Innovative Development of Ideological and Political Education in Colleges and Universities at the New Media Environment

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Abstract: The wave of innovation in education reform has been gradually surged in school education, especially the ideological and political courses and ideological and its crucial position in the overall curriculum education, which laid a good psychological foundation of students. For this reason, in the process of carrying out ideological and political teaching, strengthening the innovative development of its teaching can better promote the overall effect of college education. Under this background, this paper explores the innovative development of ideological and political education in colleges and universities at the new media environment, and puts forward effective development strategies.

Keywords: New Media; Ideological and Political Education in Colleges and Universities; Innovative Development

With the continuous improvement of mobile technology and network facilities, new media has increasingly penetrated into people's lives. Mobile devices have become a daily necessity for people. In order to ensure that these high-tech supplies can better help people obtain information and strengthen their ideological and political perception of knowledge and information in the news, it is necessary to integrate the characteristics of the new media era in the process of colleges and universities, and use new media technology to carry out innovative development of education and teaching, especially in ideological and political education. First of all, continuous updating of political thoughts is necessary, so that the specific ideological and political courses carried out by colleges and universities can lay a great direction for the development of students' own education. Moreover, ideological and political education in colleges and universities needs to integrate new media technology and further promote the innovation of its education, so as to better ensure that the teaching ideas can meet the changes of the times and the educational needs.

1. Characteristics of new media

At present, the new media environment mainly uses plenty of technologies such as corresponding digital network technology to enhance the efficiency of its media information dissemination and improve the feedback between media content and users with fast information dissemination and extensive information dissemination. Not only that, the rich resources in the new media can be shared in real time, meet different needs of users, and give them intelligent information recommendations. The development of the new media era allows everyone to share their voices on the corresponding platforms. The public not only plays the role as the recipient of numerous information, but also acts as the publisher of the information, and at the same time plays its own regulatory role in a timely manner. New media is very rich in information dissemination, the speed and scope of which are beyond the competition of traditional media. At the same time, the new media uses a variety of application platforms, such as Weibo, WeChat, and QQ to strengthen communication between people, which allows users to better communicate with each other in the process of receiving

information and express their own opinions. At the same time, the new media information can be displayed on the mobile phone or computer more quickly, which frees the user from the limitation of time and space in the process of receiving information.

2. Characteristics of ideological and political education in colleges and universities at the new media environment

2.1 Rich educational methods

With the continuous development of new media, the ideological and political teaching methods available for teachers to choose have become more abundant in the process of teaching. The relatively traditional teaching method emphasizes that teachers to teach face-to-face to students in a specific classroom or range. Moreover, this teaching method emphasizes too much on the teacher's own position, while ignoring the student's interaction in the classroom and the expression of self-views. With the continuous integration of the new media environment, college ideological and political education can better reduce the disadvantages of traditional teaching, strengthen the richness of the teaching process, so that teachers can use methods like multimedia to expand and display the corresponding knowledge content for students, and can also innovatively carry out timely ideological and political education through WeChat, QQ and corresponding teaching software. In addition, this new teaching mode can be more convenient for after-class online education work to ensure that students can continue to deepen their ideological and political aspects both online and offline, thus strengthening the teaching effects.

2.2 Flexible teaching methods

During the traditional teaching process of teachers, the face-to-face knowledge transfer is limited by the location and the form of teaching, which makes the corresponding political content transmitted lack of flexibility, and limits the contents of its classes and does not conducive to the effective cultivation of ideological and political thinking. Promoting the integration of new media into the development of ideological and political education in colleges and universities can change this achievement and enhance the flexibility of teachers' teaching methods. Teachers can use real-time video and other new media technologies to transfer real-time knowledge to students. The form is no longer limited by time and place. At the same time, relying on the corresponding mobile terminal equipment with stable Internet, effective connection with other students and teachers can be established in a timely manner, which instantly shortens the distance between the two sides, enhances teachers' reflection of the ideological and political thoughts to students and helps teachers effectively control the teaching content and education level.

3. The development dilemma faced by college at the new media environment

As the new media continues to penetrate into people's life, the way in which its information is disseminated has undergone a comprehensive change. The traditional college ideological and political classrooms cannot meet the development requirements of the new era. For this reason, college ideological and political work needs to take the initiative to face opportunities, and make practical changes according to its development dilemma in the new media environment. At present, the predicament of ideological and political work in colleges and universities in the new media environment is the inconsistency between the basic education concept and the need of innovative environmental development, the insufficient innovation of the corresponding teaching model, and lag of the innovation connotation in the overall teaching mechanism. The timeliness of ideological and political work in colleges and universities is not strong, further reducing the continuity and timeliness of teaching, which is conducive to the improvement of the quality of ideological and political work in colleges and universities and the overall sustainable development of China.

3.1 Low effectiveness of college ideological and political education led by the lack of innovative ideas

With the constant changes of the times, the relatively common problem faced by colleges and universities in the specific implementation of ideological and political work is lack of innovation in the ideological and political concepts of their teachers and corresponding managers, which has led to the low effectiveness of the education they have carried out. The development of ideological and political education in colleges and universities in China is mainly carried out around the corresponding teaching materials. However, the content of the teaching material is relatively basic, and it cannot be effectively combined with changeable empirical evidence. If the teacher emphasizes the content of the teaching material in the classroom, instead of following the development of the times in an effective manner, it will easily lead to the rigid pedagogy and the phenomenon of hidebound teaching. In other words, the knowledge imparted to students gradually lags behind, and the thought cannot adapt to the new and changing environment, especially in the special era where the spread of new media information is gradually accelerating. Students are not only the recipients of most of the information, but also the spreaders. During this period, if there is no way to make a good change of the ideological and political theory based on these characteristics, it is likely to cause failure to meet the needs of talents in the new era in the process of specific information dissemination, and emergency of bad speech, which is not conducive to the overall quality of public opinion, thereby further reducing the effectiveness of ideological and political work in colleges and universities.

3.2 Poor continuity of ideological and political education in colleges and universities led by insufficient innovation model

With the continuous changes of the times, the key problem in the process of college ideological and political work is that its specific education is not strong. Strengthening the innovation of college education models can better enhance students' understanding of ideological and political education, further increase its enthusiasm for educational content, and promote students to better explore knowledge, which in another way, can actually enhance the specific influence of ideological and political education in colleges and universities. However, according to the author's investigation and research, some ideological and political education systems in colleges and universities are lacking of innovation motivation, and there is no way to better adapt to the specific power of the new media, which cannot promote ideological and political teaching.

3.3 Low timeliness of college ideological and political education led by the lagged mechanism innovation of colleges and universities

At present, the core dilemma of ideological and political education in colleges and universities is that the overall education mechanism is relatively lagging behind and lack of innovation, which leads to the low timeliness of specific education content. The most important feature in the new media era is the faster and more convenient information dissemination. To this end, combined with the current situation of ideological and political education in colleges and universities, the assessment of teachers in the education process mainly depends on the teacher's test scores to judge. The ideological and political testing of counselors is generally based on the effects of daily work. These educational mechanism technologies are not improving actual quality combined with actual times, which further worsen the dilemma of carrying out ideological and political education in colleges and universities.

4. Innovative development of ideological and political work in colleges and universities at the new media environment

In order to further ensure that the ideological and political development of colleges and universities can be adapted to the environment of new media, strengthen the effect of ideological and political education, and improve the overall quality, and effectively improve the comprehensive quality of students effectively, it is necessary to combine the characteristics of the environment to further strengthen the work. Among them, the innovative exploration of the

practical ideological and political mechanism, innovative model further based on reality can guarantee the vitality of further enhanced overall ideological and political education by the new technology that can be used to innovate and optimize ideological teaching methods combined with scientific technical methods, and truly optimize and improve the specific ideological and political work of colleges and universities.

4.1 Adhere to ideological and political innovation and enrich ideological and political teaching content based on the development of the times

In order to ensure the effectiveness of the ideological and political work in colleges and universities, in the process of ideological dissemination, it is necessary to first carry out continuous ideological innovation in combination with the development characteristics of the times. At the same time, continue the expansion of teaching strength with the basic textbook content combined with real-time hot spots. In order to help students broaden their political horizons and ensure that they can better adapt to the new developmental environment, ideological and political education is the core competitiveness in their education. Strengthening the level of innovation in ideological and political education can better ensure them to correct their mentality under the rich new media environment and more effectively exert their freedom of speech. Not only that, as workers of ideological and political education, teachers must have a comprehensive understanding of the knowledge of new media, learn to master the performance system and be able to enrich the information of ideological and political work through various platforms. In addition, teachers should collect relevant typical cases that help to effectively explain the concept of ideology and politics, improve the enlightenment of students in ideology and politics teaching, and enhance the fun of the overall teaching content, as well as effectively improve the effectiveness of teachers' lectures. Teachers also need to take the initiative to make effective contact with students, and further deepen their ideological and political thinking by asking questions to ensure that students can integrate into the classroom, and continue to analyze the corresponding ideological and political issues in daily life to promote students' understanding of the changes in ideology and politics in the new media, and conduct in-depth research on the corresponding knowledge points to further promote students to establish a correct and positive outlook on life, world and values.

4.2 Optimize the ideological and political teaching methods based on the innovation model and relying on innovation

The main reason why new media can be quickly popularized and promoted is that it has the characteristics of rapid technological innovation, strong spread, wide coverage, and convenient operation. For these characteristics, the ideological and political education work carried out for the same effects should also continuously optimize its own educational work model with the trend of innovatively developed new media technology. For example, by building an ideological and political education account on the new media platform, using WeChat public account and corresponding Weibo software to regularly spread ideological and political information to students, and connecting students' own assessment and evaluation of teachers' qualifications with the new media platform of ideological and political teaching, the influence of the new media platform on ideological and political education can be further enhanced, with practically emphasizing the importance that teachers and students attach to ideological and political education in the new media era. Secondly, it is necessary to strengthen the establishment of a new model in the classroom teaching of ideological and political education, and combine various forms of social practice and lectures to carry out various ideological and political education propaganda to students, so as to enhance the timeliness of overall educational content.

5. Conclusion

In summary, in order to further strengthen the ideological and political education of colleges and universities and continuously innovate in the new media environment and comprehensively improve its level, it is necessary to first recognize the characteristics of the new media environment, timely adapt to the development of the times, and strengthen the integration with new media technology and comprehensive transformation of ideas and measures.

Only by this, students' values can be well shaped and the cultivation of their comprehensive qualities strengthened.

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