

Study of University Ideological and Political Education under the New Media Background

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Abstract. With the growing development of science and technology, particularly computer and information technology is getting more advanced, to carry out ideological and political education is facing many challenges, but also to the development of college students have created new conditions for university education has brought new opportunity. Faced with the opportunities and challenges of the current situation, colleges and universities to give importance to fully seize new opportunities, innovation and the development of education reform to meet the challenges from use.

Introduction

Currently, under the guidance of Internet technology, the development of new media, changing the previous limitations of the old media. New media so that information exchange and sharing of information resources easier and more interaction becomes smooth, new media became indispensable Universities working and living presence. But the Internet virtual world and anonymity, it is convenient Students learn life easy at the same time carry out the work related to higher education, but also for ideological and political education is a big challenge. Therefore, under the background of the development of new media, ideological and political education, the need developed a more effective way.

The Challenges Caused by New Media

The core of the new media, the Internet, it has penetrated into every corner of life in University study. The new media have timely, efficient and open characteristics of college students to study life brings a lot of convenience, to promote the college students are more free, fair and open ideological pursuit of development. However, the new media brings a wealth of messages, but also filled with a variety of negative information, negative and false information difficile true, cohabitation is very easy to bring the wrong direction to the values of college students, which greatly affect the Universities students to establish a correct world outlook, values and ideological and moral aspects of critical thinking [1]. New media to a large extent affected the students' ideological and moral quality of the set, brought many negative effects, especially in the open feature of the new media, allowed supervision is very low, the new media is full of anonymous publication of false rumors information, there are many cases of cyber crime, and even some new media network platform there are reactionary information, which greatly affected the mental health of college students. Under such a negative impact, college students prone to moral failure, and personality distortions, which not only hinder the cultivation of college students interpersonal effectiveness, but also makes the social environment Students judgment declining.

The Development of New Media Opportunities

While the new media will bring many negative effects, and the fetters of this part of the students to establish the correct "Three Views", but in general, it has long been to the development of college students a new way, but also to create a new education work opportunity.

The new media can broaden their horizons and education in universities, widening the previous single classroom education pattern, especially the emergence of network classroom, so that

"unlimited" mode of education possible. New media to broaden the scope of educational work carried out to provide new facilities for the comprehensive educational work, but also greatly enhance the efficiency of the educational work carried out.

A network technology, university teachers can get a more convenient and affordable consulting economic exchange platform for exchanging information with each other is more efficient and convenient, aging [2]. College students through the establishment of ideological and political education online platform to promote the university informationization construction, improve the efficiency of education, and promote the development of college students' ideological and political education. During the course of conduct which, between teachers and students through social networking platforms and messaging communication, such as micro-letter, e-mail, etc., this way more popular than others. In addition, the new medium-specific anonymity, but also to a large extent, to protect the privacy needs of some students, the convenience of students that teachers and school communication to achieve freedom, equality pattern is conducive to teaching work carried out during the interaction reaction truth . Of course, the university not only to new media into the classroom teaching, as well as to create a shortage drop environment to enrich the educational propaganda model, scientific guide students' ideological and psychological education, to promote students develop correct outlook on life and values.

Method Innovation of Ideological and Political Education

Under the trend of ever-changing Internet new media development, the college traditional conventional classroom education can not meet to carry out the modernization of education, which requires colleges and universities to update the concept of education, breaking the shackles of the traditional educational philosophy, the philosophy of education with the advanced world cultural integration. In updating the concept of time, to fully understand the development of new media for the ideological and political education bring the good, but also to understand the negative impact of the new media may give students ideas caused. University Teachers should establish a proactive educational philosophy, diversification in the new media environment, colleges and universities must master the leading role of the good work carried out education, make full use of new media networks to grasp the correct direction of the university students' ideological and political education, the initiative to do equality between colleges and students good and fair interaction.

New media to carry out the work of higher education has brought opportunities, colleges and universities need to grasp the initiative, and to effective integration into the contemporary education of practical application, therefore, universities need to master information technology skills of the ideological and political education teachers . At the same time, these ideological and political education teachers should have the ability to work excellent education and rich ideological and political education theory, a good sense of self, a high level of product is a personal moral and values, but also a complete professional quality and longer strong sense of responsibility, able to accurately grasp the rhythm of ideological and political education work carried out, be able to change students' ideological and emotional have a keen insight, and to deal with them. Only a group with such a high professional quality of teachers, in order to effective technology of new media and the Internet into the work of ideological and political education among, and to promote the continuous development of ideological and political education work.

From the content of education, colleges and universities must integrate theory with actual students' thinking, the use of new media features, and actively carry out humane, personalized ideological and political education. Currently, the college students of various forms of new media have different preferences, so colleges and universities should not step by step across the board use of new media technologies, but to fully understand the rich in the form of new media, not specialized for different grades of students, to carry out targeted ideological and political education, which is conducive to fully grasp the changes in schools of different students different ideas and psychological, and make timely adjustments in the corresponding teaching measures [3]. Of course, deal with the new media, virtual sex and other characteristics, colleges and universities to strengthen the students' moral education, actively carry out the work of media education quality, as

more noble qualities moral culture of contemporary college students.

Emergence of new media, traditional media has been completely break the limitations of the role of the new media become more important, but it can not be ignored is that the traditional media is still consulting on the AC plane occupies a very strong position. The new media have the advantage of full-featured, which is conducive to traditional media, the courage to make a better communication platform. For example, you can put in University website, the school newspaper and other traditional broadcast content to fill the new media, new media with specific technical means, so that the content of traditional media is more popular. The need to take full advantage of the current very popular micro-channel, qq microblogging and other social media, real-time sharing of information resources to enhance interaction between teachers and students, and effectively grasp the students' ideological dynamic mood changes. In carrying out ideological and political education, full use of multimedia and other technical means to carry out new teaching, you can set a variety of teaching carried out in favor of teaching resources in the school network query, analysis and evaluation functions, the rational use of new media technologies, create one pan multimedia teaching materials, make classroom teaching more full of fun, so as to effectively enhance the effect of the teaching work.

To do a good job in universities under the new media background and political education work, it must have a sound and has a strong executive power management system. First, colleges and universities to regulate scientific leadership system, only the leadership of science in order to develop a comprehensive and effective program of work, and the work of ideological education can put in place to ensure sustained. Second, colleges and universities need to develop scientific regulation and control system can effectively supervise live guiding ideology and political education work carried out, and to enhance the efficiency of relevant work undertaken. We can set up the inspection and supervision work, with a dedicated staff team, supervise the work of education, and actively improve the efficiency of the teaching profession; actively guide and promote its network of ideological and moral education. Finally, to make perfect security system, to improve the punishment system, the specific content of fine punishment, students can regulate the use of the Internet and new media; the construction of teachers, and to be equipped with high professional quality of the team, to increase the introduction of new media excellent technical talents ideological and political education.

Conclusion

New media trends irreversible, both colleges and universities to recognize the challenge of new media to the ideological and political work, but also should attach great importance to and take advantage of new media brought opportunities for development. Constantly updated educational philosophy, and strengthen the teaching staff, innovative methods and content of education, improve the work related to education management, and constantly promote the effective implementation of new media background of ideological and political education, is committed to developing a more noble ideological and moral qualities, excellent professional qualities of the new era of college students.

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