Research on the difficulties of ideological and political Education of College students in the New Media Environment

Jin Luo

Chongqing Youth Vocational and Technical College, Beibei 400712, Chongqing, China

Abstract: *Under the background of the new era, Network New Media Technology not only brings opportunities and innovations to the ideological and political education in colleges and universities, but also brings challenges. Universities should give full play to the advantage of network new media technology, combine the traditional advantages of ideological and political education with new media and technology, realize the reform and innovation of network ideological and political education in colleges, expand the network ideological and political education platform, improve the network literacy of college students, and create excellence The Internet culture promotes the all-round development of college students and enhances the effectiveness of the ideological and political education in college in the new era.*

Keywords: network new media technology; college; the ideological and political education

The rapid development of new media information technology has brought about earth-shaking changes in people's lives. It is inevitable that new media technology has also had a huge impact on the ideological and political education in colleges. At present, the Internet has become one of the main channels for college teachers and students to obtain information. New media technologies such as MOOCs and live broadcasts are widely promoted in education and teaching. New media technologies on the Internet affect college students' learning, life, thoughts, outlook on life, and values,both have had a wide-ranging and profound impact. For the post-00s college students who are active in their thinking, behave boldly, and pursue novelty, the networked life of "every day must be online" and "Internet anytime, anywhere " has become the norm for contemporary college students. The use of new network media and technologies on the Internet has brought alive traditional ideological and political education, promoted the integration of traditional advantages of ideological and political education with information technology, and enhanced the sense of the times and appeal of the ideological and political education[1]. However, while the new network media brings changes and innovations to the ideological and political work of colleges, it also makes the ideological and political work of colleges face more complicated difficulties and more arduous challenges.

1. The Influence of the New Media Technology on Ideological and Political Education in Colleges

1.1 The contradiction between explosive information and students' ability to distinguish

New media technology has changed the way of information transmission and acquisition, making the world's information more comprehensive and transparent, and explosive information has made the Internet a super database, bringing rich information resources to the ideological and political education of colleges. Teachers can obtain more knowledge reserves through the Internet, improve teaching quality, improve teaching methods, and improve teaching skills; students can carry out independent learning through the Internet, expand their knowledge and make up for the lack of classroom teaching. However, the existence of negative information, false information, fraudulent information, and violent information on the Internet also brings great challenges to the ideological and political work of colleges and universities. The first is the prevalence of hedonism, nihilism and extravagance on the Internet, which seriously corrodes the thinking of contemporary college students, and is not conducive to the development of correct worldview, outlook on life and values. Some young students become greedy and vain and unambitious. The second is that a large amount of online information is flooding in, making it impossible for youth universities to distinguish its authenticity and reliability, giving opportunities for online fraud, online violence, and online pornography. As a result, Young college

students cannot resist the temptation of unhealthy culture and lose their ability to control themselves, deep in false information, unable to extricate themselves, wasting time.

1.2 The contradiction between the openness of the Internet and the legal consciousness of college students

New media information technology has broken through the time and space limitations of traditional ideological and political education, and has made the methods of ideological and political education in universities more diverse. We can communicate and exchange with students through WeChat, QQ, Weibo and official accounts, Greatly improving the timeliness and effectiveness of the ideological and political work, allowing the ideological and political work to be carried out anytime and anywhere. In addition, new online media enables equal dialogue between the subject and object of ideological and political education, breaking the traditional "persuasive" and "indoctrinating" education models, making it easier for ideological and political educators to get close to students' daily lives and understand their discourse system, Walk into the inner world of students. However, the openness and anonymity of the Internet make some college students fall into the misunderstanding of absolute freedom. Some young college students pursue individuality and absolute freedom, ignore the legal responsibility of online speech, imagine the Internet as a paradise "without restraint, no police, and no restrictions," and even commit some illegal and criminal acts that infringe on the rights and interests of others and endanger national security[2].

1.3 The contradiction between the update speed of information technology and the learning ability of teachers and students

Internet new media technology can visualize and concret ideological and political work, and make ideological and political education more lively and interesting through text, pictures, animation, video, and audio, and enhance the attractiveness, appeal and influence of the ideological and political education. However, the rapid development of new media technology and continuous updates pose new challenges to the learning ability of teachers and students, from WeChat and Weibo to Douyin, Xiaohongshu, Bilibili, and from digital TV, digital magazines to social networks and self-media. Platforms, new media technologies are constantly being updated, and new media platforms are emerging in endlessly. On the one hand, the development of online ideological and political education requires teachers to master a variety of new media technologies, such as text editing technology, video editing technology, and photography technology. This poses a big challenge to the abilities of college teachers and students. On the other hand, learning through new media platforms such as cloud classes, MOOCs and live broadcasts puts forward higher requirements on equipment, students' self-learning ability, learning autonomy and learning consciousness [3].

2. Research on countermeasures and innovations of network ideological and political education

The ideological and political education is a social practice in which society and social groups use certain ideological concepts, political views and ethics to influence members of society in a purposeful, organized and planned manner, so that they can form the ideological and moral social activities required by the society [5].

The ideological and political education of college students is to influence the ideals and beliefs of college students under the background of diversification, and to improve the ideological and moral cultivation and basic qualities of college students.

To do a good job of ideological and political education in colleges under the background of network new media technology, it is necessary to adhere to the principles of adapting to events, advancing with the times and adapting to the situation, and make full use of the advantages of new media technology to effectively carry out online ideological and political education to improve college students' online cultural literacy, creating excellent network culture, let the ideological and political education of colleges and universities glow with new vigor and vitality under the promotion of new media and information technology.

2.1 Standardize the network platform, expand the network ideological and political education positions

Standardizing the network ideological and political education platform is an important measure to construct the network ideological and political education position of colleges. Strengthen the influence of mainstream Internet ideological and political education platforms such as the University Ideological and Political Work Network, China University Student Online, and YIBAN.com in college teachers and students, and enhance the standardization, serviceability and attractiveness of new online media platforms.

Use college students' favorite network new media technology to carry out ideological and political education, close to the lives of students, based on the positions of students, create a new media matrix that combines the official WeChat official account of the university and the teacher's personal official account, and give full play to the new media platform's contribution to the ideological and political work of the university of the promotion effect. In the process of using new media platforms, colleges and universities should strengthen the supervision of new online media platforms and strictly control the quality of online information.

2.2 Create excellent online cultural works

Give full play to the initiative and enthusiasm of students, guide teachers and students to create excellent online cultural works, focus on major social hotspots, current political hotspots, and create a batch of high-level, deep, broad, and popular online cultural works. Actively spread advanced culture and excellent traditional culture, spread positive energy, promote the main theme[4], and protect the homeland of the Internet spirit.

2.3 Improve the network literacy of college students

Internet new media platforms are the main channels for college teachers and students to obtain information, disseminate information, and share information. However, there are many false and negative information hidden in online platforms. Ideological and political workers in colleges should educate and guide college students to improve their ability to discriminate information. Students obtain valuable and nutritious information from diversified network information, so as to avoid bad network information from causing adverse effects on college students. On the one hand, it is necessary to strengthen the construction of the team of online ideological and political education teachers, and give full play to the exemplary role of the teacher team. on the other hand, it is necessary to strengthen the construction of the student network opinion leader team, give full play to the leading role of the student team, and create a positive, healthy, Upward, optimistic, and lively network environment. Colleges and universities should guide teachers and students to increase their awareness of the Internet, strengthen network literacy education for college students, cultivate good netizens on campus, and refrain from being publishers and disseminators of vulgar and false information.

2.4 Innovate the way of ideological and political education on the Internet

Network new media technology has expanded the methods of the ideological and political education in colleges, so that ideological and political education in colleges and universities is no longer limited to classroom education and face-to-face education. Ideological and political educators in colleges and universities must promptly change their work concepts, reform their work methods, and innovate their work paths. The first is to change the singleness and limitations of the traditional ideological and political education model, give full play to the advantages of new online media technology, combine online ideological and political education with daily ideological and political education, and strengthen online interaction and communication with students. The second is to enrich the content of online ideological and political education, make full use of new online media to carry out ideological guidance, study guidance, life counseling, psychological counseling, etc., to guide students to share works, express emotions, and exchange experience, promote student thought exchanges, and lead campus network thinking The new trend of political education. The third is to establish the dominant position of college students' online ideological and political education. In the process of using new media technology to carry out online ideological and political education, teachers and students are in an equal environment. We must respect the dominant position of students and the dominant position of teachers, and strengthen the relationship between teachers and students. The

interactive nature of the Internet improves the effect of online ideological and political education.

3. Conclusion

The network new media technology has had a huge impact on ideological and political work in colleges and universities. New media technology has enhanced the sense of the times and attractiveness of ideological and political education in colleges and universities, but bad network information has also increased the difficulties of the ideological and political work in colleges and universities. Colleges and universities should improve their online ideological and political education strategies, build new media platforms, optimize online content, keep pace with the times, give full play to the advantages of new online media technologies, and promote the all-round development of college students.

References

[1] Shi Yi.Analysis and Solutions to the Difficulties of College Ideological and Political Education in the New Media Environment [J].Ability And Wisdom, 2018(14):161.
[2] Zhang Meilin. Try to analyze how to use new media technology to broaden the ways of ideological and political education for college students [J].PR Magazine, 2019(08):86.
[3] Ding Xiaoping. Research on Strategies of Network Media Literacy Education and Ideological and Political Education in Higher Vocational Colleges [J].Modern Vocational Education,2021(17):22-23.
[4] Tong Lirong. The background, predicament and countermeasures of network ideological and political education [J].Teaching Reference of Middle School Politics, 2021(15):89-90.
[5] Chen Wanbo, Zhang Yaocan. Principles of Ideological and Political Education [M].Higher Education Press, 2015.