

A Brief Analysis on the Necessity of the College Ideological and Political Education under the Background of New Media

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Abstract-With the rapid development of science and technology, new media technology represented by network and cell phones has surpassed the traditional media such as campus newspaper, broadcast and television and has become an essential way of carrying out the moral education. Under its influences, college ideological and political education is facing both opportunities and challenges. As a result, college ideological and political education has reformed and innovated its educational concept, teaching methods and the approaches of daily management. Therefore, it is necessary to effectively combine the advancement of the new media and the college ideological and political education so that we can make the full use of opportunities brought about by the new media and further promote the active role played by the new media in the process of improving the effectiveness of college ideological and political education.

Keywords- *new media, college, ideological and political education, necessity*

I. INTRODUCTION

In January, 2015, an important document concerning the college ideological and political education has been issued by the General Office of the CPC Central Committee and the General Office of the State Council, which clearly states that great efforts must be made to further improve the quality and ability of the college teachers who are responsible for this area. What's more, it also suggests that we should enhance the learning system of the political study of the teachers and the construction of the morality of the teachers as a whole. Accordingly, it has also set a higher demand to the teachers. Not only should we pay more attention to the improvement of the professional skills of the teachers, but also we should follow the trend of the social development by actively helping the teachers to master the use of the new media so that they can effectively and efficiently put them into the practical use of the teaching process and daily management. Meanwhile, it's also significant to enhance the regulations and management of the students' use of the Internet and new media. In addition, the study of political theory of the college students should also be strengthened. Under the background of cultural diversity, it's essential for us to solidly form the firm faith in the ideal of socialism and

Marxism. At the same time, we should also enhance the training of the professional teaching skills, so that we can dramatically improve the work efficiency by taking the proper approaches and methods.

II. SOME PROBLEMS CONCERNING THE COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF NEW MEDIA

With man's entry into the 21st century, the information has been exploded globally, among which, the Internet and new media has naturally become one of the most important ways of carrying out the college ideological and political education.

Under the general background of new media, college ideological and political education has not only experienced the reform of its educational concept and teaching methods as well as the approaches of daily management, but also has given new and fresh challenges to it.

At present, in most cases, most of the classes of college ideological and political education are the large-size classes, with dozens of and even more than one hundred students participating in the classes together, resulting in the low effectiveness and the lack of the effective interactions between the teachers and students. Consequently, it can not lead to the satisfactory result of college ideological and political education.

As far as the contents of the college ideological and political education are concerned, the ways of expressions are also not so attractive. As a matter of fact, in many cases, the teachers are just mechanically repeating or copying the materials of the textbooks, using just the lecturing way of teaching or the lecturing-plus-ppt approach to teach the students, which definitely makes the teaching pattern monotonous and even dull. What's more, owing to various limitations of objective conditions, we cannot efficiently carry out the teaching of the college ideological and political education satisfactorily based on the practical situations.

Some teachers of the college ideological and political

education cannot fully make the best use of the full function of new media. As a result, the efficiency of the teaching of the college ideological and political education has still not been enhanced.

Thus, how to design the lessons of the college ideological and political education and how to arouse the college students' initiative on the basis of their mentality, personality, interests, combining the various elements of new media, has become an essential challenge faced by the college ideological and political education.

In addition, as a result of the lack of the interaction and communication between the teachers and the students in college ideological and political education classes, the teachers can only limit their teaching to the level of knowledge teaching. As a consequence, the relationship between them just remains at the classroom, which certainly can not meet the increasing needs of the students' stronger desire for seeking more knowledge and wisdom under the background of new media.

Under the background of new media, both the teachers and students have more convenient access to all kinds of information. However, there is still not a perfect Internet supervising system among colleges.

Due to the fact that the college students are not mentally matured and lack the necessary ability to tell right from wrong, they can easily become lost and confused when facing all kinds of electronic and Internet temptations. Even worse, they can become the slaves of all kinds of bad information from the Internet. Therefore, it's necessary for the college students to improve their quality of using new media.

Nowadays, with the rapid development of globalization, the cultural diversity has indeed become a fact and it has inevitably led to some conflicts with the traditional culture. Consequently, the general environment of the college ideological and political education has experienced many changes. On the one hand, the students are facing an extremely wide circle of information. On the other hand, they lack the necessary ability to control the use of new media. Thus, it has given a serious challenge to the college ideological and political education.

The cultural diversity has had a great impact upon the morality level of the college students. They have been, to some extent, far away from the traditional virtues of Chinese culture.

During the process of teaching ideology and politics in colleges, the teachers are also becoming increasingly worried about some objective phenomena. For example, some students are just absent-minded and play the games on the mobile phones. They don't actively take part in the classes. Some students even take nothing but the mobile phones to the classroom.

For a great many college students, the college ideological and political education class is just a useless one; they are just forced to take part in the lessons.

Because of the wrong understanding about the lessons of the college ideological and political education, the college students don't take interest in the lessons and they don't listen to the classes attentively. In addition, they pay little attention to the importance of the exams concerning the college ideological and political education. Under this kind of situation, the effectiveness of the college ideological and political education is definitely low and limited.

One more problem is that for quite some time the evaluation system of the college ideological and political education is not that reasonable, with too much emphasis upon the theory but little upon the practice.

In addition, the corresponding evaluation index of the practical effects of the college ideological and political education is not so perfectly scientific, putting too much stress on the teaching-related activities, but too little stress upon the practical effects of the college ideological and political education.

Since it has not taken the factors of the daily moral activities and the corresponding honors into account, the past evaluation system has resulted in low effectiveness, for it just pays attention to the creativity of forms and contents of the college ideological and political education.

Therefore, under the background of new media, it is vitally essential for us to rebuild the scientific and reasonable evaluation system concerning the practical effects of the college ideological and political education¹.

III. THE ESSENTIAL MEANINGS AND CHARACTERISTICS OF THE COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF NEW MEDIA

A. The Meanings and Characteristics of the College Ideological and Political Education

The activity of the ideological and political education constitutes one of the most important mankind social practices, which appears as a result of the class society. The concept of the ideological and political education is closely connected with the activities of the proletariat².

Its characteristics are as follows. Firstly, the ideological and political education has its vivid principle of being faithful to the Communist Party of China. Secondly, the ideological and political education work has its strong sense of class.

The ideological and political education, in terms of its structure, has the feature of being comprehensive, which means that it consists of the educators' activities and the students and the influence of educational environment as well as the students' self-education activity. Generally speaking, the ideological and political education is the practical work that is directed towards the general people. And it has its characteristic of being people-oriented and practice-oriented. Instilling method, by itself, is supposed to be rational, with the certainty of purpose, the rightness of

contents and the distinction of expression³.

B. The Eventual Goal of the College Ideological and Political Education

The college ideological and political education means a series of educational practice activities intended to positively affect the cognition, emotion, attitude, ideology, ideas, faith and so on, so that the college students can ultimately become the talents that our motherland and the society are in need of.

Specifically speaking, the general college ideological and political education consists of two main parts, namely, the theoretical education of ideology and politics and the daily ideological and political education activity concerning the college students.

1) The Theoretical Education of Ideology and Politics

The theoretical education of ideology and politics is commonly regarded as a high-level faith education, aiming at leading and helping the college students to set up their right world outlook, life outlook and value outlook, and based on the above-mentioned conditions, helping them to set up their common ideal of working hard for the ideal of building the socialism with Chinese characteristics. At the same time, it is also necessary to help the college students to fight against the wrong ideas.

2) The Daily College Ideological and Political Education Activity

The daily college ideological and political education activity means the other teaching activities besides the in-class ideological and political education activities, such as the academic activities, the students' social practice activities, the activity concerning the students' mental health and so on⁴.

C. The New Characteristics of the College Ideological and Political Education

Nowadays, with the rapid development of the society and with the complicated and profound changes of social situations, the college ideological and political education has also experienced many new changes.

One of the most significant changes is that the Internet-based ideological and political education is being paid more attention by an increasing number of scholars. At first, most of the scholars focused on the academic researches of the subjects of education, educational methods, educational resources and the students.

One of the scholars named Xia Xiaohong once pointed out the following characteristics: firstly, the virtual characteristic of the space of ideological and political education; secondly, the interaction and equality of the ideological and political education; thirdly, the opening characteristic of the environment of the ideological and political education; fourthly, the sharing and asymmetric characteristics of the information resources of the ideological and political education; fifthly, the punctuality

of the development of the Internet-based ideological and political education; sixthly, the social characteristic of the realization of the Internet-based ideological and political education.

Another scholar named Zhao Kangtai hold the opinion that the characteristics of the Internet-based ideological and political education can be shown as follows: the invisibility of the educational subjects and the diversity as well as the integration of the educational resources. In addition, the characteristics also include the technological emphasis of the educational method and the self-motivational tendency of the students as well as the one-sidedness of the educational process. Based on the researches of the previous scholars, the research on the characteristics of the ideological and political education is becoming increasingly matured.

In 2012, another scholar named Gao Guiyun further analyzed the characteristics of the Internet-based ideological and political education: as far as the characteristics of the educational subjects are concerned, the teachers and workers of the ideological and political education have the characteristics of being organized, virtual and equal.

As far as the characteristics of the contents of the ideological and political education are concerned, they are characterized as being ideological, open, rich and invisible; in terms of its characteristics of methods or approaches, it is characterized as being technology-based, diversified, interactive and convenient; as far as the purpose of the ideological and political education is concerned, it is characterized as being objective, political, and hiding; finally, as far as the characteristics of values, it is characterized as being time-convenient, sharing and humanistic⁵.

As a special practical activity, the ideological and political education is always carried out under a certain historical background. Therefore, it will certainly be affected and limited by the objective surroundings.

It's just because of these above-mentioned reasons that we need to, not only actively explore the question of how to take full advantage of the new media to improve the effectiveness of the ideological and political education, but also we need to actively deal with the new problems and challenges arising from the development of new media so that we can better achieve the eventual goal of the ideological and political education and truly increase the effectiveness of the ideological and political education.

Concerning the new characteristics of the college ideological and political education under the background of new media, another scholar named He Binsheng put forward his personal suggestions⁶.

Firstly, further strengthen the awareness of emphasizing the importance of the ideological and political education and further emphasize the role of methods-creativity.

Secondly, combine the tangible and intangible ways of

educational methods.

Thirdly, combine the general and individual moral educational methods.

Fourthly, combine the theoretical education and the practical education.

Fifthly, combine the school education, family education, social education and the self-education.

Sixthly, combine the value education, life education, professional education, and the job-seeking education.

Seventhly, combine the general objective and the step-by-step practice method.

Eighthly, combine the ideological education, behavior management, and the mental education.

IV. THE IMPORTANCE OF STRENGTHENING THE COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION

Based on the above-mentioned research and analysis concerning some of the problems arising as a result of the new media, we have come to realize that it is absolutely necessary for us to combine the new media and the college ideological and political education. The reasons are as follows.

First of all, by combining the new media and the college ideological and political education, we can not only enhance the students' self-motivation in actively taking part in the lessons but also we can dramatically improve the attraction and effectiveness of the college ideological and political education. It's also necessary for us to confront the challenges brought about by the new media.

Secondly, under the background of new media, in order to achieve better effectiveness of college ideological and political education, not only should we improve ourselves according to the changing situations of the students' physical and mental developments, but also we need to further probe into the mechanism of the college ideological and political education so that we can cultivate the highly-qualified and comprehensive talents that can really shoulder the important responsibility of building the harmonious society and fulfill the mission of serving our motherland whole-heartedly.

Thirdly, both from the perspective of the students' self-development and the responsibility of the colleges, and the perspective of China's future development, we should further put more emphasis upon the improvement of the college ideological and political education. For example, some college students' political stance is not firm enough, and psychological problems happen to them frequently. Besides, their scientific and humanistic quality declines. On the one hand, we should help the students to make full use of the advantages brought about by the new media so that they can acquire the beneficial knowledge and skills, expand their scope of knowledge, improve their interpersonal communication skills, enhance friendship with their teachers, and tell right from wrong in the complicated information. On the other hand, it's also

necessary to help the students set up and solidify their right world outlook, value outlook and life outlook so as to help them to cherish their college life, study diligently and work hard for the cause of socialist modernization construction.

Fourthly, since the new media has greatly expanded the channels of the students' access to information, the students' political stand, ideal belief and values can be easily changed by all kinds of factors. Therefore, as the foremost positions of the ideological and political education, the colleges should be fully aware of the fact that we should try to solve many of the problems at the earliest time. Under the background of the increasingly complicated international and domestic environment, we should make full use of the core values to help both the teachers and the students to direct their social practice in the right direction. What's more, we should also make the best use of the methods of the new media to make our work of the ideological and political education more creative and take initiative to actively control and master the public opinion. In addition, we should strengthen the political awareness, the responsibility awareness, and the bottom line awareness so that we can help the college students to have firm faith in the road of socialism with Chinese characteristics. And we should also help them to have confidence in the theory and system related to the road of socialism with Chinese characteristics. Eventually, we should cultivate the college students to become the qualified successors of our country.

V. CONCLUSION

With the inevitable changes of the environment of the education, the college ideological and political education is undoubtedly facing the new challenges and new requirements. Therefore, we need to take the challenges with courage and come to accept the new media and by fully knowing the characteristics of the new media, seriously carry out the work of the college ideological and political education well. By effectively combining the new media and the college ideological and political education we can, to a great extent, improve the effectiveness of the college ideological and political education.

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