Discussion on the Application Methods of New Media in the Ideological and Political Education of College Counselors

Long Anling, He Fengbiao, Wei Chengyuan*

Guilin University of Electronic Technology, Guilin, Guangxi, China
Corresponding author

Abstract: *The rapid advancement of new media technologies has profoundly impacted various sectors of society, and higher education ideological and political education is no exception. In the face of the new era of informatization and digitization, integrating new media into ideological and political education by university counselors and exploring its application methods have become crucial ways to enhance educational effectiveness. Through social media, online education platforms, and short videos, university counselors can disseminate ideological and political education content more broadly, increasing student engagement and interactivity. However, the application of new media also introduces challenges such as information reliability and content fragmentation. This paper aims to explore the application methods of new media in the ideological and political education of university counselors, analyze its advantages and issues, and propose optimization strategies to provide valuable insights for higher education ideological and political education.*

Keywords: *New Media; College Counselors; Ideological and Political Education; Application Methods*

1. Introduction

The proliferation and rapid advancement of new media technologies have transformed the ways in which information is disseminated and how people interact. For ideological and political education in higher education institutions, traditional educational models are confronted with both new challenges and opportunities. New media, with its immediacy, interactivity, and extensive reach, has emerged as a vital tool and platform for ideological education. University counselors, as primary facilitators of students' ideological and political education, must adapt their methods to the evolving times, incorporating new media to enhance educational effectiveness. The use of new media not only enriches educational content but also engages students through diverse formats, increasing their sense of participation. However, effectively leveraging new media while addressing its associated challenges remains a critical issue for university counselors to explore and address. This paper will analyze the current application of new media in ideological education by university counselors, examine its advantages and challenges, and propose optimization strategies, aiming to provide valuable references for improving the quality of ideological education.

2. Advantages of New Media in Ideological and Political Education

The application of new media in ideological and political education for university counselors reveals numerous unique advantages, significantly enhancing both the effectiveness of education and student engagement. The immediacy and interactivity of new media allow educational information to be swiftly conveyed to students, overcoming limitations of time and space, thereby expanding the reach and flexibility of education. For instance, through social media platforms, counselors can engage in real-time ideological interactions with students, promptly addressing their concerns and needs, and creating an educational environment that resonates more closely with students' psychological state. Additionally, the diversity and richness of new media offer a plethora of educational content and formats. From videos and audio to virtual reality technology, ideological and political education is no longer confined to traditional classroom settings; multisensory content presentation further stimulates students' interest and enthusiasm for learning [1]. New media also supports personalized educational approaches, allowing counselors to tailor educational content to the diverse needs and interests of students, thereby making ideological education more precise and effective. In this new information era,

the application of new media has clearly facilitated the innovation and development of ideological education in higher education institutions, through multifaceted platforms and flexible methods, contributing to the cultivation of young university students equipped with the competencies required for the new era, and demonstrating the indispensable value and potential of new media in the educational sphere.

3. Challenges and problems in the application of new media

3.1. Authenticity and reliability of information

Although the application of new media in ideological education for university counselors has brought numerous conveniences, the issue of information authenticity and reliability has emerged as an urgent challenge. The vast amount of information on new media platforms and the low barriers to information dissemination make it easy for false and misleading information to spread. In this context, university counselors face immense pressure to sift and verify information during ideological education. If counselors fail to promptly discern the veracity of information, they risk disseminating erroneous ideological content and causing misunderstandings among students, thereby affecting the educational impact. The issue of information authenticity not only influences the content of education but also affects students' trust and sense of security. Counselors need to possess advanced information discernment skills, master necessary verification tools and methods, and ensure the accuracy of the information conveyed. Moreover, it is crucial for counselors to guide students in developing critical thinking, teaching them how to discern the authenticity of information, and enhancing their information literacy to navigate the deluge of information and the challenge of distinguishing between true and false content in the digital environment. In addressing this challenge, universities should strengthen the training of counselors, provide essential technical support and resources to better handle the issue of information authenticity. Simultaneously, establishing a stringent information review mechanism to periodically inspect and supervise the educational content disseminated on new media platforms is imperative to ensure the authority and reliability of ideological education content.

3.2. Fragmentation and lack of depth of new media content

The application of new media in ideological and political education within higher education institutions, while significantly expanding the avenues for educational dissemination, has also introduced issues of content fragmentation and insufficient depth. These problems directly affect the overall effectiveness of ideological and political education. The rapid pace of information updates on new media platforms, coupled with a tendency towards brevity and eye-catching presentation, has led to the fragmentation and superficiality of educational content. For instance, educational information on platforms like Weibo and WeChat often appears in the form of brief texts, images, or videos, with highly condensed content that is unable to fully and deeply expound on ideological and political theories. As students consume this information, they are prone to forming fragmented reading habits, lacking systematic and coherent understanding, and failing to fundamentally enhance their ideological and political acumen. The issue of insufficient depth not only pertains to the length and format of the content but also to its intrinsic meaning and logical gaps. Fragmented educational information struggles to undergo in-depth theoretical analysis and intellectual refinement, leaving students' cognition at a superficial level and not genuinely engaging with the core values of ideological and political education. Prolonged exposure to such shallow information may lead to a reduction in students' depth of thinking and critical thinking abilities, rendering them less effective in addressing complex social realities and value conflicts [2].

3.3. Differences in counselors' skill levels and usage habits

The application of new media in ideological and political education within universities faces challenges stemming from the disparity in counselors' skill levels and usage habits. This issue directly impacts both the effectiveness of ideological education and the effective utilization of new media tools. Notable differences exist in counselors' technical skills and media handling, particularly in the application of technology and operation of new media. Some counselors are unfamiliar with new media technologies and lack relevant operational experience and innovative thinking, preventing them from fully leveraging the advantages of new media in ideological education. This not only affects the diversity and appeal of educational content but may also diminish students' acceptance and engagement.

Furthermore, the variation in counselors' habits with new media affects the uniformity and systematic nature of ideological education. Counselors proficient in new media can adeptly use various platforms and tools to create a rich array of educational content, whereas those accustomed to traditional educational models may struggle to adapt to the new media environment, leading to a more monotonous presentation of educational content and an inability to meet students' diverse needs.

3.4. Influence of negative information in the network environment

The negative content on the internet encompasses not only false news, rumors, and erroneous viewpoints, but also extends to violent and pornographic material. Such content can rapidly disseminate through social media, potentially exerting adverse effects on students' thoughts and behaviors. The pervasive and swift spread of negative information can lead to confusion in students' value systems and psychological distress. Especially in the absence of critical discernment and self-control, students are susceptible to being misled by such information, thereby affecting their academic life and overall well-being. For instance, instances of online violence and malicious comments can inflict psychological harm on students and may trigger more severe campus safety issues. In the realm of ideological and political education, counselors must confront the potential threats posed by such information and endeavor to guide students towards establishing sound values. Furthermore, the proliferation of negative information also challenges the educational authority and credibility of counselors. When exposed to diverse information, students may become skeptical or even resistant to the positive educational messages conveyed by counselors. In such an environment, counselors must exert greater effort and dedication to earn students' trust and recognition. However, establishing such trust is not an overnight achievement; it requires long-term educational practice and consistent demonstration of integrity.

4. Strategies and methods to optimize the application of new media

4.1. Enhancing counselors' ability to use new media

New media, as a crucial tool in ideological and political education, has a direct impact on the quality and effectiveness of such education. Should counselors adeptly master and utilize new media, it would significantly enhance the effectiveness and appeal of ideological and political education. To improve counselors' proficiency with new media, an in-depth understanding of these technologies is essential. Counselors need to familiarize themselves with the functions and characteristics of various new media platforms, including social media, video platforms, and online live streaming. Through systematic training and learning, counselors can acquire operational skills and methods for using these platforms, thereby improving content creation and dissemination. For instance, mastering video editing techniques can aid counselors in producing more engaging and dynamic educational videos that capture students' attention; familiarity with the interactive features of social media can enhance communication and interaction with students, boosting educational engagement and feedback. In addition to technical skills, counselors must possess content planning and creative abilities. The presentation of new media content requires innovation and diversity to attract students' interest. Counselors should learn how to integrate current social hot topics and students' interests to create compelling and educationally meaningful content. For example, by combining trending topics with ideological and political education, counselors can guide students to reflect on the underlying ideological issues while engaging with social trends. Such content not only stimulates students' interest but also enhances their cognitive depth and awareness. Enhancing counselors' new media skills also involves focusing on their ability to filter and assess information. In the new media environment, where information is abundant and varied, counselors must have strong discernment skills to filter valuable content from the vast amount of information and provide accurate guidance. Counselors should learn to use various information filtering tools and methods to improve their analysis and judgment capabilities, ensuring that the content shared with students is truthful, accurate, and valuable. Lastly, counselors should emphasize continuous learning and advancement in their new media skills. As new media technologies and applications continuously evolve, counselors need to remain sensitive to new technologies and trends, continually updating their knowledge and skills. By participating in various trainings, seminars, and exchange activities, counselors can continually enhance their new media proficiency, ensuring they remain at the forefront of ideological and political education. Through these efforts, counselors' new media capabilities will be comprehensively improved, significantly enhancing the effectiveness and impact of ideological and political education [3].

4.2. Content creation and management

Meticulously planning and efficiently managing content not only enhances educational outcomes but also bolsters student engagement and trust, thereby making ideological and political education more profound and resonant. Content creation should be grounded in a thorough understanding of students' needs and interests. Counselors must keenly grasp students' ideological trends and areas of concern, crafting content that is both captivating and educationally meaningful. Only by aligning content with students' interests can their active participation be stirred. For instance, by leveraging popular short video platforms, counselors can create brief, engaging, and thought-provoking videos, rendering complex ideological theories more accessible and increasing student receptivity. Innovation is the essence of content creation. Counselors should continuously explore new modes of expression and presentation, moving beyond traditional text and images to incorporate multimedia formats such as videos, audio, and interactive H5 elements. Through vivid imagery, evocative sound, and engaging interactive design, content is more likely to resonate emotionally with students, thereby enhancing its impact and persuasiveness. The management process must not be overlooked. Efficient content management ensures consistency and quality, while also maintaining the continuity and systematic nature of content. Regular updates and maintenance keep educational information fresh and timely, preventing student fatigue. Establishing a dedicated content management team or platform for reviewing, publishing, and collecting feedback ensures accuracy and adherence to standards. Content creation should also emphasize diversity and personalization. Given the diverse student body with varying backgrounds and interests, content needs to cater to different needs. Counselors can produce varied content based on themes and educational goals, addressing the diverse needs of students. For example, when teaching patriotic education, presenting it through historical narratives and contemporary case studies from multiple angles and formats can foster resonance and reflection. The quality and credibility of content are also crucial. In the fast-paced new media environment, where information spreads quickly but varies in quality, counselors must ensure the authenticity of content to avoid disseminating false or harmful information. This involves not only the accuracy of information but also the seriousness and authority of educational content. The ultimate goal of content creation and management is to make ideological and political education practical, profound, and detailed through new media. Excellent content serves as a bridge, aiding counselors in conveying educational values, enhancing students' ideological and political literacy, and aligning their thoughts and actions with the ethos of the new era. Only through continuous innovation and refinement can ideological and political education thrive with renewed vitality and dynamism in the new media era.

4.3. Enhance interaction and feedback mechanisms

Interaction not only ignites students' enthusiasm for participation but also fosters understanding and communication between teachers and students, thereby enhancing educational efficacy. The feedback mechanism is a crucial element in ensuring the continuous improvement and optimization of educational content and methods. The primary task in enhancing interaction is to establish an open and egalitarian communication environment. In traditional educational models, there often exists a sense of authority and distance between teachers and students, which the advent of new media has the potential to dissolve. Educators can leverage social media platforms, online discussion forums, and instant messaging tools to engage in egalitarian dialogues with students, attentively listening to their opinions and suggestions. This open mode of communication not only aids in comprehending students' genuine thoughts but also bolsters their sense of ownership and involvement. Interaction should be diverse to cater to varying student needs and preferences. Beyond textual communication, educators might employ video conferences, live broadcasts, and virtual classrooms to conduct interactive teaching activities. These methods not only increase student engagement but also provide a more vivid and immersive educational experience. For instance, when elucidating significant historical events, real-time discussions via live broadcasts can deepen students' understanding and insights through interactive engagement. The feedback mechanism extends and safeguards interaction. Educators should establish robust feedback channels, regularly gathering and analyzing students' responses. Through surveys, online evaluations, and discussion feedback, educators can promptly ascertain students' views on educational content and formats, identifying issues and areas for improvement. Students' feedback serves not only as an assessment of educational effectiveness but also as a vital basis for refining educational strategies. Based on this feedback, educators need to dynamically adjust and improve educational content and methods. In response to identified issues and shortcomings, educators should actively address concerns and make adjustments in subsequent teaching [4]. For example, in response to difficulties students have with certain content, educators might enhance supplemental materials or

adjust the pace of instruction to better support students' understanding. Such a process of feedback and improvement not only elevates educational quality but also strengthens students' recognition and satisfaction with ideological education. The enhancement of interaction and feedback mechanisms also contributes to the professional growth of educators. Through engaging with students and collecting feedback, educators can continuously reflect on and refine their teaching methods and techniques. Interaction with students provides deeper insights into their thought processes and needs, thereby continuously enhancing educators' pedagogical skills and proficiency.

4.4. Cooperation and resource integration

In the context of the new media environment, the optimization of ideological and political education by university counselors hinges on collaboration and resource integration. Effective cooperation and the amalgamation of resources not only enhance the efficiency of educational resource utilization but also broaden the diversity and scope of education, thereby achieving superior outcomes in ideological and political education. Collaboration is a pivotal approach to enhancing the quality of ideological and political education. University counselors can establish partnerships with other institutions, research organizations, media platforms, and social entities to share high-quality educational resources. Different institutions have their own strengths in resources, experience, and technology; through collaboration, counselors can draw on and integrate advanced educational concepts and methods. For example, partnering with renowned universities to invite experts and scholars for online lectures and discussions allows students to access a broader and deeper range of ideological and political content; collaborating with specialized media platforms utilizes their extensive dissemination channels and technical support to enhance the reach and impact of ideological and political education. Resource integration is crucial for maximizing the utilization of educational resources. Various departments and resources within a university, such as libraries, laboratories, and student organizations, can be effectively integrated to serve ideological and political education. Counselors can amalgamate internal and external resources to create comprehensive educational platforms. For instance, integrating on-campus literature and online databases provides students with more extensive learning materials; leveraging alumni resources by inviting successful graduates to share their growth experiences and professional insights guides students in establishing correct values and life perspectives. In the process of collaboration and resource integration, technological support is indispensable. The advancement of new media technology provides robust support for the integration of educational resources. Counselors can employ big data, artificial intelligence, and other technological means for intelligent management and precise delivery of educational resources. By analyzing data, counselors can understand students' learning habits and interests, delivering targeted educational content to enhance the relevance and effectiveness of resource utilization. Simultaneously, utilizing cloud platforms and online collaboration tools facilitates resource sharing and real-time updates, ensuring the timeliness and forward-looking nature of educational content. Collaboration and resource integration should not only be focused on material resources but also emphasize the sharing of intellectual resources. Counselors can organize cross-institutional and cross-regional ideological exchanges and discussions to foster the collision and integration of diverse cultural backgrounds and viewpoints. Such exchanges not only broaden students' perspectives but also enhance their critical thinking and tolerance, cultivating a new generation of youths with a global vision and social responsibility. Through collaboration and resource integration, ideological and political education can transcend the limitations of individual institutions and departments, achieve broader resource sharing and complementarity, and, in a diversified educational environment, develop students' comprehensive qualities and innovative capabilities. Counselors should actively explore and practice various avenues for collaboration and resource integration, creating an open, shared, and innovative new paradigm for ideological and political education, infusing it with renewed vitality and influence in the new era [5].

5. Conclusion

The application of new media in ideological and political education within higher education institutions highlights an inevitable trend of the times and the immense potential of information technology. Despite challenges such as the reliability of information and the depth of content, the efficient dissemination and interactive features of new media present unprecedented opportunities for ideological and political education. By continuously enhancing the media literacy of counselors, optimizing content creation and management, strengthening interaction and feedback mechanisms, and improving resource integration and collaboration, the positive impact of new media on ideological and

political education can be fully realized. In the context of the new era, higher education's ideological and political education must innovate and adapt to the demands of the new media age, achieving a comprehensive enhancement of students' ideological and political qualities. Only through ongoing exploration and reflection in practice can the advantages of new media be maximized, injecting new vitality into ideological and political education in higher education institutions.

References

[1] Junfang D, Yuguang D. Evaluating the practical effectiveness of college counselors' ideological and political education using big data video streaming[J]. Wireless Networks, 2024, 30(1): 1-15.

[2] Su J. Research on the innovation path of breaking the cocoon effect of ideological and political education information in colleges and universities in the new media era[J]. Adult and Higher Education, 2024, 6(3): 48-53.

[3] Gao H W. Innovation and development of ideological and political education in colleges and universities in the network era[J]. International Journal of Electrical Engineering & Education, 2023, 60(2_suppl): 489-499.

[4] Li T. A Study on the Enrollment Education of College Freshmen and the Ideological and Political Education Strategies of Counselors[J]. Journal of Education, Humanities and Social Sciences, 2023, 24: 912-918.

[5] Wojcieszak M, Smith B. Will politics be tweeted? New media use by Iranian youth in 2011[J]. New media & society, 2014, 16(1): 91-109.