

Change of Ideological and Political Education Strategy under New Media Environment

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Abstract. New media not only changes the process of the public receiving education, but also makes traditional ideological and political education face great challenges. The research on implicit cognition of cognitive psychology provides an implicit working path for ideological and political education. The ideological and political education strategy needs to be changed to meet the information dissemination under the environment of new media.

Introduction

The emergence of new media is changing the process of the public receiving education. And it has difference influence on ideology, political view point and ethics of the people. The influence is not formal, and it is generally embedded in information activities. The content is fragmented and is implicit. The non-mainstream values, ideology and social thought quietly enters the ideology of the people with the help of the channels of digital space. Under the influence of new media environment on ideology, value orientation and social attitude, ideological and political education is badly in need of a new working idea adapting the era development requirements.

Research of Implicit Knowledge Processing and Development of Implicit Persuasive Path of Ideological and Political Education

Implicit cognition research is a forward subject in the present cognitive psychology research field. Implicit cognitive process reveals unconscious activities in cognitive process, and includes implicit learning, implicit memory, implicit knowledge and implicit social cognition. Especially the research on the separation of implicit memory and explicit memory and the difference of implicit learning and explicit learning proves that implicit cognition and explicit cognition is the independent information processing system. The essence of ideological and political education is to guide the attitude and behavior of the educatee tend to change the information dissemination process. The explicit leaning way is always used to transmit the ideology, political views and moral rules to influence the thought and behavior of the educatee. It selects a noticeable explicit persuasive path which means that the knowledge achieved by teaching-receiving education way is the explicit knowledge with cognition, proposition and theory as the representation. Does ideological and political education have another transmission and education path? Does ideological understanding of the people include unconscious activities? Michael Polanyi is the first to propose that there was implicit knowledge in the brain of the people, and thought that implicit has two dimensions, cognitive dimension and skill dimension. Cognitive dimension includes belief, ideal and value for the feeling. And skill dimension means the knowledge knowing how to do, and the known state is implicit. [1] Trough the experiment of unconsciously achieving complicated knowledge, Reber proved that the people don't realize what to control their behavior rules, and learn the existence of implicit learning. Therefore, in ideological and political education, theory inculcation is not the only way to make the educatee master abstract theory and views. Implicit learning makes the educatee experience rich and colorful social phenomena and accumulate lots of cognitive understanding, which realizes mastering abstract theory. It is like that some people can't express profound theory and grand idea, but they can consciously fulfill the requirements of ideological and political education, which shows noble moral sentiments.

The past ideological and political education doesn't effectively use and develop the function of benefit implicit learning and implicit knowledge in education process, and doesn't realize that the negative implicit knowledge hinders and interferes the effect of ideological and political education. The educatee achieve cognition, theory and views for consciousness level and can use some signal systems to express it completely at last, but it is only the explicit knowledge. The ideal, faith and attitude of the people may don't need clear language expression, and know how to act under social situations. It is just as the famous proposition, the things we know are more than we can say, in *Silent Dimension* written by Polanyi. [2] The research of cognitive psychology about implicit cognitive provides another persuasive path for ideological and political education. Under new media environment, the way of information communication, the way of people learning and the way of achieving information has great implicit cognition processing feature. The new media has the characteristics of interaction, openness, instantaneity, virtual and accessibility, which provides wide transmission platform, rich education resources and diversified implementation means for ideological and political education to develop implicit education. \

Change of Ideological and Political Education Strategy under New Media Environment from the Perspective of Implicit Cognitive Process

Emphasizing the combination of education content and education objects. The past ideological and political education is always influenced by objectivism knowledge view, and emphasizes the utility and normalization of education content. It considers that theory, cognition and proposition not only reflects objective reality, but also should be clearly expressed with language. It puts too much emphasis on presupposition and certainty of education content, and is easy to ignore, constrain and eliminate individual factor. The emergence of new media meets the thirst of the people for individuality and freedom, and the participation degree of the audiences improve greatly. The information can be classified easily, and is sent to each terminal. The people can customize and retrieve the information by new media. Each new media user can publish or accept individualized information. Polanyi thought that the basis of implicit knowledge is from individuals, all scientific knowledge is participated by individuals and has relationship with the experience of the people. And the belief and subjective experience of individuals plays an important role in hypothesis and deduction in scientific and rational cognition.[3] Therefore, under new media environment, ideological and political education needs to concern education objects and comprehensive development requirement of the people. The focus, requirements, interest and behavior habit of the education objects should be mastered timely and accurately. And the individualized education information needs to be provided for the groups with the help of many channels of new media, which really transfers objective theory, views and proposition to be individual faith, attitude and action.

Emphasizing the combination of explicit education and implicit education Explicit education is the main channel of ideological and political education. However, the emergence of new media plays the role of decomposition in the main channel and dominant position of traditional ideological and political education. If explicit education effect depends on explicit learning and explicit memory activities, the achieved knowledge is the systematic explicit knowledge. With the development and application of new media, the speed of information communication is rapid, the range is wide, the ways are flexible and the content is rich. The traditional learning style and the ways of achieving knowledge is changing. The fragmentation of knowledge, reduction of courses and contextualization of education makes the educatee choose the learning content and time according to their interests, requirements, acceptance ability and psychological state. In the research on the generation of implicit knowledge, Polanyi pointed out that focused detection and attached detection appears in pairs in the cognitive activities of the people. Each actual knowledge is the mixture of explicit knowledge and implicit knowledge. [4] In implicit ideological and political education, the educatee may detect the carrier of non ideological and political education feature, but they may detect the implicit ideological and political education factors. Sternberg proposed that when the explicit knowledge is consistent with the implicit

knowledge, the achievement of implicit knowledge for explicit knowledge can play the role of assistance and guidance. [5] Therefore, the reduction of explicit ideological and political education effect made by the emergence of new media can be supplemented and enhanced by implicit ideological and political education.

Emphasizing the combination of single infusion and equal interaction. In the new media era, the contact form and habit of the medium of the people is changing profoundly. The attachment and radiation force of traditional ideological and political education reduces evidently with the break of new media technique for information centralization. The theory is gray, and the tree of life is always green. It is unavoidable to bring the conscious resistance by the way of infusion for ideological and political education. Therefore, with the help of new media platform, we should establish a multi-channel and multi-way communication mechanism, create sincere and equal dialogue atmosphere, and transfer the implicit knowledge into explicit knowledge by some language symbols.

Emphasizing the combination of systematic propagation and fragmented transmission. Systematic propagation aims at influencing the idea of the people by the direct, explicit and clear way. The propagation effect depends on if the transmitted information is close to the requirements, desire and the existing cognition of the educatee and if the educatee have the necessary knowledge and information processing ability. The requirements, cognition and knowledge ability of the educatee exists with the form of implicit knowledge. Freud thought that the psychological activities of the people not only is conscious, but also is not conscious. Most psychological activities are from the unconsciousness under iceberg. Implicit knowledge can influence and dominate cognitive activities under some conditions and becomes the guidance of people achieving explicit knowledge. Therefore, explicit knowledge needs the support of implicit knowledge. From the representation of knowledge, implicit knowledge is rough, fragmented and unclear. It generally replaces systematic and completed cognition with local or limited cognition, and it is systematic. [6] The reduction, fragmentation and non systematic of transmission of new media enhances the implicit learning activities and achievement of implicit knowledge. The information of ideological and political education can exist without the independent discipline form, and it is penetrated into the education of other carriers. The feature is not evident and not direct, and is not exposed. [7] For traditional mainstream media, there is Me Media and Micro Content. The great transmissibility of a blog, a microblog, a picture, a video and a title indicates that the non-systematic transmission mode has underestimated power.

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