

# Research on the College Ideological and Political Education Reform in the Media Era

Liu Shuang

ChongQing Technology and Business Institute 400052

**Keywords:** media era, ideological and political education, new media

**Abstract.** The appear of new medias in this media era greatly influences the current college ideological and political education, which however still fails to get rid of the traditional education ideals and sticks to the one-way instillation in teaching with positive information only. Actual practice is neglected, contrast to the emphasis on knowledge accumulation. With growing influence of the new media technology, the college ideological and political education also enlarged the application of the new media. Influencing college students in all aspects of life, the media era is now help cultivating the cross border thinking. The college ideological and political education is now in reform.

The rapid development of the information technology brings a brand new era of the media, where computers and smart phones linked everyone together and influence the leaning and living of people. College students, who have been most deeply influenced, changed their behaviors and ideology. The college ideological and political education should also have reform to keep up with the times.

## 1. The teaching methods and characteristics of the current college ideological and political education

The ideological and political education, a significant part of college education, is an important way cultivating the right thought view, values and the outlook on life. The teaching method of the current college ideological and political education should also adapt to the development of the era and ideological changes of college students to achieve ideal effects.

In this media era, however, the reform of the college ideological and political education far from enough with disadvantages as the teaching method is still limited by the tradition thinking mode.

First is that the teaching method of the college ideological and political education is mainly one-way instillation. The one-way instillation teaching is the main method of China's traditional teaching and requires students listening to teachers in class with no questions and doubts. Students are asked to remember all the knowledge teachers taught.

This one-way instillation is the simplest teaching method produced by the examination-oriented education system. Students are not in equal status with teachers who have absolute authority. Questions and doubts are not encouraged and students receive the ideas and thoughts of teachers passively.

This teaching method received serious criticism from all the sectors of modern society, especially with the development of the new media as students are gradually dissatisfied with the dull listening mode. In the college ideological and political education, however, this teaching method is still popular in teachers.

The college ideological and political education should work on the ideology of the students to make them identify with the teaching contents, the unequal one-way instillation teaching method can easily evoke the students' antagonistic psychology.

Second is that the teaching contents of college ideological and political education are mainly the propaganda of positive news. China had only limited information diffusion channel for a long time, in the relative close environment, unified positive news propaganda could have relatively good effects.

However, the development of new media and network technology greatly enlarged the information acquisition channel. The following complicated information greatly influenced the college students, who are in the age of curious. In the same time, however, the openness of the information environment in the media era greatly reduced the communication effect of the unified propaganda of the positive news.

The values and ideology cultivated by the unified propaganda of the positive news could easily collapse facing the real social. College students would doubt the correctness of the teaching methods in classes if the college ideological and political education sticks to the propaganda and neglect the discussion on the negative news and the hot current affairs.

Third is that the attention of college ideological and political education is only paid to knowledge accumulation. Knowledge has no fault. In the environment of examination-oriented system, the current college ideological and political education asks nothing but knowledge learning. It is distorted by the one-way instillation teaching method, monotonous teaching contents and dull examination.

The object of the college ideological and political education is to cultivate healthy values and outlook on life, this dull and monotonous teaching method obviously betrayed that goal, as well as the ideological personality of modern college students.

The last is that the execution of current college ideological and political education is passive and treated by teachers only as tasks that have to finish. The teaching object of the college ideological and political education is to effect students in fundamental, which asks the joint efforts of the family, school and society.

School should not only provide professional teaching on ideology and politics but also the nurture of the entire campus. The current college ideological and political education is, however, divorced with the outer environment and relies only on the instructors and head teachers, who generally give a perfunctory speech. The influence of network on college students is greater than the ideological and political education in school, without reform, the media era will have greater impact on students.

## 2. The influence of the media development on the college ideological and political education

### 2.1 Influence on the college students of the new media

Chart.1. the popular rate of Internet applications in juvenile net users

Types	Apps	Elementary school students	Middle school students	College students	Non students	Teenagers as a whole	Network users as a whole	Gap
Information acquisition	Search engine	73.8%	79.3%	91.0%	79.9%	80.5%	79.3%	1.2%
Communication	IM	73.3%	91.9%	97.7%	93.6%	91.1%	86.2%	4.9%
	Micro-blog	27.0%	59.7%	76.7%	53.5%	54.3%	45.5%	8.8%
	Email	22.8%	35.0%	68.7%	39.8%	37.6%	42.0%	-4.4%
	BBS	15.3%	19.2%	30.6%	21.2%	21.4%	19.5%	1.9%
	Blogs	58.0%	80.7%	86.5%	83.0%	76.7%	70.7%	6.0%
	Social network	19.2%	51.4%	60.0%	49.6%	45.7%	45.0%	0.7%
Entertainment	Music	82.0%	83.3%	91.3%	81.1%	83.7%	73.4%	10.3%
	Games	69.5%	75.2%	63.5%	55.1%	65.7%	54.7%	11.0%
	Videos	62.6%	76.0%	81.9%	71.1%	72.9%	69.3%	3.6%
	Literature	25.1%	45.4%	61.2%	43.9%	45.0%	44.4%	0.6%
Commercial	shopping	17.8%	51.2%	77.0%	56.8%	50.0%	48.9%	1.1%
	Group buying	3.0%	15.2%	43.0%	15.4%	17.7%	22.8%	-5.1%
	Travel prepay	6.8%	14.7%	50.1%	26.4%	20.6%	29.3%	-8.7%
	E-pay	10.6%	39.8%	70.3%	46.4%	39.0%	42.1%	-3.1%
	E-bank	9.1%	35.2%	70.4%	46.5%	37.0%	40.5%	-3.5%

The rapid developing new media is now influencing college students in the aspects of life, learning, psychology and value. College students are now in the age with great curiosity and receptivity. Discussions will be made in the four aspects.

The first is the impact new media had on the life of college students. For one thing, the development of the network media greatly changed the lifestyle of college students. The popularization of computer and smart phone produced the culture of otaku, who are actually encouraged by online shopping.

For another thing, the undue reliance on the network leads to the indifference of real life interpersonal relationship. Today's college students are more used to the communication in the

cyber world with Micro-blog, QQ, We-chat and BBS where they are active, open and humorous. They have nothing to say and are silent stepping into the real world and in face to face communication.

The conveniences of communication brought by the cyber world, however, enlarge the gaps between people and directly lead to the decline of communication ability.

The second thing is that new media is having both positive and negative influence on the study of college students. The positive effects include that the new media provides more learning opportunities for college students and that the openness of the information on the Internet help students get information they wanted more easily such as the subject forefront information.

The development of software and apps assisting learning greatly improved their efficiency. Moreover, the appear of online class make learning more active as the available of the teaching resources of world famous universities gives students more opportunities for self learning.

The negative effects, however, are also obvious. College students with little self control can easily get lost in the cyber world while the complicated information on the net can confuse those who want to learn. They can easily be buried by the details without system.

Search engines, which would make students indolent, can do no good to the cultivation of academic competency and intensive reading ability.

The third is that new media also has profound influence on the psychology of college students. The good thing is that the network media can help develop the self awareness and broaden their horizon. It can also relieve the mental stress and let off the negative emotions in forming a global thinking mode.

The bad thing is that mass information makes demands on students' information screening competency. Students will get lost and have mental pressure once they fail to effectively screen information.

The last thing is that the new media is influencing the value development of college students every moment. The positive side is that network media promote the birth of the college students' network democracy consciousness, which is the fruit of political democracy and network technique.

People are not restricted by their class, finance and appearance in the cyber world where they are more equal, especially concerning the discourse power. Moreover, the new media strengthen the students' subject consciousness in cultivating their opening consciousness.

The negative side is that network weakened the college students' national consciousness in maximizing themselves. The disordered value orientation can easily weaken the moral sentiments.

## **2.2 The current application of the new media of the college ideological and political education**

The new media can bring a lot convenience to the current college ideological and political education. Network new media and cell phone media are most often used. The network new media, developed with the network technology, converts the download relation between the net and users to the upload relation. Network new media such as blog, BBS and social networks like Facebook, Micro-blog, Renren, Kaixin and Douban emerge in this change.

For the current college ideological and political education, the application of network new media can strengthen the communication between students, deepen the understanding on their life and accelerate the information flowing.

Generally speaking, the current college ideological and political education mostly use the school BBS to send information, while not fast in information spreading as social networks such as Micro-blog, the forum can show information in order and system.

The cell phone media is also well used by the college ideological and political education. The popularization of smart phone and the increase of different apps make cell phone the new information center. The development of social software strengthened the influence of the network with the portability of the mobile.

The popular of We-chat make teachers easily communicate with students. Text chatting can ease the students' emotion--suing their usual practice. Official account on We-chat is another platform

releasing the learning information. Sharing in the Moments after reading can further enlarge the influence.

Moreover, the college ideological and political education can release the information on Micro-blog to realize the information dissemination in the shortest time. Responses on Micro-blog would ensure the active interaction between students and teachers. The visits of different platforms of the college ideological and political education are shown in Chart.2.

Chart.2 visits of different platforms of ideological and political education

School	Chongqing University	Southwest University of Political Science & Law	Southwest University
We-chat official accounts	1303920	1426387	1325674
Micro-blog	1409836	1353265	1368635
Website	1294836	1356325	1275386

### 3. The cross border thinking mode of the college ideological and political education in media era

The traditional college ideological and political education mode, which is abstract and rigid, is out of date in this new media era. The abstract of the mode is that this thinking mode emphasizes the general only and neglects the individual in cutting off the whole. This thinking mode is the side effect taking class struggle as outline last century.

The rigid thinking mode resulted from the abstract one takes education as a fixed mechanical motion and the students with fixed models. The traditional thinking modes should be changed in this media era to achieve the ideal effects. For one thing, the rigid and abstract of the thinking mode should be broken. For another thing, educators should pay attention to the process taking the ideological and political education as a changing organic.

Moreover, the cross-border thinking mode of the college ideological and political education should be developed in this media era. As a way of thinking, the cross-border mode needs to break the previous structure and solve problems in multi dimension and multi vision. This comprehensive mode calls for interaction.

The college ideological and political education should applying this cross-border thinking mode for its multi-perspective, multi-relationship and innovation to help cultivate more talents.

### 4. Discussion on the reform of the college ideological and political education

The mass information, the openness of the resources and the change of interpersonal relationship all make requests on the college ideological and political education, namely the optimization of its contents and structures.

Several principles should be followed in optimizing the education contents and structure. Generally speaking, these principles include the unification of the whole and the partial, the unification of hierarchy and the pertinence, the combination of continence and the particularity of times, the unification of timeliness and readability and the combination of communication strategy and effective control.

Based on these principles, the structure and teaching contents of the college ideological and political education should close to the social facts, the subject and the reality of students. The dominant part should be emphasized in political education, the fundamental contents should be optimized in moral education and the humanistic quality should be developed in cultural education to develop college students with healthy psychology and correct ideology.

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