

Innovation Research on University Ideological Propaganda in New Media Era

WU Jianqiang^{1, a}

¹Propaganda Department, Zhenjiang College, Zhenjiang 212003, China

^a wjqzj@zjc.edu.cn

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Abstract. The ideological and political work is an important part of the propaganda and ideological work in universities. With the growing popularity of the new media, students are more and more affected by the Internet. New media technology has brought increasingly profound impact on the current ideological and political work. On the one hand, it has posed a serious challenge to the ideological and political work by making ideological and political work environment more complex, impacting on the ideological and political work of the authority and the effect of ideological and political work. But on the other hand, new media technology has also brought a rare opportunity to ideological and political work. Thus, use new media technologies to conduct innovative research on ideological and political work under the new media background help to break problems the ideological and political work facing.

Meaning and characteristics of the new media

Only by discriminating the new media concepts, defining its meaning and characteristics can properly understand the effects brought by the new media on ideological and political education, establish the scientific and specific objectives of the new media innovation in ideological and political education in universities.

Meaning of the new media

The latest digital mobile device is the core of the new media. New Media is the integration product of a variety of IT high degree, including the internet, wireless communication, touch screen technology, making the mobile digital devices increasingly access to traditional desktop and wired network capabilities. That means, the degree of combination among new media, society, and personal combination have come to the extent beyond imagination. [1] This means that the new media and the community can be equated. We can see new media as the society and the world, we can also put this society and the world as a new media. Similarly, we can complete the new media as a part of us, and can see our own body as a part of the new media. So, the new media does change people, change the society, and change the world.

Main features of the new media

1) Advances of new media in information carrier areas: digital highlights

Media has always been developing with science and technology, including the development of scientific principles and manufacturing technology. During World War II military out of the needs of information, computers, namely original digital technology or equipment, mainly solve mathematical problems. For stability and accuracy of the calculation, the computer uses a binary system. With the development of electronic technology, computers evolved from the processing mathematical problems to deal with all kinds of information, digital technology permeates all aspects of new media in the information transmission, digital signal took the place of the traditional analog signal. The information transmission apparatus also highly adapted to this change, change from the traditional electronic transmission to the optical signal transmission, optical fiber instead of metal wires of the past. In the information processing, traditional media was composed of information of simulation, while the new media have very precise information about the number of bits of the composition. As for the new media composition, it is shown as in the following figure 1.

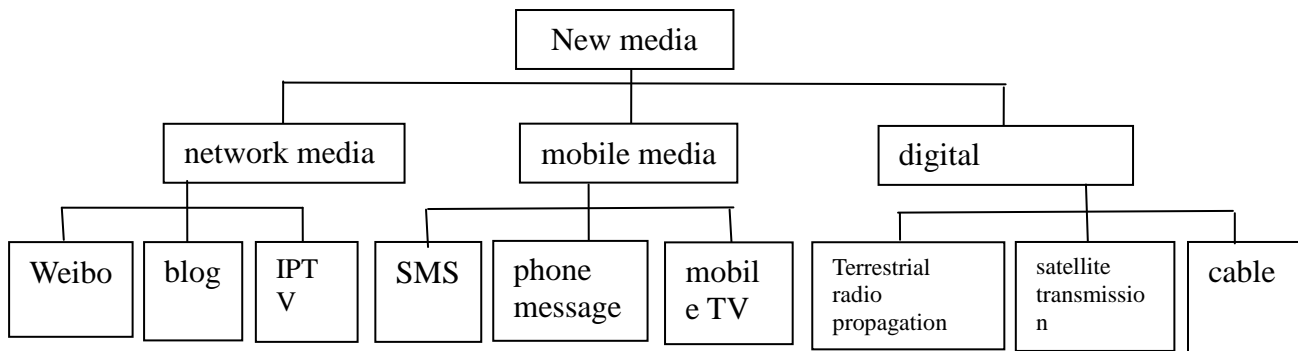


Figure1. The composition of new media

2) Advance of new media in the forms of communication: enhanced interactivity

In traditional media, social relations included the role of communicators and recipients, and the location is fixed with no change. Communicators is the planners, designers, manufacturers and decision makers, while the recipient is completely passive, it is the forced party being educated. But the boundaries between communicators and recipients is blur, recipients get selectivity. Selectivity is the lowest level of the simplest kind of interaction, but also a very basic function, or even a right. Secondly, the feedback capability of new media is growing, and even become producers and creators of information. When enable the recipient to receive information, the new media at the same time make the recipient has the capabilities to exchange of information disseminators, and even make the recipients to become communicators.

3) Advance of new media in service goals: personal, specialization and immediatization

Newspapers and traditional broadcast television is a general sense of the mass media, it is impossible to separate the individual production, publishing and playback, but the new media adapted to the needs of the audience diversification and market segmentation of the audience. New media can cater to specific user groups. [2]We need to provide personalized information service, whereby users can select and customize information according to their preferences, profession or actual need. Personalized connotation grows in new media, such as various blog, microblogging, circle, and so on. As the new media is interactive, user selection of information becomes possible.

At the same time of being personalized, new media is becoming more and more professional. Traditional media are mainly for a variety of integrated media, but the new media is characterized by specialization, such as flourish of various professional nature site, and college students have various learning-related websites, the most common site is the creative, dictionary website, professional information Web site.

Status and role of new media in advocacy work

New Media is a product of the Internet and other new technologies, which is one of the main manifestations of contemporary advanced productive forces and has unstoppable momentum of development. Party propaganda work should attach importance to the role of new media, raise new media awareness from a strategic perspective, take the new media as a propaganda work of the new position, and learn to use of new media to promote the party's policies to effectively integrate of public opinion in a complex social environment.

Emphasize on new media from a strategic

Entering the new century, new media to sweeps the globe in unconventional rapid pace of development, which impact of the various economic and social fields. Political life is inevitably affected by the new media. The new media has become a new front cultural construction, new ways of information dissemination and public competition for the new battlefield. At the same time, new media and traditional media mutually compete and integrate also cause immeasurable impact on the pattern of spread of reconstruction, situation and guide public opinion control.

The rapid development of new media technology makes the type of media, new media terminal increasingly diversified. Traditional media-based propagation pattern is broken, the entire spread

pattern has undergone great changes, structural reorganization and integration are carried out. From the propagation medium term, there has both paper dielectric media, and electronic media, as well as online media. From the spread body point of view, there has both government-sponsored mainstream media and the urban class, social class social media capital investment. Look from the social role, there has both serious educational media and pure entertainment-oriented media. From the point of view of media properties, there has both websites or media on behalf of the organization or group, as well as numerous blog, micro blogging and other forms representatives of personal. The traditional top-down, from less to more, from the center to the traditional mode of transmission are under attack, countless network nodes and mobile terminals and gradually replace the traditional centers of authority, erected a new media platform, on which everyone got right to information and the right to speak of equality.

Take new media as the new position of our party propaganda work

For a long time, our party take newspapers, radio, television and other traditional media as a propaganda front, and vigorously promote the party's line, principles and policies to make due contributions for the socialist modernization drive. The rapid development of new media has provided us with new promotional positions. [3]Propaganda workers have to strengthen positions in the construction of new mainstream media, lead mainstream ideology with the healthy development of the new media, strengthen the ideological construction with the help of new media. Party propaganda workers need to learn how to use new media, focusing on the party and state work, combined with the major conferences, major events, major projects to strengthen the planning topics, organized themed, distinctive front publicity, strengthen and create a positive online public opinion, promote healthy, positive energy condensed to form a new pattern of public opinion guidance, and grasp of new media discourse in complex and diverse public opinion. Party must be good at using the power of new media to start from the masses concerns, points of interest and excitement to absorb public opinion to timely release of authoritative information, initiative to respond to the concerns of the masses. As a propaganda work main front, and new media play the role of publicizing the party's ideas, promoting social justice, accessible public sentiment, persuasion.

Take new media as an important communication carriers in Communist Party propaganda work

Under traditional media, newspapers, radio, television are the main carrier of our party propaganda work. In the era of new media, traditional media continue to play advantage, but initiative to strengthen research and development and use of new media, focusing on mutual integration of new media and traditional media, build a number of key news website in other forms of new media with wide influence. These forms can both have the advantage of new media that with big capacity of information, fast speed and wide spread. We can also take full advantage of the authority and credibility of good information. Only when Party and New Media seize the high ground of public opinion authoritative information can it better guide the public opinion. While fully follow and adapt to the market economy, develop a network of cultural industries, focus on the development of digital industry and the network of cultural and creative industries, and actively seize the Internet TV, mobile TV, mobile news and other new media, can they command new media as the height of propaganda work.

Method innovation of ideological and political work in new media era

Humanization of ideological and political work in Universities

In the report of Congress, it was pointed out that in order to strengthen the ideological and political work, we must focus on love and heart assist. It is proposed to take new ways to tackle with interpersonal relations in the new situation. It is very necessary and meaningful to replace teachers' teaching with interactive action. [4]Teachers need to change the concept, we should listen to the recommendations made by students in the ear, and treat students equally, respect their ideas and desire, adopt reasonable suggestions actively. All teaching content should be based on the level students can achieve. Give students the right to know and the right to participate in democratic

consultation, discuss and exchange of equal way to solve the problem. Not just for students to self Own understanding and willingness to give up and instead put the emphasis in the passive adaptation, would then accept emphasize content and requirements. The facts speak instead of mere publicity is characteristic of humane work. To and issues for domestic and international common concern of all media era combined to expand the party's basic policies, the basic outline, basic line, basic experience in education, so that students from the heart to fully understand and recognize the party and the Government to implement the policy policy, in terms of ideology and party highly consistent support policies and measures formulated by the Party and the government. To move with the Chinese people, model workers, aerospace technology and other activities undertaken to promote the combination of solid support individualism against collectivism, socialism carry out ideological education universal, promoting patriotism and law-abiding, courtesy and honesty, diligence and self-reliance, unity and friendly, professional dedication basic ethics.

Reality of Ideological and Political Work in Universities

As for the employment problems, emotional problems, etc., new media education should be conducted to deal with students' realities. Because of the ongoing university enrollment, China's college graduates face a very severe employment situation. However, the people's livelihood is jobs, jobs related to the national interest, closely related to the society, therefore it is an important task of ideological and political work. How to use new media platforms to establish a sound service system, a solid job in a full range of employment-related guidance are the most important. Here we need take correct the media in ideological and understanding as a starting enhance media skills, give full consideration to students' individual differences and personality tendencies, provide a reference for the value of having the help and guidance of their employment. To create a public service perspective platform conducive to solving the problem of employment of university students, to create information repositories collect employment information, so that students will be able to communicate with the employee and provide more timely and convenient employment human services to improve the employment rate.

Diversification of methods for ideological and political work

In recent years, even though the ideological and political workers exhausted efforts to improve the traditional education model, they still can not get rid of the shackles of the old habits produce, which is a relatively simple and monotonous way. Ways and means of communication in new media is the rapid and quick, college students can obtain information from many channels, including mobile and Internet media, which is more and more popular. However, college students thought showed the diversity and complexity, which made urgent request for the ideological and political work to be multi-angle, multi-channel, in order to enhance the permeability of ideological and political work. Various forms of social practice ask students to overcome difficulties with an optimistic attitude towards life. Ideological and political work should be active, teachers should keep abreast of the situation, play the role of preconceptions, head start. In the method above, to enable students from passive acceptance of education turned to self-restraint, self-evaluation, self-improvement, so that college students can receive excellent character and atmosphere of scientific thought and the influence of inspiration.

Summary

The rapid development of new media has brought great changes to the economic and social development, which has posed a serious challenge to university publicity, making propaganda work in universities that rely on traditional media become increasingly complex and promotional ideas, modes, advocacy team be impacted. At the same time, the rapid development of new media technology also brought a rare opportunity for propaganda work in universities. Universities workers need to grasp the new era of new media law so as to make full use of new media technologies, adhere to the Party's principles, establish a teacher-student-oriented principle, introduce of the concept of communication and public relations philosophy to promote its advocacy efforts and innovate from the concept of propaganda, working methods innovation and security mechanism to effectively address the current difficult and hot issues.

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