

How does New Media Play an Effective Role in School Ideological and Political Education

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Abstract. the rapid development of new media has brought new opportunities and challenges to the ideological and political education in Chinese schools. How to grasp this opportunity and use new media to better carry out school ideological and political education activities, and actively deal with the negative impact of new media on students and school ideological and political education, so as to improve the effectiveness of school ideological and political education, is an urgent problem to be solved. Therefore, this paper gives a brief overview of the connotation of new media emerging in the current society. On this basis, it analyzes in detail the opportunities and challenges brought by new media to school ideological and political education in China, and puts forward some Suggestions on how to correctly and effectively realize the functions of new media in school ideological and political education. In order to provide reference and basis for school ideological and political workers to make better and more effective use of new media.

Keywords: new media, school ideological and political education, opportunities, challenges, Suggestions.

1. Introduction

New media is in the social rapid development of mobile communication technology, emerge against the background of the emerging media form, such as digital magazine, SMS, MMS, QQ, email, web blog, microblog, fetion, WeChat, network BBS, etc. [1] today, new media is becoming more and more popular and loved by the students, the new media not only evolved into their daily important means of interpersonal communication and express themselves thought, also provides a display their individuality and they can be an important platform for [2]. Huge volume, convenient transport, update speed is a significant characteristic of new media, also because of this, makes in the new media, it contains many of the jagged unfiltered bad information, and the information for the discrimination is insufficient, immature and wet behind too shallow thoughts, values has not been perfect student groups, there is a big bad influence [3].

Therefore, this paper intends to elaborate the dual role of new media in school ideological and political education, and put forward effective countermeasures for its adverse effects, so as to better promote the benign application and development of multimedia in school ideological and political education.

2. Connotation of New Media

The so-called new media in the current society mainly refers to the new media form of text, sound, image and image transmission through the integration of digitization, communication technology and network technology. For example, digital magazine, mobile phone short message, MMS, QQ, E-mail, network blog, micro blog, feixin, WeChat, network BBS, etc., whose content includes digitized text, pictures, sound and video [4]. In recent years, new media, with its function advantages of public opinion guidance, entertainment and leisure, cultural carrier, education and teaching, and information communication, has gradually aroused people's extensive attention [5]. Therefore, this paper will analyze the opportunities and challenges it brings to the ideological and political education in schools in China.

3. Opportunities and Challenges Brought by New Media to School Ideological and Political Education

3.1 Opportunities Brought by New Media to School Ideological and Political Education

First, as a result of the new media has timeliness, continuity and comprehensive information dissemination characteristics, makes the students can communicate through dabble in, browse, or from the new form of media for university classroom education of the blind spot, the new media resources sharing can broaden students' horizons, expand knowledge, facilitate students to understand the international situation and dynamic, timely grasp the latest frontier of knowledge, improve the students' innovation consciousness and curiosity, is conducive to the improvement of students' comprehensive quality. At the same time, the emotional expression of information in new media is more convenient for students to understand and accept, which is conducive to the cultivation of learning interest.

Second, with the development and the progress of the society, the knowledge in the field of mutual penetration, interdisciplinary knowledge exchange across borders become the trend of the society, it is to the student's own learning styles, communication methods and the way of knowledge accumulation put forward higher demands and challenges, and new media to open its resource content, instant, convenient and comprehensive, broad characteristics can enrich and optimize the students' learning process.

Third, new media has made a breakthrough and innovation in the traditional social communication model. By creating an open, equal and free communication platform, the goal of interpersonal communication is more diversified, and the communication model also presents a new form of "one-to-many" and "point-to-point opposite". To a large extent, it stimulates students' enthusiasm for communication and is conducive to students' development of new social relations, so as to achieve all-round development.

Fourthly, ideological and political education work has a strong pertinence, the prerequisite for its smooth development is to understand the actual situation of the educational object, in order to teach students in accordance with their aptitude. Through the new media on campus, the communication between teachers and students and between students can be realized without estrangement, which greatly expands the ways and methods of carrying out students' ideological and political work and enables ideological and political education work to be carried out in a more targeted way. In addition, the education mode of new media has also changed from the monotonous traditional preaching mode to a new and flexible form, which is more in line with the psychology of young students to love new media, thus making the effect of education get twice the result with half the effort.

Fifth, due to the obsolete knowledge, insufficient information reserve and narrow knowledge coverage in traditional ideological and political education, the effect of ideological and political education in schools is greatly affected [6]. And new media with information in a timely manner, the change of characteristics such as high speed, broad, making school education workers to use new media in a relatively short time to complete ideological education, collection and screening of the related content, thus greatly enhance ideological education work of timeliness, and even to overcome the traditional ideological education theory and the actual phase out of the question.

3.2 Challenges Brought by New Media to School Ideological and Political Education

First, because of the new media in the multicultural coexistence and lead to real marxism-leninism and MAO zedong thought, deng xiaoping theory and "three represents" and so on ideological education thought is no longer applicable, completely at present, student's thought is active, strong thirst for knowledge and curiosity, also more well-informed 's ability to accept new things is very strong, but the lack of social experience, consciousness to distinguish and defensive ability is poor, which makes the new media in widen students' knowledge but also easy to western capitalist values packaging of all kinds of information, and all kinds of bad, reactionary, vulgar network information into the student's field of vision, Furthermore, it has a great impact on the formation of students' core values.

Secondly, with the wide spread of new media tools on campus, many students' improper behaviors using new media are derived. For example, many students even use mobile phones and some micro transceivers to cheat in exams when playing mobile phones, send WeChat messages, chatting on micro blogs and going to post bars in class. This has a great negative impact on the learning atmosphere on campus and seriously impeded the normal management of teaching order.

Again, the significance of education lies in the teacher to student's knowledge, but the new media is the huge amounts of information and route of transmission of diversity, universality, break through the traditional education mode of the constraints of time and space limit, compared to the student, teacher of new media in the benign knowledge learning and less attention, which makes students can take advantage of new media to many teachers lack of knowledge, some aspects of knowledge, the teacher in front of the students seem to be some not, educators in the priority in the dominant position and authority is challenged.

Finally, due to the abstractness and oneness of ideological and political education in universities, many students find it boring and hard to understand, with little or no interest in learning. Some students simply to mix to study divided into target, so using new media tools to see novels in class, such as WeChat, QQ chat to pass the boring classroom, truancy, and even call schoolmates help answer to, hiding themselves in the dorm or net cafe play games watch movies, cheating in the exam to take all kinds of new media means to pass the exam to get credits, these behaviors greatly influenced ideological education, the effect of deviation from the ideological education, and investigate its reason, lies in the lack of new media education courses itself interesting and attractive. Therefore, how to introduce the advantages of new media into ideological and political education so as to arouse students' learning enthusiasm and interest is a big challenge.

4. Effective Response Suggestions

In view of the dual role of new media in school ideological and political education, it will be of great significance to propose effective solutions to the challenges brought by new media.

4.1 Enrich the Content of Ideological and Political Education Network Platform to Make it Interesting and Educational

School ideological education website has a strong public opinion guide and function of cultural transmission, its content should pay attention to students' real life and psychological press close to, the school to better and more effective implementation of the ideological education lies in the construction of campus network, campus network is a school, teaching ability and scientific research level of important school spirits and disciplines. Through the ideological and political education website, listen to the most real thoughts and confusion of students, teach students in accordance with their aptitude, and take the Internet as the medium of ideological and political education. At the same time, more positive in a few clicks, focus on high school students related portal infiltration promote ideological education content, for example, adding some current news dynamic in these sites, the party group, such as fruit can also be some motivational class active movies, songs, drama, micro video introduction of these sites, changes the abstract, boring education classroom education for the specific education website, fun, by osmosis, are exposed to achieve the goal of education school students effectively.

4.2 Change the Communication Ideas of Ideological and Political Teachers in Universities, So as to Better Promote Communication between Teachers and Students Without Estrangement

Students ideological education of the body is a university teacher, however, because of the different time of birth and age, many among the students widely used new media tools is used rarely in the middle of the teachers, such as renren, weibo, BBS and so on, these have become many students access to information and important way to express their point of view, a lot of students in weibo about mood and opinion to express their inner most real ideas. Therefore, the combination of school

education work itself strong pertinence, teachers should change ideas, advancing with The Times, should not be the students of the communication channels in disdain, should be more in-depth, learn and master the communication, and through the Internet, bloggers, qq friends form of communication with students on attention even when the fans,. On one hand, it can eliminate the estrangement between teachers and students and create an equal and respectful communication environment. Second, teachers can also expand their knowledge, eliminate the knowledge gap between teachers and students. In this way, students can open their hearts and communicate openly with their teachers. In this way, they can understand students' ideological trends and problems, and then carry out corresponding correct guidance and education, so as to improve the effectiveness of ideological and political education.

4.3 Strengthen the Media Literacy of All Participants in New Media, and Create a Harmonious and Healthy New Media Environment and Behavior

New media, with its generalization and fragmentation of resources, covers all aspects of life. Media institutions, social organizations and users constitute the main components of new media [7]. As the implementing subject, environmental subject and dynamic subject of the media literacy education system, they have a decisive influence on whether new media can play an effective role in promoting the ideological and political education in universities. To this end, we should from schools, society and students themselves in these three aspects, filtering through the vulgar, reactionary information in the campus of new media, new media environment create a harmonious health, cultivate the students' positive criticism consciousness, carry forward the traditional ideological education values and world view, let the students to consciously massive amounts of information from the new media to take the essence to the dregs., for example, the teacher may through the campus BBS to release some new social dynamic and some enlightenment to current news posts, topic and cause students to discuss, to express their own opinions, and careful and meticulous for some confusion or advisory opinions put forward guidance and evaluation, because some ideas are likely to be the student own heart real idea, at the same time, but also to strengthen the management of BBS, delete the malicious damage, vulgar taste, sexual temptation, such as bad information, prevent the spread of the wild, finally realizes the university ideological education the essence of the original intention.

5. Conclusion

With the rapid development of new media in recent years, it has become one of the important tools for students' daily life and learning. Based on the viewpoint of debate materialism, everything has two sides, and new media is still the same. It is also a double-edged sword for the ideological and political education in Chinese schools. For this reason, this article first is the emergence of new media brings to the our country school education work respectively discusses the opportunities and challenges, and then, according to its challenges, some Suggestions were put forward countermeasures, in order to be able to China's school education workers correctly use the medium of the new media tools to provide the reference, in turn, promote new media education effective play a role in the education work in school.

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