

# Mass media on college students' ideological and political education influence and countermeasures research

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**ABSTRACT** — With the development of science and technology especially the network technology, mass media have an important impact in college students' study and life, provide opportunities for college students' ideological and political education work, also brought a challenge. On the basis of in-depth analysis of general public and college students' ideological and political quality education, combined with the era characteristics of mass media, mass media on college students' ideological and political quality education positive and negative influence are researched. Finally, according to the actual needs, countermeasures of mass media on college students' ideological and political education function are proposed to expand positive effects and eliminate the negative impact, making full use of the mass media on college students' ideological and political education function.

**KEYWORD:** *mass media, college students, ideological and political education, countermeasures*

## **1. Introduction**

Today, college students mainly through the mass media obtain the resources and information in study and life. Mass media has become an indispensable tool in life. It has the characteristics of wide spread, rapid transmission, strong timeliness, wide influence, so it is easy to be accepted by college students, and it has become the basic condition of college students' ideological and political quality education carrier. Now college students are growing up under the influence of mass media, they have trust and the higher degree of dependence on it. Therefore, mass media change the

political quality education thought, innovation education content, expand the scope of education, at the same time, it has also brought some negative effects on college students' ideological and political quality education and interference of college students to establish the correct life view, world view and value view, lead to confusion in their minds, the choice of value confused.

With some campus events, mass media negative impact on ideological and political education of college students has attracted more and more attention of scholars at home and abroad. How to solve this problem is concerned. In view of this, this paper through the analysis of the relationship and influence of mass media and college students' ideological and political quality education, puts forward the solution to the problem, making the mass media maximum play its positive role in college students' ideological and political quality education and helping students cultivate good moral quality and establishing the scientific values.

## **2. Relationship between mass media and college students' ideological and political education**

### **2.1 Concept of mass media**

Mass media is the carrier of mass communication to communicate, collect and copy information in the process of mass communication. According to the transmission mode of media, it is divided into print media and electronic media. Print media are newspapers, magazines, books and other print publications and electronic media are television, radio,

internet and other electronic media, where internet is the main representative of electronic media and the influence on college students' most widely. The mass media has the characteristics of wide spread, rapid transmission, strong timeliness, wide influence. Its several main functions in the following: dissemination of information, communication, guiding public opinion, cultural heritage, public education, providing entertainment. The mass media has penetrated into all aspects of university students' study and life, and has important influence on college students' thought.

## **2.2 Connotation of college students' ideological and political education**

Ideological and political education of college students is the party and country use certain ideas, political views and ethics of college students applied purposeful, planned, organized, to enable them to conform to the socialism with Chinese characteristics requires the ideological and moral social practice activities. Ideological and political quality education is an important content of education in colleges and universities in China. University period is the ideology and values of the formation period, for college students to correct guidance to help them establish the correct life view, world view and value view, cultivating a firm belief, moral excellence, the mental health of the successors of the socialist and harmonious society construction.

## **2.3 Relationship between mass media and college students' ideological and political education**

The mass media and college students' ideological and political education are closely linked. Mass media is the process of disseminating information to the students in the ideological and political education in colleges and universities. Mass media is the means and tools and ideological and political education is the purpose. The mass media services to the ideological and political education, spreads the correct ideas and political ideas and cultivate noble personality and good moral quality of the students guide. The college students' ideological and political educators should pay

attention to the role of mass media, full use of all kinds of media, find the best combination of college students' ideological and political education and mass media, give full play to the educational function of mass media, so as to achieve the purpose of the cultivation of college students. From this view, the mass media and ideological and political education of college students is the relationship of interaction and mutual influence.

## **3. Influence of mass media on college students' ideological and political education**

From the above analysis, the mass media has many advantages for college students' ideological and political education service. However, the mass media especially network media development is not mature, have a negative impact on college students' ideological and political education.

### **3.1 Positive influence of mass media on college students' ideological and political education**

(1) Broaden the access channels of educational information

Mass media has many advantages, especially the development of network technology, so that information can be spread quickly to the public. Therefore, mass media can overcome traditional college students' ideological and political quality education of the coverage is limited, the shortcomings of the small scope of the audience and makes students to keep abreast of current events, in a more relaxed environment to communication college educators to express ideas. Encourage the students to study actively and improve the effect of ideological and political education.

(2) Improve the modernization level of education

The traditional ideological and political education is mainly in the classroom, the teacher communicate on the platform. The era of new media, the mass media provides open exchange of information; improve the level of modernization of education. With the help of multimedia audio and video and animation, pictures to the expression of ideas to students, through QQ, micro channel and other communication tools to talk with

students in order to help them develop mental health educators. College students can also timely access to the political information and all want to know the content through the network, they can choose learning content and time and make education more convenient and stylish. It is more likely to be accepted by students.

(3) Promote two-way communication between teachers and students

The use of mass media, education workers and students can be convenient and fast to achieve two-way communication and communication. Students can promptly access to teacher for information feedback. Traditional education is only a one-way communication of teachers to students, students passively accept education. Mass media provide a communication platform for teachers and students, teachers can use the media to promote the mainstream values and ideas of the party, the situation at home and abroad to communicate in a timely manner to the students. Students can express their views through the mass media, and actively participate in the process of education, which is conducive to improving the efficiency and effectiveness of ideological and political education.

(4) Enrich the content of education

The traditional ideological and political education content and information lag, the students feel dull as ditch water. The mass media makes ideological education can be timely access to a variety of educational resources. It spreads justice to students and exposes the ugly phenomenon on hot social objective tracking reports. Promote the values of right and help students to distinguish between right and wrong. Educators share customs around the world, art and culture to students through pictures and video to cultivate their noble sentiment, so that they have an international perspective. Students through the network can understand the current economic and social conditions, access to the latest and most accurate information on current affairs.

### **3.2 Negative influence of mass media on college students' ideological and political education**

(1) Interference of college students to make right choice

The information brought by the mass media is huge, especially the mobile media, such as mobile phones, computers and other communication media, and it has penetrated into the study and life of college students. It has scientific, ignorant, advanced, backward, true and false information. Because a lot of college students have not yet formed a correct value view, they cannot effectively process complex information. In the face of information, they cannot make the correct judgment, especially when in the presence of malicious rumors, very easy to interfere with the idea of students. It will overwhelm some important educational information, increase the difficulty of processing information, and have a negative impact on the shaping of their healthy personality, even lead to the students' crime, and harm the construction of harmonious society.

(2) Lead to ideological confusion of college students

With the wide spread of Internet and the rapid development of technology, the ideological and cultural revolution is caused, the ideological and political education work faces new challenges because of the collision between china and west in the positive and negative impact. There are many ideological and moral questions in contemporary college students, such as, important standard, realistic value goal, weak responsibility consciousness, complex moral idea, different behavior and the cognition and so on. With the further development of reform and opening up, in the field of ideology, the western capitalist thoughts through the network into students' study and life, causing confusion in their minds, fuzzy ideals and beliefs, easy to lose yourself.

(3) Affect college students' interpersonal communication

With the popularity of QQ, micro channel, micro blogging and other communication tools, they facilitate

the exchange of people in different time and space, but this kind of communication compared to face-to-face direct communication way less emotional communication. This virtual communication mode makes student's lack of face-to-face communication between students, causing indifference, lack of solidarity, collectivism and emotion. Direct exchange of feelings helps students develop good psychological quality between people, become optimistic socialist talents. Over reliance on mass media will lead students to produce closed psychology, and even depression, irritability and other negative emotions, normal interpersonal serious students.

(4) Weaken independently think ability of college students

Mass media has a lot of information and resources, students can learn from ancient and modern knowledge, broaden their horizons, more interested in their study. However, media in order to obtain ratings or click rate and improve visibility and income, excessive entertainment of some serious knowledge and traditional culture, propagation and depart from the mainstream thinking. College students lack of independent judgment, will receive information into value idea. In addition, some software can provide after-school exercise answers, students do not encounter the problem by their search for answers, rather than through their own thinking acquisition, severely weakened the independently think ability of college students.

#### **4.Countermeasures of strengthening the role of mass media college students' ideological and political education**

##### **4.1Strengthen the management of mass media**

In the mass media, there is some information which is not conducive to the ideological and political education of college students. Government and society should strengthen the guidance and management of the mass media to create a good learning environment for college students. Firstly, create a good public opinion environment. The mass media has the function of

controlling the public opinion to avoid the negative thoughts of the west against the university students. Secondly, establish and improve relevant laws and regulations, strengthen supervision. Using legal means to guide all kinds of media to maintain network security and refuse to spread false information. Finally, give full play to the role of the masses supervision; improve the timeliness of supervision and maintain the purity of the media.

##### **4.2 Improve the quality of mass media workers**

Mass media workers are the producers of information dissemination. Therefore, we should improve the quality of the mass media workers to regulate the dissemination of content, so that it has a social mainstream value oriented role. The mass media workers should strengthen the political consciousness, spread the main core value system to the university student, publicize the party's idea, and improve the credibility of the media. They should fully realize the social responsibility, carry on the objective report to the social event, and spread the true, scientific, positive and healthy contents. Not for the ratings or click rate and other personal interests to report false information to the community, coupled with the ability of college students to judge is weak, it will cause adverse social impact.

##### **4.3 Strengthen the team construction of education workers**

Educators are the subject of ideological and political education of college students. In the era of mass media, make full use of the educational function of the mass media to teach students the knowledge in the media technology, improve the efficiency and effectiveness of the ideological and political education. First, change the traditional teaching idea. Educators must realize the importance of the mass media to university student ideological and political education work, the transformation education method. Secondly, educators should master certain technical and theoretical knowledge. They should be able to skillfully operate related media, make it better serve the ideological and

political education, reduce its adverse effects.

### 5.Conclusion

With the development of network technology, mass media have important influence on college students' study and life. It has the characteristics of wide spread rapid transmission, strong timeliness, and wide influence. It plays a positive role in the content, the way of ideological and political education of college students and has become a new means of ideological and political education of college students. Therefore, educators should change their ideas, give full play to the role of mass media, and improve the efficiency and effectiveness of the ideological and political education of college students in the new period to transport high-quality talent for the construction of socialist construction and the construction of a harmonious society.

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