

## **Innovative Thoughts of Ideological and Political Education for College Students in Self Media Environment**

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**Abstract.** The development of the self media has affected the reform of Ideological and political education of college students , the application of self media in college education can not only enrich the ideological education of college students, but also to some extent, it has a certain impact on College Students' Ideological and political education which will affect the growth of personality adversely. Therefore, it is key to innovate the ideological and political education of college students in self media circumstance and improve the mentality quality in the mean time. The college education authorities should pay high attention to this.

### **Introduction**

Along with the continuous development of information technology and its application in the society, computer network technology has become an indispensable part in our personal and working life and has very important effect on social development. Under such, here comes the time of self media. Compared with traditional information exchange approaches, the self media is more interactive and accessible for common people and is more time sensitive. Since the media technology has been developed and deepened, it has become the main carrier of information, it has been widely used in all aspects of social life. As a future social leading group and leading pool in self media application, college students are more involved with self media to keep on with current news and post views on social events. It is obvious that self media has become an important way for college students to participate in social activities. Also the media has been widely used in the field of education affecting the ideological and political education and revealing new prospect for innovation of ideological and political education.

### **Self media analysis**

Self media is an important carrier for the public to release their observations and ideas to the Internet, compared with the traditional telephone, correspondence and other forms, self media is faster and more convenient, its main software includes wetchat, micro blog, QQ, Renren and QQ, MSN and others, characterized by the following features : first of all, it's popular, college students, including the general public can post their own point of view by using self media with proper gadgets on the internet; secondly, it's interactive.unlike traditional media, self media allows two way communication, its users can chose to receive message and spread, can question counterparts' view or comment; Thirdly, it's time sensitive. Self media can be more effective in news spreading and has no time or space boundaries, as long as the corresponding devices and network is available, users can receive and release information anytime anywhere; fourth, it can be customized. Self media provide information dissemination services to the public point to point, among which, customized information delivery are very distinctive, each user can chose information to receive on his actual needs, also can chose where and when to receive. Thanks to those features, self media has been widely used among college students [1].

## **New challenges brought by the emergence of self media to the ideological and political education of college students**

### **College students are vulnerable to social negative news.**

The emergence of self media provides a wealth of resources and more convenient way to communicate for modern university students and gradually become the main channel for college students to obtain information and an important approach to interpersonal relations. Self media is popular, personalized and independent , and students are not required to publish their own identity, free from rules and regulations, users can post information anytime, anywhere. It is welcomed and loved by the students. To enter the era of self media, everyone can spot news , make news and comment news, absolute position of authority for traditional media is gradually weakened [2]. But judging from information on the network , self media also has its defects. Even though it further enhances the level of press freedom, but it can not guarantee the information authenticity and reliability. College Students with poor judgment are easily influenced by unhealthy information from media, values get confused, it can even pose a threat to the student's physical and mental health. From that, we can see that since the popularity of self media in a rapid spread in contemporary society in the group of college students, in some degree, accelerates the propagation velocity of unhealthy information, expand the propagation range. It has brought difficulties to political and ideological education.

### **The authority of the ideological and political education teachers are challenged.**

In traditional education mode, the ideological and political education teachers in Colleges play a leading role and authority in ideological and political education. but with the emergence of self media, they can provide students with rich education resources and social information. They created conditions for the college students to conduct self-exploration study. At the same time, because of the traditional education mode, the theoretical education and knowledge education in the teaching process are not generally symmetrical which put teachers in an absolute advantage. But, with the popularity of self media in society, teachers, as an authority figure are seriously challenged. Students are able to download education resources by themselves from the self media;the learning initiative and democratic awareness are gradually strengthened. In this kind of social background, relationship between teachers and students in Colleges has gradually changed. The main body position of students in the teaching process has been strengthened. Teacher's authority are threatened, comparative equality of teachers and students are the inevitable trend.

### **The social environment of Ideological and political education in Colleges is becoming more and more complicated.**

Influenced by the powerful interaction characteristics of self media, social news disseminators and receivers are not only in the full equality of social status, but also in a sense to complete the inter-change of nature. In a certain extent, the main body of information communication has been changed[3]. In modern society, the social individual can easily create the conditions by *following* and *been followed* on social media under which the information is created,shared, spread, gained. In the mean time, requirements to release information is getting lower and lower, even though, in some extent, it meet the practical needs of public information acquisition and dissemination, but it also causes the influx of large number of social negative information that confuses people's mind, challenges the social integrity, to a certain extent, making people gradually become indifferent, resulting in the ideological and political work in Colleges in the face of increasingly complex social environment, bringing difficulties to carry out teaching activities.

## **Measures to innovate Ideological and political education work of College Students in self media environment**

### **Transforming the rigid and traditional mindset of ideological and Political Education**

Nowadays, self media has gradually become one of the most widely used innovations in social life, and has a profound influence on College Students' spiritual thought, social values, and so on. The vast majority of colleges and universities in China have recognized the influence of self media. Therefore, combined with students need, they build up corresponding ideological and political education website in campus network, strengthened communications with students with self media such as MicroBlog, Wechat, it does yield certain effect[4]. Even when the ideological and political education of college students with self media can be accomplished through technical and financial investment; the change of ideological and political education mindset is still a long-term process. Although some colleges and universities have already constructed the ideological and political education website, the relevant content of the website is still rigid and traditional, it does not bring ideal effects. Ideological and political education teachers should be full aware of the challenges and opportunities brought by the self media to their works. Teacher should attend self media application training and other activities to seize the opportunity and meet challenges and use their own strength to transform the closed education to an open one, to improve the adopt ability to the existing social reality. In the mean time, teachers should try to make use of self media in their work, establish new ideological and political education awareness, expand the channels for students to gain knowledge. Besides, teachers should also take a new look at the relationship with their students, define the subject and object relations with students, bring students' initiatives in teaching, adopt to the equal relations, direct the innovation and reform works in ideological and political education.

### **Innovative ways of Ideological and political education for college students in the media environment**

First, expand the channels of Ideological and political education. Expansion of ideological and political education channel is the key content of Ideological and political education innovation. Ideological and political theory is a mandatory course; its the main battleground to correctly guide the ideology and political mindset, which can help the college students to accumulate healthy and positive philosophy and values[5]. Teachers should take initiative in innovation study by using self media, dig more valuable education resources from the internet, establish education approach that can match spiritual pursuit of students', to actually push forward the further development of ideological and political education. In detailed execution, the ideological and political education department should strengthen the application of multimedia equipment in classroom teaching practice, and strengthen the communication between teachers and students inside and outside class, so as to realize the perfect combination of inside and outside communication, and enhance the influence of Ideological and political education on College Students' personality development.

Second, the ideological and political education departments should enhance the adaptive capacity of the ideological and political education to the self media environment by using self media. In self media environment, self media technology should be valued to achieve innovative development for ideological and political work, to improve the adaptability of the education approach by applying microblog, wechat and other apps in ideological and political education. In specific operation, the college education workers can apply QQ group and wechat group on class level in each subject, encourage participation of students, emphasis the equality of students and teachers after school, to acquire students' mindset, study and living status comprehensively, which can provide certain reference for optimum execution of class activities in ideological and political education. At the same time, the ideological and political education workers can also register an official microblog account, organize students to follow, and create periodic topics, encourage the students to post their views on these topics so that teachers can guide and influence the students gradually. One thing need to know that the key of the success of this process is the actual and willing participation degree of students.

Therefore, the ideological and political teachers should build a good teacher-student relationship with students, and pay attention to the characteristics of students' growth. Set up the topic content according to the students' spiritual needs and increase appeal to students and promote every student to actively participate in the discussion of the topic, further improve actual effect of ideological and political education.

Finally, in the context of self media, the ideological and political education workers should pay attention to guide the public opinion on self media to promote the foresight of ideological and political education work. In the specific operation, the ideological and political teachers should follow the popular self media used by current university students, and participate in the self media as youth, communicate with students on an equal basis, set proper tone for public opinion on self media. In the mean time, teachers should strengthen the supervision and management of campus network media, improve actual influence of social opinion guidance with campus network. In addition, it is necessary to develop and regulate the campus self media management based on the actual situation and ideological and political education work needs, to guide the mindset and philosophy positively.

### **Concluding remarks**

All in all, the popularity of self media in society has brought new challenges for College Ideological and political education work , so the ideological and political education departments should earnestly strengthen the adaptability to the self media environment, improve the actual effect of ideological and political education work, expand the main position of ideological and political education work, and strengthen the ideological and political education effectiveness.

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