

*Original Research Article*

## **Brief analysis of new media and ideological and political education for college students**

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**Abstract:** With the development of information technology, new media platforms are ubiquitous in people's daily life, providing effective channels for the dissemination of information. New media is widely popular in the current network as a new communication carrier appears in the public view. Even though the Internet brings more convenience to people, it does not exclude that the Internet also makes some negative energy penetrate into the hearts of netizens, leading to the distortion of their values. Faced with this situation, colleges and universities should carry out healthy ideological and political education for students, so as to make Chinese students better aware of their social responsibilities and form a sound personality. Based on the current development trend of new media, this paper discusses the optimization strategy of ideological and political education for college students, so as to better provide correct value orientation for students.

**Keywords:** New media; college students; ideological politics; education

### **1. Introduction**

As the trend of the times continues to advance, students receive increasingly diversified information through new media platforms. Therefore, in order to make students set up the correct values, colleges and universities need to strengthen the management of ideological and political education to guide them to a correct life path. Under the influence of a variety of factors, the ideological and political education in our country is often difficult to get the attention of students, and because of the impact of foreign culture, students are more likely to produce bad ideas. Therefore, this paper mainly carries out targeted countermeasures research based on the current ideological and political education management in China's colleges and universities in order to provide reference for the follow-up ideological and political education work.

### **2. Problem of ideological and political education management in universities in the new media era**

#### **2.1 Empty ideological and political teaching content**

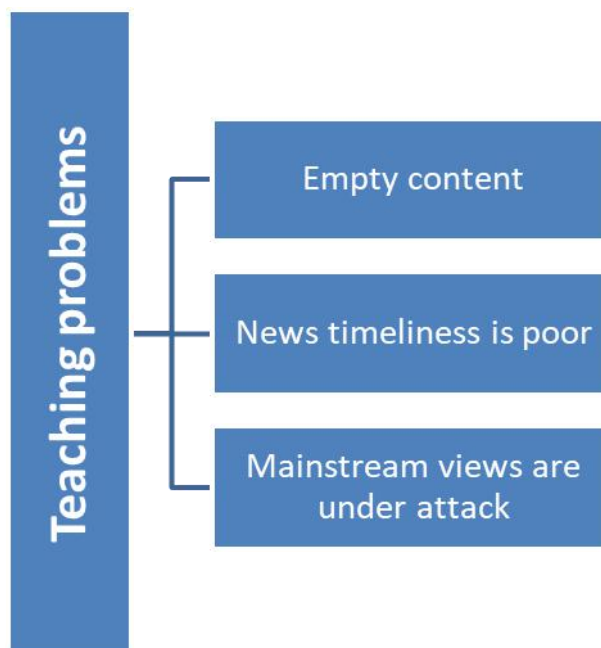
The exam-oriented thinking of students also affects the cultural atmosphere of learning ideological and political content to a certain extent. Teachers talk a lot in class through ideological and political content, but for students, the teaching content cannot meet their inner needs. In fact, the teaching content is divorced from the actual needs of students, so it is impossible to improve the learning atmosphere of students. Secondly, many teachers only teach ideological and political content for teaching tasks, which is difficult to promote students' enthusiasm for learning. For

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example, teachers do not make full use of new media to select time-sensitive news for knowledge teaching when selecting contents of current politics. Therefore, students often show low interest in old topics, which affects the quality of ideological and political teaching. As shown in **Figure 1**:



**Figure 1.** Teaching problems

## **2.2 New media information affects students' values**

The essential nature of ideological and political courses is relatively dull, and the requirements of ideological and political courses for students are not high. Moreover, its existence is relatively low, compared with other disciplines. Therefore, it can be inferred that ideological and political content has limited influence on college students, which affects students' interest in ideological and political content and ideological and political teaching to a certain extent. The teaching methods without innovative elements not only affect the teaching quality, but also make students more interested in foreign cultures. Diversified information on new media platforms tends to be more attractive to students. Therefore, in ideological and political courses in universities, most people often play with their mobile phones, which affects the practical effect of ideological and political education. Therefore, it is imperative to improve the ideological and political education system.

## **3. Optimization strategy of ideological and political education in universities in the new media era**

### **3.1 Use new media resources to enrich the teaching content**

In the era of convergence media, diversified information is often transmitted through a variety of ways. Therefore, when conducting ideological and political education, teachers should also make full use of online education to improve students' ideological and political literacy through the explanation of current events, so that students can form good values in study, work and life, and improve their comprehensive quality and ability. Teachers can let students elaborate their views through the characteristics of a current event, so that they can form the correct tone of political theory and derive political positions, political attitudes, political thoughts and political arguments, so as to achieve the goal of ideological and political teaching. Secondly, because the news in the society has more extensive reading audience and the credibility of news is higher, once the news with wrong political ideas and arguments spreads in the society, the negative public opinion with serious orientation is not conducive to the development of a healthy social climate and the people's unity and struggle. Therefore, teachers should always adhere to a higher level of political literacy, guide

students to improve the ability to identify information, adhere to the correct ideals and beliefs, and make correct behavioral decisions. As shown in **Table 1**:

Optimization strategy
Using new media resources to enrich the teaching content
To improve the practicality of ideological and political education

**Table 1.** Optimization strategy

### 3.2 Improve the practicality of ideological and political education

Ideological and political educators in undergraduate colleges should reasonably introduce ideological and political education in the process of practical training according to the content of students' professional skills. Especially at present, many undergraduate colleges and universities have the opportunity to train students in a school-enterprise way, so that students can directly contact with the society and the future work content. The practical training has authenticity and practical significance. In this case, we can introduce the application of new media platform in work during the practical training, so as to make students more impressed. In fact, all the things we have come into contact with in the job field are the important guarantees for their subsequent employment. Ideological and political teachers should correctly guide students' new media application concepts and make it clear what kind of information transmission means they have. As long as they can promote social development, they are superior auxiliary tools. In the actual ideological and political study, students should make clear the superior learning resources provided by the new media platform and set up the correct values. In this way, students can make clear the significance of ideological and political education in practice, at the same time, they can set up a correct value concept, take every step right in life to realize their dreams, and strive for the realization of the Chinese dream.

## 4. Conclusion

It is impossible to measure the value of ideological and political education to Chinese college students. For college students in a confused period, the application of new media in ideological and political teaching actually provides a clearer direction for the development of innovative education, so that it can closely link students' own improvement with the development of the country, so as to better promote the prosperity of China. New media platform is an important symbol of the rapid development of modern science and technology. Ideological and political teachers in colleges and universities should make full use of its advantages, so that students can better establish a correct outlook on life and improve their comprehensive quality and ability.

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