

# The Application of New Media Technology in the Ideological and Political Education of College Students

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**Abstract:** With the development of science and technology, new media technology has been more widely used in teaching. In particular, the impact of new media technology on college students' ideological and political education is very important. The development of new media technology has brought the opportunities to college students' ideological and political education while bringing the challenges. Therefore, it is an urgent task to study on college students' ideological and political education under the new media environment.

## 1. Introduction

New media technology, relative to traditional media technology, is the emerging electronic media technology on the basis of digital technology, internet technology, mobile communication technology, etc. it mainly contains fetion, wechat, blog, podcast, network television, network radio, online games, digital TV, virtual communities, portals, search engines, etc. With the rapid development and wide application of science and technology, new media technology has profoundly affected students' learning and life. Of course, it also brings new challenges and opportunities to college students' ideological and political education. Therefore, how to better use the new media technology to improve college students' ideological and political education becomes the problems needing to be solving by college moral educators.

## 2. The intervention mode and its characteristics of new media technology

New media technology, including blog, instant messaging tools, streaming media, etc, is a new network tools and application mode and instant messaging carriers under the network environment.

First, weblog, named blog, means online log. It is mainly used for personal to publish online logs arranged in chronological order and updated constantly. Although blog is an emerging media technology, more and more college students use it to publish their own life, mood and thoughts.

Second, instant communication tools. Instant messaging, happened in a flash, is the communication way with very short communication cycle and information transfer cycle, including QQ, MSN, Fetion, etc. at present, the majority college students have their own QQ number and consider it as a tool to communicate with others.

Third, streaming media. It is a continuous stream of audio or video data transmitted and played over time in the data network. The main application of streaming media are video on demand, video broadcast, video surveillance, video conferencing, distance teaching ,interactive games, etc. although the streaming media has wide range of application, the use is not prominent for college students, so the steaming media is only used to watch the video by students.

### **3. The opportunities brought by new media to college students' ideological and political education**

New media can provide unique perspective for the traditional ideological and political education. Under the background of new media technology, college students can get real-time information and real-time comments on different perspectives. Through the internet and other new medias, students can understand what is happening around the world, grasp the most cutting-edge knowledge of related fields whenever and wherever, and carry out immediate discussions and exchanges through online forums, blogs and other forms. More acquisition of knowledge and information from different angles of views can not only make the students get rich information, but also improve their ability of rational analysis.

New media can provide rich teaching resources for college students' ideological and political education. The new media broaden the channels for college students to know current affairs and social development. Compared with traditional media, new media technology, represented by the internet, makes the sharing of resources become a reality with its real time and convenience. Abundant resources of the internet can provide a lot of new knowledge and practical materials for the worker, then the educators can collect and collate the typical example and case quickly to apply into the ideological and political work, so as to improve its effectiveness.

New media can provide the new platform with various ways and convenient interaction for ideological and political educators. Blackboard newspaper, preaching, and publicity are the traditional way of ideological and political education. Under the background of new media technology, a lot of information dissemination appears. Blog, MSN, BBS and other new information communication platform have the interactivity and novelty which traditional media do not have. It has strong attraction to college students and also provides new carriers for ideological and political education.

### **4. The ways to strengthen the ideological and political education of college students under the new media environment**

Establish network ideological and political education position. Compared with traditional media, new media technology has the advantages of personalization, large amount of information and various dissemination ways, which provides more convenience and more powerful help for college students' ideological and political education on breaking the limit of time and space. In the new period, it is necessary to implement the spirit of seeking truth from facts and keeping pace with the times in the process of exploring the combination of new media and college students' ideological and political education. The establishment and the use of network ideological and political education platform of new media can let the students better accept the socialist core values and socialist common ideal. For example, through QQ group, Wechat group and Fetion group, transmit the teaching contents and teaching arrangements to students better to achieve a better interaction, so as to ensure the students to receive the correct guidance of public opinion.

Pay more attention to the construction of campus network culture and construct the new environment of ideological and political education. Under the new media environment, the university campus has gradually formed new campus environment, which brings challenges to ideological and political education. However, it is necessary to take the initiative to adapt to the construction of campus network culture and strengthen the initiative of ideological and political education. First of all, improve the initiative and integrate into the background of campus culture network construction to build new environment for ideological and political education. Second, expand the ideological and political education platform on the basis of campus network culture

construction, and open up the theme column of ideological and political education through the school official website, making the campus network culture construction become an important opportunity for the optimization and adjustment of ideological and political education. Third, play the guiding role of the campus network culture construction. The students must actively participate and integrate instead of passive acceptance, which plays an important role in improving the effectiveness of ideological and political education.

Improve the media literacy of ideological and political educators. First, improve the political quality and moral level of ideological educators. On one hand, actively guide the college ideological educators to establish correct positive views, improve their political level, theoretical level and sharp analysis degree of the current situation; on the other hand, to strive to improve their moral cultivation to form internal moral responsibility and moral self-discipline. Second, improve their professional skills. The ideological and political education workers should fully understand the role of new media technology and adopt newer and more effective means actively.

Improve the students' literacy of the new media and strengthen their self-discipline education. Under the new situation, colleges should bring the new media literacy education into college student quality education and carry out network moral education, so as to cultivate college students' self-discipline awareness, network responsibility consciousness, political consciousness and safety awareness. The educators must carry out ideological and political education according to the development of new media and the problems exposed in the new media technology, to improve the students' ability to analyze problems and enhance the ability of distinguishing between truth and falsehood on the internet and moral self-discipline.

Establish and perfect the mechanism of information supervision to improve the effectiveness of information monitoring and management of new media. Through establishing network information management institutions and making campus network behavior standards, colleges can regulate the network behavior of students by the review and monitoring. Carry out targeted work timely according to the monitoring, analysis and detection of problems to check erroneous ideas at the outset.

## 5. Summary

In short, college ideological and political educators should attach great importance to the opportunities and challenges brought by new media technology, actively change educational ideas, make full use of the advantages of new media and combine new media ideological education with practice education. Although the application of new media technology in college ideological and political education is not mature, as long as grasp the focus, new media technology will better server for the work of college students' ideological and political education to improve the efficiency of our work and bring the ideological and political education to a new level.

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