

*Original Research Article*

# Analysis of Ideological and Political Education in Colleges and Universities from the Perspective of New Media

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**Abstract:** With the development of educational science and technology, educational methods are diversified and educational results are becoming more and more significant. In the context of new media, ideological and political education in colleges and universities is also presenting a brand new picture. It is moving in a better direction and situation.

**Keywords:** New Media Horizon; University Ideological and Political Education; Discussion

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## 1. Introduction

With the development of science and technology, great changes have taken place in the media field. New media based on online media platforms have rapidly become the second media form that keeps pace, with traditional paper media. The emergence of new media has changed the original rules of news event occurrence and reporting, and achieved the maximum reflection of real-time and authenticity. As for the political and ideological work in colleges and universities, it has two functions. The good point is that it can timely release and transmit the latest political thoughts. The trickier one is that it forms new pressure and challenge for the public opinion control and public opinion work at the present stage.

## 2. New media vision characteristics

### 2.1 Highly interactive experience

A huge difference between new media and traditional media lies in the interactive difference between new media and traditional media. For new media, the spread of it is diverse, the party and the receiver for the traditional media, after the occurrence of a piece of news, from news to writing, to publish and real-time reports, the occurrence of this process, often has experienced a period of time, so has no real-time news event, the receiver is the only for right to know this news event, unable to make effective evaluation about the event, more can't participate; For new media, after a news event is happening, often are not media information transfer out first, but the broad masses, the masses through their mobile phone put forward his opinion on media platform to again, through the channel, be amplified the news events, in the process, each involved in the evaluation in different depth in participate in this news event, the final result for this incident, truth and justice, people are able to have been involved in judgment. Therefore, the interactive difference between new media and traditional media determines that in the era of new media, media no longer have all the right to speak about news events.

### 2.2 Diversified interaction of content and form

The difference between new media and traditional media lies in that new media is different from traditional media in that it only transmits through print media and radio and TELEVISION media, but carries out multi-dimensional reports in more channels and forms. The audience can use a variety of media terminals such as TELEVISIONS and computers and smartphones. The form of receiving information includes the content in the form of pictures and pictures and videos.

## 3. The ideological and political work in colleges and universities is facing the present situation and problems

Since the reform and opening up, China has been opening up to the outside world in more and more fields, and the level is getting deeper and deeper. In particular, the emergence of instant messaging software such as WeChat, QQ, Momo and other software has a great impact on the values of college students. In addition, the software on the one hand, can with the advantage of

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the convenience of the application of theory of political thought education for colleges and universities provide a good platform, so take advantage of today's new media bring new change, for ideological and political work, grasps the good relations between the two, neither unchecked blindly, nor with the development of ideological and political work in colleges and universities and the fracture.

#### **4. Challenges faced by ideological and political education in universities in the context of new media**

New media appear as update faster media type greatly facilitate the way people access to information, the number of people access to information and update the speed of information is becoming more and more fast, which leads to a problem is a significant number of people just blindly accept information not to distinguish the good or bad, the most obvious example is that people in some received for itself and is particularly interested in some of the things, not the reason, will be easy to let more people know. This habit of casual communication is the manifestation of the gap in information discrimination ability of people in the new media era. Therefore, the propaganda of colleges and universities are still applicable to the propaganda pattern of traditional is more formal, can not arbitrarily change, or the present direction of the trend of the development of the new media as well as emotional form is not applicable to the development direction of current political and ideological education in colleges and universities. And a plane is a new media has brought all kinds of ideas, people's pursuit of style and way of life, the hobby also presents the diversified development, for political and ideological education in colleges and universities, because of its form

#### **5. Approaches of ideological and political education in colleges and universities under the new media environment**

##### **5.1 Ways to realize ideological and political education in colleges and universities under the new media environment**

At the present stage, most of the ideological and political education in colleges and universities is carried out through theoretical courses, such as "MAO Jie" and "Ma Zhe", which are required courses of political theory for college students. As a ideological and political theory course, it is important to make students have the desire to explore this political thought through the teacher's explanation, and at the same time to understand this political thought and absorb it subtly in the further exploration. Platform to understand the students' thoughts, seriously to solve practical problems encountered in student life, ideological work in colleges and universities to do is by updating and concern to the students' practical problems, answer the students' practical problems, can attract the students truly, truly helpful to student's thought. School is the place to cultivate students' thought at the present stage, and also the necessary way to cultivate successors of socialism with Chinese characteristics.

##### **5.2 Establish the concept of active intervention and build a ideological and political education platform**

Due to its particularity and the characteristics of the new situation, the new media environment can directly exert a far-reaching influence on the thoughts of college students. Therefore, under the new situation, the ideological and political work in colleges and universities is faced with new challenges. The ideological education in colleges and universities should give full play to the advantages of talents, and enhance the pertinence and appeal of ideological and political education by using the tools of the new media era, so as to achieve the comprehensive coverage and effective arrival of educational information.

##### **5.3 Establish the concept of adjustment and adaptation, and update the work content of ideological and political education new media**

The new media environment because of its network virtual sex easily to form students contact the public opinion field, for college students, their relative to prefer in access to information and release information in the public opinion field and dominant public opinion field are generally refers to the official news, relative to the official news, communication effect and publicity channels are different. So that meet the needs of college ideological work to change working ideas, to adapt to the new situation of the new media environment, not only to make a corresponding change in the hardware facilities, but also to strengthen the education of new media platform for the construction of the party and government, to ensure all information to meet students' demand point and excitement, what really makes ideological work with appeal and attraction. Really let the students take the initiative to accept the change of thought.

#### **6. Conclusion**

The arrival of the new media era is both an opportunity and a challenge for the ideological and political education in colleges and universities. We should grasp the pulse of the development of the new media era and do a good job in improving the ideological and political work in colleges and universities by integrating it with the current situation.

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