

Research on New Carrier of College Students' Ideological and Political Education in the New Media Era

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Abstract. As a new and modern means of communication, new media, only a decade or so it has to use traditional media for decades or even centuries to have an audience, and continue to develop at an alarming rate. Currently, the new media have become the contemporary Chinese college students about the world's most important media forms, and their ideas have a broad and profound impact. Ideological and Political Educators should fully understand and grasp the new media to the ideological and political education has brought favorable opportunities, develop ideas, and strive to explore new ways and methods to carry out ideological and political education in the new media environment, thereby improving the ideological and political education effectiveness.

Introduction

With the rapid development of digital communication technology, new media becomes pervasive. Because of the new media has hypermedia, openness, interactivity and virtual sex and other characteristics with respect to the traditional media has incomparable advantage of the spread. Students active thinking, to accept new things quickly determine the psychological characteristics they are the most frequent use of new media, the most important groups, is affected most profound groups. In this new situation, ignoring the profound impact of new media on the ideas of college students ideological and political education is not possible to fully play its role, therefore, actively explore the application of new media, effective ideological and political education of college students, ideological important political issues currently facing educators. Ideological and Political Educators should be based on changes in the new situation, new media creatively into new carrier of ideological and political education, ideological and political education to expand the scope of support to better meet the needs of ideological and political education in the information age, better adapt to the new changes in media literacy and psychological characteristics of the educated.

The Meaning and Characteristics of New Media

The rapid development of online media, mobile media to apply, the mass of information processing technology and fully interactive characteristics of the new media, and its profound impact on human life, ideas have already received wide attention. The famous American futurist Alvin Toffler once said: who has mastered the information, control of the network, will have the whole world. Of ideological and political education opportunities and challenges, therefore, we must face the era of responsibility entrusted to us, to make good use of network-based new media, ideological and political education. For the definition of new media, scholars have described as different opinions, so far inconclusive. Authoritative argument is the so-called new media, new media means with respect to letters, telephone, newspaper, radio, film, television and other traditional media's. Technically defined, relying on new media refers to digital technology, Internet technology, mobile communications technology and other new technologies to provide information and services to an audience of new media. Currently widespread concern dozens of new media, including network television, online chat group, conversation chain, virtual communities, blog, podcasts, search engines, simple syndication, e-mail portals, SMS, MMS, phone games, mobile TV, mobile radio, newspapers, phone, digital TV, mobile TV, screen and other buildings.

Russian-born American new media artist Levi Manno Popovich on the characteristics of the new

media made five basic elements, namely: digitally display; modular; automation; variability; turn-coding. The five main contents reveal digital technology characteristics of new media, it is relying on these technical features and the new media have hypermedia nature, Macross, openness, interactivity and virtual sex and other characteristics. These features of the new media determine its spread advantage. First, the new media showed strong hypermedia nature. The so-called hypermedia, and is non-linear means to organize and present information in a variety of media. The so-called hypertext is a nonlinear relationship between the information stored in accordance with computer technology to organize, manage and browse information. In a text message containing links to other texts, the audience does not need to read in order, but according to their interests and needs are selectively read the text message content by clicking on the link, the audience completely mastered the right to choose and control information. Secondly, the new media has Macross. The use of new media and Internet connection global computer communications satellites completely breaking the restrictions geographical area, as long as the appropriate information receiving device, in any corner of the globe can receive information from the new media communication. Third, the Internet, mobile phones and other new media breakthrough in the mass

Traditional media limited in time and space, eliminating many of the middle part of the dissemination of information, the formation of a real-time transmission of features that make the audience be able to learn the latest information in the shortest possible time. On the propagation time, propagation and transmission of content, new media have shown great openness. Fourth, everyone is communicators, at the same time, everyone are also audiences, disseminate information and receive information almost the same time. New media hypermedia makes the whole process of information exchange participants have equal control over the participants according to their interests and needs selective exchange of information, truly interactive dissemination of information. Fifth, virtual sex is another important new media features. Because everyone has become a possible source of new media, new media makes the information becomes complicated. Using a variety of software, people can freely modify text, pictures, sound, video make realistic false information. Meanwhile, the new media in the dissemination of relations has changed the traditional media specific propagation relationship. In the new media environment, the role of communicators and audiences is mostly virtual. This also makes the virtual character in real life relationships tend to virtualization, the traditional interpersonal caused some impact.

The Necessity of Using New Media to Analyze Ideological and Political Education of College Students in the Information Era

The Constantly Improving of Students' New Media Literacy Demands the Ideological and Political Education Must Occupy New Media Positions. An important concept in a concept of media literacy as an academic field of study and practice in the field of mass communication, it is a translation from German / Medienompe-tenz⁰ over, it was first proposed by the European scholars. For the current academic understanding of media literacy vary but some of the basic elements is the same, namely: Media literacy is a method, a tool, a skill, an ability, an idea. Media literacy should include two aspects: on the one hand refers to the ability to skillfully use a variety of old and new media, on the other hand also refers to a variety of media audiences interpret media messages, and the ability to criticize the application of its core media critical ability. Manipulate using a variety of new media capabilities are a fundamental part of media literacy, not to mention the ability to have a modern media literacy. Students young Internet users is an important part of the new things around them extremely sensitive, able to accept quickly, adapt and integrate into the new media environment, able to skillfully use, operating a variety of new media, and on this basis the media technical processing content, or content additions and changes. China Internet Network Information Center (CNNIC) released the "China Internet behavior Adolescent Survey Report 2013" shows that as of December 2013, the number of Chinese young Internet users (aged 18 to 25 years of Internet users) has reached 195 million, accounting for almost China 54.5% of the total number of Internet users. These data suggest that college students are the main force in the application of new media, the new media literacy to be generally higher than other social groups. According to the Chongqing

University of Posts and Telecommunications in February 2013, "Influence of Internet on students' research report, as the first source of information, 63% of students choose a new Internet media, 37% of students choose the traditional media (radio, television, newspapers). College students have QQ or MSN and other chat tools, 93%, have a blog or podcast (including personal web pages) 39%; wherein, using only computer access ratio of 74.80%, while using the ratio of computers and mobile Internet for 25.20%. Because a person's media literacy for some length of time with the media positively correlated, that is, a person using the media for a long time, then he's the media literacy would be higher, and vice versa is low, therefore, Students new media literacy is higher than their traditional media literacy. Thus, the new media literacy of college students is not only higher than other social groups, higher in their traditional media literacy. Students in the acclaimed new media, new media affected their thinking is even greater, if not ideological and political education to seize the new media front, no doubt, will lose the main battlefield of ideological and political education. Therefore, the use of new media for the information age college students' ideological and political education is to ensure that the effect of education is very important requirement. Media criticism is the core component of media literacy, which is mainly manifested in two aspects: on the one hand refers to criticize media content to improve themselves on the other hand refers to the expression of critical monitoring and improving the media and promote social development. The new media has increased the university students access to information, information channels of expression, access to information and critical for them to express critical information provides a broad stage, to enhance their ability to provide media criticism unlimited possibilities. But criticism of the absence of proper ideological guidance, it could turn into any extreme emotional catharsis, so that the positive critique loses its meaning. Students' physical and mental immaturity, will inevitably produce extreme emotions, and sometimes into narrow, erroneous ideas and difficult to extricate themselves, therefore, in a timely manner through the new media college students ideological guidance in order to equip them with the correct theoretical weapon of criticism, in order to substantially improve their media critical ability. Some developed countries on China's use of online information transmission hegemony of bourgeois ideology, the implementation of peaceful evolution strategy, to a large extent blurred the values our young people, so that by strengthening the network of new media on the ideological and political education is more urgent and important.

New Media Technology Has Brought New Opportunities to Ideological and Political Education. The new media openness to ideological and political education provides a new platform. The new media is based on computer information processing technology, the Internet, satellite networks, mobile communications, and other forms of media as a platform for the operation, with a carrying capacity, speed, multimedia, three-dimensional, wide coverage, interactive and other communication advantages. Ideological and Political Educators can make use of the huge advantages of the new media is more extensive, more active and more rapid dissemination of correct ideas, theories and policies, to overcome the shortcomings of traditional education by the constraints of time, for the ideological and political education to build a new theory and practice platform.

Equality of new media enhances the intimacy of both ideological and political education the main object of Students. As Social intellectuals, university students possess a wealth of knowledge resources, with a broad international perspective, in terms of ideology with a high degree of sense of independence and critical spirit, ideas and opinions will not believe the mainstream of society and bigotry of others, it can be relatively poor educational. Traditional psychological reality of the dignity of normal school students and teachers are often in a non-equal status, so that students generally do not want the teacher to tell the truth, say the truth, even condescending teacher education there is resentment, which hinders the ideological and political an important factor to enhance the educational effect. The virtual equality and new media can promote equal two-way communication with students and to bridge the gap between teachers and students, and enhance the sense of intimacy and the main ideological and political education among the leaders. An old saying: / pro-teacher channel their way. Only closer to 0 between teachers and students, teachers, professors thought it is more easily accepted students.

New media flexibility to ideological and political education provides a wealth of tools. Traditional ideological and political education usually classroom based. In the information age, online media, mobile media with its flexible, fast characteristics, has become a new ideological and political education of the new carrier. / New media can more easily publish personalized information, and in a short period of time, through a variety of ways as text, language, photos, videos and other educational content quickly passed to the educated, so that ideological education more direct convenient, more in-depth. New media, college students do not have to subject to the conditions of time and space, at any place, any time to obtain any information and any knowledge they need through the Internet, mobile phones and other new media, thus greatly improving the speed and efficiency of information dissemination ideological education .

The new virtual media greatly enhance the effectiveness of ideological and political education. The new media has created a society of independent virtual space, exposure to which everyone can put all their real information hiding, speak out with impunity, speech. Thus, educators can use virtual identities over a network Students learn the most realistic idea, so that the ideological and political education truly targeted, avoiding empty talk, improve the effectiveness of ideological and political education.

The two-way interactive media communication enhances the autonomy of the students' self Ideological Education. Students are not passive learners, but educator autonomous self, in the new media environment, vast amounts of information, a free Internet access so that students have more information about the right to choose, providing them with a convenient self-education conditions. On / new media, the level of different articles and illustrations enable different levels of information and foundation educated at the same time have their own selection of content. Educated in a relaxed environment, free to select navigation information in the active exploration and seek new audio content in the process, to visual effects and subtle ideological and political education has been increasing. This two-way interactive dissemination of information to make educated by the passive acceptance into active participation and interaction, thus contributing to enhancing students in the ideological and political education in the process of autonomy. To this end, as educators, we should provide a rich, attractive on the network, encouraging people to be able to make progress in the ideological and political education class information, materials for college students freedom of choice. Since the network is open and free, information must be provided to show the students loved the form out and it must be able to arouse their interest, otherwise, no one consciously to browse, to reach the purpose of ideological and political education.

The Role of New Media in Ideological and Political Education

Education Media is relying on the content of education, education is an important factor in determining the effect of information technology today, the use of new media and mobile new media college students' ideological and political education is undoubtedly of great significance.

The Role of Network Media in Ideological and Political Education. United Nations Information Committee at the annual meeting, held in May 1998 formally proposed as the network media after newspaper, radio, television, the three traditional media emergence of a new form of media, called the fourth media, which communicate with the computer web-based, information transmission, exchange and use of, so as to achieve its socio-cultural communication. Internet media having an information carrying capacity, easy operation, can be a variety of information processing, rapid retrieval, graphic audio and video, and Mao, interactive, information dissemination, and other characteristics to obtain fast, and has a computer search function, hypertext features, making it popular culture media having a strong vitality, human society has brought profound impact. Applications online forums, blog and online games for college students' ideological and political education are the three main forms of ideological and political education.

The English name is BBS Bulletin Board System, an electronic bulletin board in Chinese means, sometimes referred to as electronic bulletin boards, and electronic bulletin board system, and its essence is an electronic information service system on the Internet. It provides users with a variety of public whiteboard, each user can be based on need, anonymously freely distribute information on

a particular layout or put forward their views, and comments for others to read, but also from above find information.

Groups from the characteristics of the way information dissemination is not difficult to see that the accuracy and reliability of the information because the information will be released freedom, randomness and anonymity is reduced, and network communication open, fast and cause false information a short time spread to increase the risk of information control. The harmful information on the internet, if not handled in a timely manner, inappropriate, it may cause adverse effects in a wide range. Therefore, the ideological and political education should be wary of this school forums and posts appearing on the major portals, forums, the first response to the authenticity, value orientation of the correctness of its contents to give an objective and impartial analysis, and then respond appropriately, and correct guidance. Network media guide must adhere to the correct political orientation, to dare to wrong thoughts resolute struggle for the wrong point of view, to unequivocally criticize, correct; for sensitive issues, controversial issues to pay attention to guide policy; for the right Thought should actively support and encourage. To improve and perfect the relevant rules and regulations, improve the ideological and political education workers mastery of Internet technology, the use and level of acuity for major events, train a number of possible positions to defend the Marxist ideological and political education workers in the forum, so Internet forums toward positive and healthy direction.

Blog (BLOG), is WEBLOG short, originated in the English WEBLOG, a personal organizer, occasional post a new article sites, network communication is the fourth after Email, BBS, ICQ appears, is the Internet age personal - reader's Digest, is a hyperlink as a weapon online diary, represents a new way of life and new ways of working, but also represents a new way of learning, known - the information age, Magellan, has become the information release, carrying an important tool for the dissemination and personalized knowledge management. Since the function and form of blog itself continues to extend, therefore, it is difficult to give a precise definition of its next, but in blog form and function, the blog is actually a free web space is an expression of personality the way. Through the blog, users can publish their own personal diaries, articles, and can be used as network drives, save your favorite articles, pictures or audio and video data. From the point of view of the characteristics of propagation, blog three most important characteristics of personalized, interactive is strong and broad audience. First, the blog personalized strong, it is everyone's personal publishing and publishing platform. Secondly, the blog is open, personal blog space directly into the public domain so that others can freely read his diary, articles, etc., the maximum potential audience is all people can access the Internet. Third, the blog interactive, one-way transmission of traditional media, it is different, it implements the real-time interaction between readers and editors. Ideological and political education can establish their own educational blog use personalized and interactive characteristics of strong blog, creating a close for the education and the educated, equal communication space. Through blog, educators can write articles targeted to help college students to solve ideological confusion, college students can conduct online discussions and exchanges concerning ideological and political education theory and practice of educators, mutual communication, so that students' ideological confusion confused with the teacher education can get a better solution, to achieve the purpose of teaching and learning. At the same time, the educated can also create your own blog, through peer human communication, communication, stress management; through the exchange between teachers and students, on the one hand, to eliminate its ideological and political education to instill resentment psychological, another regard, the teacher by reading student blog can more accurately grasp the ideological trend of college students, ideological and political education so that more targeted. Thus, we can expand the ideological and political education methods to enhance the role of ideological and political education.

The so-called online games, the Internet is necessary for the media to computers, mobile phones, game consoles and other fixed or mobile equipment for the terminal to the basic conditions for the people involved, emphasizing an electronic game player form networks between cooperation and confrontation. Online games interesting, rich contents, extensive influence, if you can carry the contents of ideological and political education in the network game, then the potential of online

game players can become the object of ideological and political education; interactive online games, can imperceptibly Students receiving manipulation ideological and political education, play the effect of moisten things silently. Ideological and political education must rely on a certain carrier to complete

To become a carrier must have two basic conditions: First, they must carry the ideological and political education information, and be able to operate the ideological and political education; the second is to be the main object is to contact a form of host-guest can take advantage of this interactive forms occur. It is not difficult to see, the richness of the content of online games to carry the ideological and political education of information offers the possibility, and online games more interactive so that the main object of close contact can occur between. Extremely fun online games to attract college students actively involved. So, if we can ideological and political education content and online gaming fun combined with the form of games for college students ideological and political education, you may get better results. The richness of the content of online games allows us to study different aspects of ideological and political education for the development of different content corresponding thereto games, online games and extensive influence, so the game has a large network of ideological and political education object.

The Role of Mobile Media in Ideological and Political Education. As an important member of the new media, mobile media was hailed after newspapers, radio, television, Internet fifth media. Compared with traditional media, mobile media as a mobile digital terminal platform, the most notable feature is highly portable, interactive, of privacy, personal property, as well as a variety of information services. Many kinds of mobile media, which includes mobile phone short message, MMS, mobile newspapers, mobile radio and mobile TV. Each mobile media has its own advantages and characteristics, however, the ideological and political education for college students this particular process, we mainly use SMS this new form of media. The so-called SMS, is an abbreviated version of the Short Message Service, that the use of mobile terminals to send and receive text information technology, it is mainly transmitted text messages. And new media, digital television, Internet and other like SMS communication becoming interpersonal manner, but also become a specific way of life, which has become a cultural phenomenon - Thumb Culture. SMS as a form of existence of mobile media at this stage is carried out under conditions of information ideological and political education can take advantage of new media carrier. In 2013, China's mobile phone users reached approximately 860 million, the world's largest mobile market, mobile phone users than the sum of the whole European mobile phone users. Among them, the number of people with mobile phones among college students has reached 3000 million. The use of mobile phones and mobile phone text messages in an increasingly wide range of college campuses, the impact is also growing, so that SMS has become an important theoretical position information dissemination and advocacy. With the deepening of economic globalization, technological advances, SMS Transmission timely, affordable, flexible and highly interactive and technology-driven, personalized, popular features, making it as ideological and political education to become the new carrier may. Ideological and political education workers should fully realize the advantages of SMS, SMS and make good use of this new platform, the initiative for the creation of ideological and political education of college students. Appears SMS exchange between teachers and students so limit time and space no longer subject to greater advance in the breadth, depth, frequency, students' needs and opinions to give a greater degree of feedback, but also makes the students as education the dominant position of those more prominent. SMS as interpersonal communication and mass media combine to create and optimize the educational atmosphere of the social environment plays a vital role. In addition, SMS very wide audience, via SMS to promote its proper values, and guide students to overcome incorrect values, help them establish a correct outlook on life, values, can make a strong complement to school ideological and political education. At present, the arrival of the latest stage of development of the network is the third generation mobile communication system (3G). With the first generation, second-generation mobile communication system is different, using 3G technology phone has a dedicated high-speed data channel, data communication rate as from a highway into a motorway as a further boost to meet the multimedia information the rapid

transmission, mobile terminals are able to become / personal multimedia terminal 0. Currently being gradually extended 3G phone is a product of the communications industry and the integration of the computer industry, in addition to its daily communications to complete high quality, but also for multimedia communication, which undoubtedly ideological and political educators have used the media to carry out the phone thinking political education has opened up a new and important channel.

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