information, we can efficiently create the concept of ideological and political education and promote the reform of ideological and political education through the application of all-media in education management. Teachers should combine specific ideological and political classrooms, give full play to the advantages of all media, constantly innovate classroom education concepts, improve, and update the teaching thinking of ideological and political teachers, to achieve overall educational reform and innovation. In the era of all media, college ideological and political teachers and college leaders need to pay attention to the development of the network and pay attention to network teaching. Today's era is an era of networking and informatization. Students' ideas have also undergone major changes, and their thinking has been updated. At the same time, information transmission in this era is faster, and various thoughts contained in information all will have a certain impact on students, and these impacts are not all positive and positive, and the values contained in some information even run counter to the mainstream ideology of

our country. Students are unable to distinguish right from wrong and are even influenced by these trends of thought. If a worker wants to do a good job, he must first sharpen his tools.

2.2 The Influence of All Media Background on the Reform and Innovation of Ideological and Political Education in Colleges and Universities

With the advent of the all-media era, if the ideological and political education work wants to be innovative, it is necessary to master certain technologies to achieve breakthroughs and innovations. First, we must strengthen learning and training. We must consider training work in a very important position. From teachers to students, we must pay attention to training and learning, and realize the importance of learning from the depths of our minds and realize the harm of not learning. To ensure the smooth development of training and learning work. Secondly, we must strengthen technological innovation. Technology is always improving. If you want to improve the level of ideological and political education, you must adhere to a high starting point and strict requirements. Changes should be regarded as the norm and constantly adapt to changing technological innovations.

The innovation of teaching content is an inevitable choice in the all-media era, and it is also the core and focus of educational reform and innovation. With the gradual development of the "global village" and the continuous progress of my country's social science and technology, ideological and political teachers in colleges and universities should follow the development trend of the times and use all-media information to enrich teaching content to expand students' ideological and political horizons. For example, in the reform of ideological and political education in colleges and universities, the "Four Faith" education is carried out, that is, under the background of all media, the reform of ideological and political education in colleges and universities should strengthen students' trust in the party and the government, confidence in the development of enterprises, and credibility in society, referred to as "Four Faith" education consolidates students' recognition of China's excellent traditional culture. Second, the educational function of the new media platform must be strengthened.

Colleges and universities need to improve and innovate the original new media teaching methods, actively change the network management strategy, and build a "third classroom" based on this, so that it can play its original educational function and allow students to learn more in the third classroom. More ideological and political knowledge, and correctly establish the three outlooks. The advent of the all-media era has brought about a variety of new changes in the work of ideological and political education. The innovation of the ideological and political education model must start from the following aspects: first, we must adhere to the principles and the bottom line. convenience, but there are also many negative factors that will have a negative impact on college students. The premise of system innovation is to adhere to the principle of ideology and adhere to positive energy. Colleges and universities should use social hot spots and current political news to broaden the channels for teachers to understand current political information and emphasize the importance of compound teaching staff.

As an important way to improve the quality of teachers during induction training and on-the-job training, colleges and

universities should provide sufficient funds for teacher training and provide material guarantee for the establishment of high-quality ideological and political teachers. While the society and the government pay attention to educational reform and innovation, they should raise the entry threshold for ideological and political teachers in colleges and universities and use the power of society to increase attention to the quality of teachers. The teacher management and evaluation system are an effective means to improve the quality of the teaching staff. Colleges and universities combine the existing quality of teachers to formulate a reasonable teacher management system and implement regular assessment work according to the development of ideological and political education and the ideological and political level of students, combining the results of assessment work with teachers' daily classroom performance to stimulate teachers' internal drive to carry out educational innovation.

When building this platform, students' thoughts and feelings are fully considered, and teaching is carried out in combination with the actual situation of students' ideological and political education. At this stage, teaching should take students as the main body, and the setting of teaching content should be combined with the actual situation of students. Only in this way can it really help students' ideological and political teaching, and let students have an in-depth understanding of the mainstream ideology of Marxism through this platform. Gradually improve your ideological and moral qualities.

3. CONCLUSION

Entering the all-media era, the ideological and political education work in colleges and universities is facing new situations and new requirements. As an important way to cultivate talents, especially high-level talents, colleges, and universities have undertaken the lofty mission of cultivating people through morality. Therefore, innovating ideological and political education in colleges and universities has practical and historical significance, and we must recognize the necessity of innovation in ideological and political education in colleges and universities. and urgency. The reform and innovation of ideological and political education in colleges and universities should actively innovate the classroom education concepts of ideological and political teachers in colleges and universities, innovate the teaching theory and teaching content of ideological and political education in colleges and universities, innovate the teaching methods of high-quality teachers, and combine the psychological dynamics and ideological fluctuations of college students. Cultivate college students' correct values and comprehensive ideological and political qualities.

4. REFERENCES

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