Research on the Ideological and Political Work of College Students Based on the New Media

Yongkun Yu

Jilin Agricultural University, Changchun 130118, China

Abstract. Under the impact of the new media culture, the ideological and political education of contemporary College students has become the essential way to promote College students' growth and development. At the same time, multiple thought contained in the new media is also in a strong impact on the ideological concept of contemporary College students, and its impact cannot be ignored. This paper, taking Colleges and universities in our province as an example, through the questionnaire survey method, analyzes the ideological and political work of College students under the new media environment, comprehensively elaborates all kinds of opportunities and challenges that the ideological and political work of college students is facing based on the new media at the present stage, and puts forward the strategies. To face the difficulties in the new media environment, strive to find a new way suitable be applied to the ideological and political education of contemporary College students, so as to promote the overall improvement of quality of ideological and political education of college students.

Keywords: new media; ideological and political work; current situation; strategy.

1. Introduction

With the global Internet and the overall popularity and development of digital information technology, the era of a new media technology with rapid development is quietly approaching [1]. The ideological and political education of College students in China has gained not only more and more opportunities for the development with the gradual rising of new media that takes the network as representative, but also faced with many new challenges. Under this era background, it is necessary for us to further study the ideological and political education of College students. In terms of theory, it not only enriches the content of the ideological and political education system, but also helps to better grasp the rule of ideological and political education. From the practical significance, it can solve the new problems and new challenge brought by the new media to the current College students' ideological and political education [2]. In addition, it can further innovate and develop the methods of the ideological and political education work for College students under the new media environment, explore how to use new media platform to change the traditional cramming education model, construct College students' ideological and political education system that meets requirements of the new era, which has a certain academic significance and practical value.

2. Present Situation of College Students' Ideological and Political Work Based on the New Media

We live in the huge wireless space created by the new media, and the way of communication among people has become more convenient and more rapid. College students, as the loyal fans of the new media, the impact of it is naturally cannot be avoided [4].

This paper does research on some Colleges and universities in our province, carries out deep investigation by the method of questionnaire survey on 1000 College students, including freshmen189, sophomore 252, junior student 302, and senior students 257. 1000 questionnaires are issued and 930 questionnaires are valid. The effective recovery rate is 93%.

2.1 High Use Rate of Mobile Computer

According to the results of the survey, in a variety of new media, the use rate of cell phones and computers is the highest. This is mainly because of the limitation of their campus environment that

campus environment is relatively closed so that students' opportunities for exposing other new media is rather little, as shown in Figure 1.
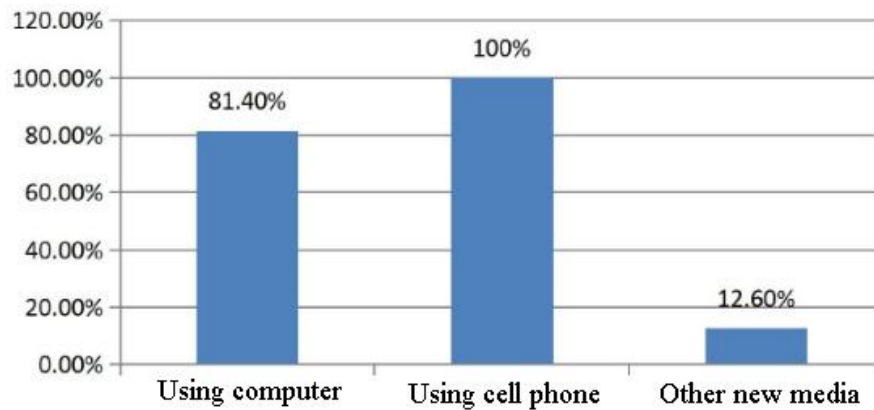

Figure 1 Major new media types for College students

2.2 Convenience for College Students' Study and Life (Figure 2)
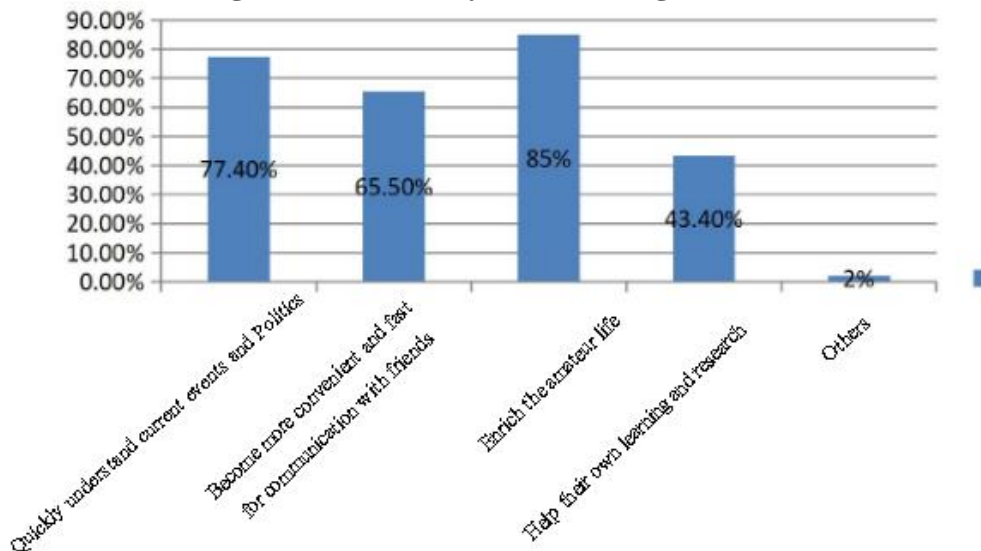

Figure 2 Convenience for College students brought by new media

Thus, it can be seen that the new media has become a wide platform for university students' leisure and entertainment, understanding current events, interactive communication and learning of all kinds of knowledge. At the same time, it can be seen that the impact of new media on contemporary College students is a multi-angle, multi-level and multi-aspect.

2.3 Too Long Using Time of and Strong Dependence on New Media

It can be known that the use of new media for College students is too long, resulting in a certain degree of dependence. And this high dependence deeply influences the life and study of College students, which is not conducive to their independent thinking, but also greatly reduces their study ability. As a result, long time use of new media will bring about a certain degree of negative impacts on College students (Figure 3).
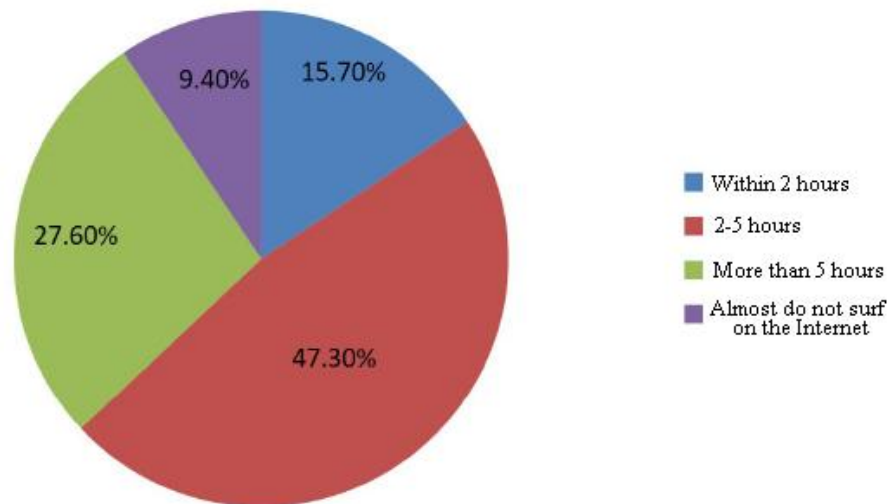
Figure 3 Students' average daily use time of new media

3. Opportunities and Challenges Brought by the New Media to the Ideological and Political Work of College Students

3.1 Opportunities Brought by the New Media to the Ideological and Political Work of College Students

New media has the advantages of a huge amount of information, strong interactive communication and rapid and convenient and so on, so it not only can improve the ideological and political work, but also helps to promote the effectiveness of ideological and political work [4].

(1) Enhance the Pertinence of Ideological and Political Education

When the ideological and political make use of the carrier of new media, College students are often willing to express their own thought through We Chat, micro-blog, QQ and other ways. And educators can just through the new media to better focus on the ideological trend of College students, and provide targeted guidance and education for College students. Moreover, it can truly realize the free barrier information transmission between students and teachers, so that the channels of ideological and political education of College students can be fully expanded [5].

(2) Improve the Way of Ideological and Political Education

In the new media environment, College students' acceptance of knowledge gradually transfers from the passive learning to active learning with active participation. Educators can transfer the education content to students in the shortest time in more vivid ways like images, video, audio and other ways, which promotes the interaction and communication between students and educators. Comprehensively improve the comprehensive quality of College students, and provide a solid foundation for better completing the ideological and political work of Colleges and universities.

(3) Broaden the Resources of Ideological and Political Education

At present, with the continuous development of global electronic information science and technology, new media technology has obtained more and more extensive application and popularization, to a great degree expanding the space of ideological and political education of university students. It provides the pilot for further strengthening and improving the ideological and political education of College students in our country, which is in the new requirements given by the new media era to College students' ideological and political education work.

3.2 Challenges Brought by the New Media to the Ideological and Political Work of College Students

The new media is like a double-edged sword, which brings many opportunities to the ideological and political education of College students, but also puts forward serious challenge to the ideological and political education of College students.

(1) Influence on the Formation of College Students' Good Style of Study

The phenomenon is quite common that students, in the classroom, do not concentrate on listening to teachers, but playing the phone. This bad style of study has negative influences on the normal teaching order, and then seriously harms the teaching management level and order of our country's Colleges and universities, which should be paid attention to [6].

(2) Impact on College Students' Ideological Concept

Due to the characteristics of the mass of information, the new media has caused that some rubbish information has a certain impact on the ideological concept of College students, and it has a great impact on the ideological and political education of College students.

(3) Effect on the Traditional Way of Education

In our country, there are still some Colleges and universities resting on its laurels, conservative in ideas. In the ideological and political education of College students, they always follow the traditional education mode of "indoctrination" and "spoon feeding". Obviously, it has been far unable to adapt to the requirements of the new media environment.

4. Analysis on the Strategies of College Students' Ideological and Political Work Based on the New Media

In the new media environment, how to further strengthen the ideological and political education in Colleges and universities has become the main task and research direction of the ideological and political education workers in Colleges and universities. In the case of combining the use of new media and the characteristics of College students' ideological and political work, after a full range of multi-angle analysis, put forward the strategies.

4.1 Actively Build a New Campus Media Platform and Enhance the Effectiveness of Education

Improve ideological and political education website construction and seriously explored fit the actual situation of the ideological and political education website construction; effective use of interactive network platform; the nowadays more popular micro channel, microblogging, blog and QQ new media, to carry out college students' Ideological and political education, enhance students and colleges, social communication and interaction, to promote the work of education; make full use of the new campus media platform, and enhance the effectiveness of Ideological and political work.

4.2 Strengthen Supervision and Purify the Environment of Education

Due to the virtual nature of the new media, a large number of false information is full of them, so College students are vulnerable to be misguided by these extremes and misleading information. Implement the combination of social supervision and internal management, give full play to the control function of the society on public opinion, promptly clean up the adverse false information existing in the platform of new media, and make preparation for further creating a healthy and harmonious educational environment.

4.3 Enhance the Media Literacy of College Students and Correct Use New Media

(1) Enhance the Media Literacy of College Students

The Extracurricular practice is also a very good channel to improve College students' media literacy. It mainly refers to a series of practical activities carried out by various media organizations within the school and in the society. College students should actively participate in it, and educators should also correctly and effectively make use of it. Through carrying out some rich and meaningful practice activities, promote the students' independent thinking, enhance their identification of information of new media, which has promotion function of College students' media literacy.

(2) Strengthen College Students' Self-control Ability

Under the influence of the outside world, College students tend to proceed self-awareness and self-management in a passive way. And they generally lack the initiative and consciousness in the process of the activity. Therefore, to improve the effectiveness of ideological and political education,

the most important thing is to strengthen the self - management and control ability of College students. On the one hand, it is necessary to guide College students to establish the right cognitive ability to people and things. We should actively guide and help College students to establish the correct cognitive ability, objectively analyze things, and correctly evaluate others. Only there is a correct cognitive ability can College students better proceed self-management [7]. On the other hand, we should focus on improving College Students' self - control ability. Self - control ability is a specific guidance for a person to carry out social activities. The new media environment is characterized by cohabitation and difficult to identify the good and the evil. Only taking good self - control as a criterion can College students' behavior be ordered.

4.4 Strengthen Educators' Media Literacy and Enhance the Ability to Work

(1) Take the Responsibility of the Main Body of Education

Education should keep pace with the times and become the forerunner who masters new media and makes use of new media; educators should keep a low attitude, enter new media and keep a closer relationship with College students; educators should set a good example to establish the correct network morality.

(2) Strengthen the Media Literacy of Educators

First of all, establishment the training mechanism of the relevant new media technology and knowledge, focus on the cultivation of theoretical knowledge of educators. Secondly, on the basis of theoretical knowledge training, through the research on special topics, further consolidate the theoretical basis of new media, using the theory to guide practice, and further enhance the ability of educators to work. Thirdly, the school can be equipped with a certain degree of management institutions, assign someone to be fully responsible for the related affairs of the new media training. From many aspects to improve the media literacy of educators.

4.5 Strengthen the Theme of Education in New Media Environment

Strengthen the ideal and belief education of College students. The ideals and beliefs of College students are closely related to our nation's development direction and destiny. Strengthening the ideal and belief education of College students can effectively promote the improvement of College students' self - quality, but also effectively promote the smooth development of ideological and political education of College students. Specifically speaking, first of all, education content should be scientific and pragmatic; secondly, form of education is supposed to fit the actual situation, to closely fit the thought cognition and behavior habits of College students in new media environment; thirdly, make full use of the education carrier of new media to carry out ideal and faith education for College students. Strengthen the college students' world outlook, life outlook and values education. Fully combine with the social practice activities to proceed the education of the world outlook, life outlook and values education of College students. By carrying out some meaningful social practice activities, promote students' cognition of society, and give full play to the educational advantage of the big class of society to promote the College students to form a correct world outlook, life outlook, and values outlook.

5. Conclusion

Under the new media environment, to strengthen the ideological and political education of college students is the need of all-round development of people, but also the requirements of the deepening and development of the society. As the moral education workers engaged in ideological and political education of College students, should actively meet the challenges and seize the opportunities. We must carefully analyze and summarize the characteristics of new media and features of ideological and political education of College students, actively mine and explore the insufficiency and the flaw of the current new media technology. Based on this, find the corresponding measures to the maximum extent to reduce the negative influences caused by the defects of the new media technology, so as to make ideological and political education work better, but also achieve a better effect.

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