

# Reflections on the Ideological and Political Education and Management Mode of Universities under the Background of Media Integration

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**Abstract:** There have been some problems in the ideological and political education model of universities in our country for a long time, which seriously affect the effect of ideological and political education. Media integration accelerates the dissemination of information, and brings greater challenges to ideological and political education and management of universities, and the communication between teachers and students is also strengthened. Teachers universities should make full use of these advantages, innovate ideological and political education methods, build an intelligent big data collaboration model, strengthen student management.

**Keywords:** Ideological and political education; Media integration; Internet

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## Preface

The current ideological and political education and management work in many universities are not synchronized with the rapid development of new media. Ideological and political educators in universities should clearly recognize the opportunities and challenges brought by media integration to ideological and political education and management, and take this opportunity to continuously improve ideological and political education and management models.

## 1. Opportunities for ideological and political education and management in universities under the integration of media

### 1.1 Improve the accuracy of information transmission

Under the background of media integration, teachers can use a variety of mobile applications and network platforms to transmit information such as ideological and political theories to students anytime and anywhere, breaking the constraints of time and other factors on information transmission in the past, and make the content of information transmission more accurate and rich, which has a positive effect on improving the relationship between teachers and students, and improving the effect of ideological and political education and management.

### 1.2 Strengthen the communication between teachers and students

Under the background of media integration, teachers of universities can understand what students are thinking of through traditional media and new media, and students' learning time is no longer limited by time and space, thus effectively improving the efficiency and effectiveness of teacher-student communication<sup>[1]</sup>. For example, teachers of ideological and political courses can provide targeted online tutoring to students after class, communicate with students about problems encountered in learning after class, and evaluate and guide students' completion of their learning tasks. It can be said that under the integration of media, the communication between teachers and students in ideological and political education and management of universities has also been strengthened, which is an effect that is difficult to achieve in the traditional media environment.

## 2. The idea of constructing the ideological and political education and management mode of universities under the background of media integration

### 2.1 Apply a variety of ideological and political education methods

Teachers should give full play to the advantages of media integration, and various media platforms to actively pay attention to social current affairs hotspots, understand the content and topics that college students are interested in, and use this as the entry point for ideological and political education. These current affairs hotspots and topics of interest to students are combined with the teaching content of ideological and political theory courses to realize the life-like content of ideological and political teaching. On this basis, ideological and political teachers and counselors can also use online conference software for ideological and political education for students, and combine the content of life-oriented ideological and political education to show the knowledge in ideological and

political textbooks to students in a more vivid way. Using online conference software for ideological and political education can also almost achieve the effect of face-to-face teaching<sup>[2]</sup>. Moreover, in the process of using online conference software for ideological and political education, students and teachers do not have close face-to-face contact, which can greatly reduce the psychological burden of some students when facing teachers, and allow more students to participate in online ideological and political education. And the form of online ideological and political education is also conducive to the real-time interaction between teachers and students, which can improve the effect of ideological and political education.

## **2.2 Construct a dynamic analysis system of college students' ideology**

Under the background of media integration, various media have been fully integrated into the lives of college students, and many students will also leave messages and express opinions on various platforms. At the same time, data such as book borrowing records, canteen consumption records, and extracurricular activities records, etc. can also reflect the ideological dynamics and behavioral habits of college students to a certain extent. Under the background of media integration, universities can use big data technology and advanced algorithms to collect corresponding behavioral data on the basis of respecting students' privacy and protecting students' information security, carry on simple analysis of students' ideological dynamics and behavior, and provide a strong basis for the reform of ideological and political education programs and education management work

For example, many universities have opened accounts on new media platforms such as WeChat public accounts and official Weibo. Universities can cooperate with the operation teams of these accounts to regularly publish social hotspots or topics of interest to students, and open comment areas/message areas, then use big data and other technologies to collect and analyze keywords in the comment area or message area, summarize the current students' views and opinions on related issues, and feed this information back to the school's ideological and political education team and student management team, which make these educational work more targeted and time-sensitive, and is convenient for counselors to guide students in a way that is easier for students to accept.

## **2.3 Build a quality assessment system for ideological and political education**

Under the background of media integration, teachers' teaching behavior can be presented in the form of data, such as teaching time, and classroom interaction between teachers and students, etc.. For example, the existing teaching evaluation data service platforms on the market can be used. These platforms can generally provide managers and teachers with teaching methods and style analysis, student learning behavior and teacher quality model analysis. The platform includes two major information systems. The information system includes data details such as class atmosphere, class listening and evaluation, etc. while the school service system can provide administrators with functions such as teacher management and resource services, and the system can provide evaluators (students, administrators, etc.) for evaluation subjects (students, managers, etc.). Ideological and political teachers and other teachers) courseware, teaching process videos and other information, and provide administrators with electronic assessment schedules.

Managers only need to scan the code to log in to the account to use the electronic assessment schedules to evaluate teachers' teaching process. Then the system directly counts and ranks the evaluation scores, so that managers can compare the teaching quality of teachers, set an example for other teachers, and urge teachers of ideological and political courses to continuously improve their own quality. Students can also use the electronic questionnaires in the system to feedback teachers' teaching attitudes, their own learning experience and other information, and the system will intelligently analyze teachers' teaching abilities based on the data fed back by students to form a detailed ideological and political course teaching quality. According to the report, universities can also use the content of this report as the basis for the evaluation of teachers' professional titles.

## **3. Conclusion**

Ideological and political education and teaching management have always been important contents of education and teaching in universities. Media integration improves the accuracy of information transmission, which also helps to realize the interaction between teachers and students. In the new era, universities should make full use of the advantages of media integration to innovate methods of ideological and political education, and use advanced information technologies such as big data, etc. and new media platforms to build a dynamic analysis system for college students' ideology and a quality assessment system for ideological and political education, and to innovate ideological and political education and management model, improve the quality of personnel training.

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