

Optimizing the Way of Ideological and Political Education in Colleges and Universities from the Perspective of Communication

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ABSTRACT

Under the new situation, great changes have taken place in the social communication environment and the characteristics of the audience groups. The ultimate goal of ideological and political education is to achieve the educational effect of "entering the mind and entering the heart", so that students can truly take the ideological and political course in colleges and universities as their lifelong benefit course. It has become the breakthrough point to optimize the ideological and political education in colleges and universities. Based on the communication, this work analyzed the current situation of ideological and political education in colleges and universities. According to communication channels, communicators and audience characteristics, the necessity of innovating ideological and political education in colleges and universities was demonstrated, and a series of ways to optimize the ideological and political education in colleges and universities were put forward.

Keywords: *New communication environment; Ideological and political education approach; Communication; Optimization and exploration*

1. INTRODUCTION

General Secretary Xi Jinping delivered an important speech at the "National Conference on Ideological and Political Work in Colleges and Universities". He proposed that "doing a good job in ideological and political work in colleges and universities must be adapted to the situation, progress with the times, and new with the situation" [1]. Facing the development of the times and the wide application of various media, enhancing the attraction and appeal of ideological and political education has become the top priority. In the complex and changeable new communication environment, traditional education communication activities are confronted with unprecedented challenges. How to effectively carry out the ideological and political education work and maximize the effectiveness of ideological and political education communication has become the starting point and foothold of ideological and political education work in colleges and universities. The communication of ideological and political education in colleges and universities in the new era cannot be just a process of invariable and repeated teaching. It should be innovative and optimized in real time and in real terms in combination with the characteristics of the new era. Only in this way can China's socialist ideology with Chinese characteristics be spread better in Xi Jinping's new era. The important basic educational project with Comrade Xi Jinping as the core

authority of the Party Central Committee can be better maintained.

In the new communication environment, it should expand the ideological and political education ideas, deeply grasp the fine tradition of ideological and political education, flexibly use the educational methods of spring breeze and rain, moisten things and silently, and constantly combine with new media. It can make the ideological and political education work really integrate into the spiritual blood of the youth, encourage them to set up the ideal and belief with the same heart and direction with times, and become qualified successors of the times as soon as possible.

2. ANALYSIS ON THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW COMMUNICATION ENVIRONMENT

2.1. The popularization of Internet technology

According to the 45th "Statistical Report on China's Internet Development" released by China Internet Network Information Center (CNNIC) on April 28, 2020, the number of Internet users in China had reached 904 million by March 2020. the number of online education users reached 423 million, an increase of 110.2% over the end of

2018, accounting for 46.8% of the total Internet users [2]. It can be seen that the Internet and artificial intelligence are constantly influencing and innovating the way of education and learning. An increasing number of students feel the convenience and quickness of "knowing the world's affairs in detail without leaving home", and are more used to answering their doubts through the Internet. To a certain extent, the Internet has become an indispensable part of students' learning and life.

2.2. The limitation of teaching idea

Facing the development of new media technology in recent years, some teachers have integrated audio, PPT and other multimedia teaching methods into traditional teaching for ideological and political teaching. In this way, the traditional blackboard writing time is saved, so that students can receive teaching knowledge more intuitively and systematically through the combination of audio-visual. To a certain extent, integrating multimedia technology improves the efficiency of ideological and political teaching. However, there is a lack of in-depth analysis on the characteristics of student audience groups in the new communication environment due to the influence of traditional teaching ideas. This makes the current college teachers' understanding on new media technology still has limitations. On the surface, integrating new media technology has updated the teaching method. In fact, it is still a one-way teaching communication mode with teachers as the subject and students as the object, which largely makes the students lack the sense of classroom participation.

2.3. The subjective initiative of student groups

In the process of ideological and political education through the network, the student group is not a rigid and passive receiving machine, but an individual with subjective initiative. In this "national network" era, the diversity of access to current political information and educational information and the variability of information access content are directly or indirectly inseparable from the network, and student groups are no exception. With regard to receiving and mastering educational information, they have reached or even surpassed the education communicators. Facing the complex network environment, students' ability to distinguish right from wrong is uneven when they receive network ideological and political education due to its own subjective initiative. Consequently, some student groups are easily eroded by western capitalist ideas, and even deceived by a large number of false information and statements endangering the country. It has a great negative impact on forming students' outlook on life and world outlook.

3. THE NECESSITY OF OPTIMIZING THE WAYS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1. The network of educational information impacts on the traditional transmission way

In the process of communication, the choice of communication channels directly affects the final result of communication activities. The national nature of socialism in China determines that the management of media is the mouthpiece of party and government. In the new situation, the emergence of various new media technologies has impacted on the traditional communication channels. Ideological and political education is an information dissemination activity closely related to the future and destiny of the party and the country. In order to maximize the effectiveness of ideological and political education, a rigorous and responsible attitude in selecting communication channels should be adopted.

With the wide spread of network information technology, the communication channels of ideological and political education in colleges and universities are increasingly diversified, and the degree of information sharing has also become a leap forward. On the one hand, it improves the penetration of ideological and political education, realizes the connection of government, family, campus and individual, and offers more possibilities for improving the communication effect of ideological and political education. On the other hand, the transmission speed of educational information is increasing day by day. In the complex environment of mixed good and bad network information, entertainment and leisure are spreading rapidly, and bad network information is spreading wantonly. Therefore, the optimization and innovation of ideological and political education communication channels are facing more complex and difficult challenges in the trend of economic globalization and educational information network.

3.2. The particularity of ideological and political education puts forward higher requirements for communicators

The disseminator of ideological and political education, like other communication, is the initiator of the whole communication and the "gatekeeper" of all links in the whole communication process [3]. As a special communication activity with political and ideological nature, ideological and political education is a discipline that directly serves the party and the country and the people, and its "gatekeeper" responsibility is more important.

With the continuous development of new media

technology, teachers are affected by the traditional teaching concept and lack of flexible application to new media technology. The dogmatic traditional education concept will lead to the ideological and political education in colleges and universities gradually deviate from students' actual needs and expectations. Staying at the level of teaching principles and philosophy and preaching teaching through book theory will inevitably make the ideological and political classroom become boring, and make the audience group accept the ideological and political teaching in a passive state for a long time. As a result, the personal feelings and daily learning life of the audience are seriously divorced, which can not well mobilize the learning enthusiasm of the audience group. The ultimate communication effect of ideological and political education is limited to ideological and political classroom.

3.3. The instability and entertainment of the audience group

The main purpose of ideological and political education is to enable the educated group (i.e., the audience group) to effectively receive the planned, organized, disciplined and correct ideological and political education information [4]. The audience group of ideological and political education, as another component of ideological and political education communication, is the final experience receiver of the whole education process, and determines the final communication effect of ideological and political education.

The growing student audience group is characterized by lively love, strong curiosity, poor self-control ability, etc. Facing the complex network environment, it shows a series of characteristics such as instability and preference for entertainment in the process of independent access to education information through the Internet. First, the audience group is unstable. Ideological and political education is not achieved overnight, and its influence is a long process. For the students who have not yet entered the society and are in the growth stage, they have strong curiosity, and their world outlook, outlook on life and values have not been fully shaped, which has great instability. Second, the audience prefers entertainment. The communication content of ideological and political education is generally serious and single. In the process of repeated teaching, it is easy for the audience to produce thinking patterns. On the other hand, the audience groups of ideological and political education tend to prefer entertainment information. In their daily life and study, they are often more willing to accept the information they are interested in, which will inevitably lead to a lack of attention to the information spread by ideological and political education and even lead to great resistance.

4. THE WAY TO OPTIMIZE THE IDEOLOGICAL AND POLITICAL EDUCATION MODE IN COLLEGES AND UNIVERSITIES

4.1. Carrying forward the advantages of new media based on inheriting the tradition

The traditional communication way has a powerful force that new communication ways can't reach. As a kind of institutionalized communication, the information transmitted by mass communication is open, authoritative and significant after screening, which can create information momentum in the general society in a short time. Ideological and political work is at the high starting point of national development. As the forefront of national ideology, colleges and universities should disseminate systematic and authoritative ideological and political education. Therefore, it is necessary to innovate and optimize the current mode of ideological and political education in colleges and universities based on the advantages of traditional communication methods and new media communication technology.

In today's rapid development of network technology, it can not be denied that new media communication is a fast, comprehensive and interactive way of communication. New media communication technology offers a lot of technical support for the diversification of ideological and political education. To optimize the way of ideological and political education in colleges and universities, we can make good use of the traditional offline ideological and political classroom for the prevention and guidance of student audience groups according to the characteristics of information network. The ability of the audience to distinguish bad network information and distinguish the network world from the real world can be enhanced. It should cultivate the normal thinking of the Internet and fully integrate all kinds of new media communication methods into offline classes. Through cloud data, artificial intelligence (AI), virtual reality (VR), etc., to achieve "intelligent ideological and political". It should strengthen the interaction with students, let students participate in the classroom, thus improving the students' awareness of active knowledge. Finally, it is necessary to make full use of the timeliness of network communication, actively carry out discussions with the audience groups around the contents of current affairs and ideological and political courses, thus improving the students' sense of classroom participation.

Only by keeping pace with the times and daring to innovate can we enhance the attraction and appeal of ideological and political education, otherwise we will only fall into the mode and conceptualization [5]. We should enhance the affinity of ideological and political education from the way of communication, and improve the identity of students' audience groups. On the basis of inheriting the

tradition, we should make full use of the advantages of traditional communication methods combined with new media technology, give full play to the beneficial role of new media communication, and deeply optimize and innovate the ideological and political education methods in colleges and universities. Thus, the all-round and dynamic good communication effect of ideological and political education in colleges and universities can be realized.

4.2. Grasping the problem-oriented power and improving the comprehensive quality of communicators

The communicator is the initiator of the whole communication process. Every link in the process of communication is inseparable from the communicator, which plays a decisive role in the whole communication activities. In today's open society, the formation of students' ideology will be affected by various aspects, including positive and negative information. As the "gatekeeper" of various links, communicators must firmly grasp the problem-oriented right while improving their comprehensive quality.

Facing the development theme of "content is king", the communicators of ideological and political education should keep the content systematic and scientific based on the interests of the party and the people. Innovating teaching content makes it tend to be three-dimensional and popular, and improves the affinity and attraction of ideological and political teaching. By optimizing the content of communication, communicators make the audience development more in line with the needs of society.

In the process of optimizing the content, it is necessary to grasp the problem-oriented right to improve the effectiveness of ideological and political education. To firmly grasp the problem-oriented right, it should integrate the content system of ideological and political education into different aspects based on reality, and transform the core content into a problem mode. Then, the rational analysis and authoritative interpretation of the problem can fully meet the audience's problem consciousness. Combined with the actual situation of the audience group's own learning, life, etc., the communicator should also have targeted instruction. Starting from the interests of the audience groups, it improves the affinity of ideological and political education, and virtually takes into account the practical needs of social development, giving full play to the guiding role of ideological and political education on the ideological development of the audience groups.

It is necessary to improve the overall quality of communicators and build a more professional ideological and political education communication team. First of all, it should cultivate good moral character. Cultivating good moral character is the main task of ideological and political education, which puts forward higher

requirements for cultivating good morality of communicators. The general public will have an unconditional bias towards the people with good moral character when they are beyond their own cognitive scope and have doubts. This requires the communicators to avoid being too light on the arrangement of content dissemination, and should establish a sincere good moral character. Secondly, communicators should have profound professional knowledge and strong working ability. A good communicator needs rich professional knowledge to deal with various problems in the ideological and political education information dissemination authoritatively and reasonably, and is more likely to be respected and respected by the audience students. Apart from abundant knowledge reserves, communicators also need professional working ability to make full use of their knowledge. Finally, it should cultivate communicators' innovative ideas. With the development of social openness, it is necessary for communicators to enhance their awareness of news in time, keep the openness of educational information dissemination, actively learn and apply new media technology, and do a good job of "gatekeeper" for audience groups. Also, It should actively guide students to establish correct values, accept correct network public opinion, and achieve a good effect of ideological and political education communication.

4.3. Clarifying the characteristics of audience groups and innovating the two-way education mode

Teacher as the subject and student as the object is a single traditional way of educational communication. With the development of society, the audience groups of educational communication are not unchangeable. The traditional simple indoctrination education has little effect on today's independent audience group, and may even cause the audience to have the psychology of rebellion and resistance. Facing the characteristics of the audience group in the new communication environment, it is easy for ideological and political education to become a unilateral didactic educational activity by stereotyped thinking that the communicator is the subject of education and the audience is the object.

Ideological and political education, as a communication activity with clear purpose and audience orientation, constitutes the main body in the process of education communication under the premise of interaction between communicators and audience groups. The two sides of educational communication should be an equal interpersonal relationship. The innovation of two-way education mode is to build an interactive mechanism of mutual feedback between communicators and audience groups. The two sides of the communication have maintained the mutual influence and interaction relationship for a long time through mutual exchange and information sharing. People-oriented education should be carried out in education activities, and the curriculum and

education should be targeted with respect and understanding. Therefore, the audience can truly feel the country's political and cultural self-confidence, actively accept ideological and political education from the bottom of their hearts, and take the ideological and political education as the wind vane of daily life and learning.

5. CONCLUSION

General Secretary Xi Jinping pointed out that ideological and political education in colleges and universities is directly related to many issues, such as what kind of people universities cultivate, in what way and for whom [6]. Facing the new communication environment, it is necessary to optimize the ways of ideological and political education in colleges and universities. It should firmly grasp the problem-oriented right in ideological and political teaching, and improve the comprehensive quality of communicators from all aspects. In the process of innovation, the positive role of new media communication should be fully developed on the basis of inherited tradition. It should clarify the characteristics of audience groups under the new communication environment, give full play to the vitality and creativity of contemporary young people, change the traditional single education mode, and actively explore the development of two-way education mode. Only in this way can the ideological and political education in colleges and universities achieve the communication effect of "entering the mind and entering the heart". From the perspective of communication, this work analyzed the current situation of ideological and political education in colleges and universities from three aspects: communication channels, communicators and audience groups, and then carried out innovation and optimization. Consequently, students can really accept the

ideological and political education of "entering the mind and entering the heart", and truly take the ideological and political course in colleges and universities as their lifelong benefit course.

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