

# Research on Ideological and Political Education of Art Students in the New Media Era\*

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**Abstract**—The new media era is characterized by openness, interaction, equality and fragmentation. In this context, it challenges the ideological and political education of art students with distinctive personality in the group of college students. In the face of challenges, it is necessary to upgrade the abilities of ideological and political educators, innovate the content of ideological and political education, actively occupy the network of ideological and political platforms, and further improve the ideological and political education of art students.

**Keywords**—new media; art students; ideological and political education

## I. INTRODUCTION

With the development of new media, people have entered the era of new media, and new media have become increasingly important in people's lives. As a college student group with distinctive characteristics, art students are particularly favored for new media. New media openness, interactivity, equality, fragmentation and other characteristics deeply attract Art college students. Under this background, the ideological and political education of undergraduates in arts has been severely challenged. The problems of subjectivity decline, lack of attraction, and diversification of ideas have gradually emerged. This requires the ideological and political educators of undergraduate arts students to grasp the new issues. The characteristics of the media age, combined with the law of development of art students, to innovate the art of ideological and political education for college students.

## II. CHARACTERISTICS OF THE NEW MEDIA ERA

With the continuous development of science and technology, new media have gradually become a part of people's life. The new media era embodies the characteristics of openness, interactivity, equality and fragmentation.

### A. The Openness of the New Media Era

The new media technology, represented by the network, has continuously developed, gradually breaking the closed nature of traditional media in time and space. Each person can obtain a variety of information through the new media. The number of information has been unprecedentedly promoted and the scope of information is unprecedented. With the development of new media, people have gradually entered the

era of information explosion. Many contents can be easily obtained through the Internet. The openness of the new media era is also reflected in the opening of vision. East and West ideas can meet on new media platforms such as the Internet and become resources for people to freely choose.

### B. The Interactivity of the New Media Era

The platform of new media has remarkable interactivity. With the popularization and promotion of new media such as WeChat and QQ, the two-way interaction of new media has become increasingly prominent. The new media users can receive different information according to their own interests and their own circumstances, which completely changes the state of the traditional media instillation. At the same time, new media users can also upload their feedback to the Internet in time to achieve two-way interaction. This interaction greatly meets the needs of users' personality and promotes the initiative of users to a certain extent.

### C. The Characteristics of Equality in the Era of New Media

The openness and interactivity of new media determine the equality of new media era to a certain extent. First of all, in the new media era, the selection and reception of a large amount of information is independently chosen by users, and both the disseminator and the receiver are equal; Secondly, the interaction of new media platforms makes the communication between users increase continuously, which must be based on an equal basis.

### D. The Fragmentation of the New Media Era

The era of new media is an era of information explosion, but this information is accompanied by a prominent feature, which is fragmentation. The content of information is not very long and complex, and can be scanned in a short time. Publishers of information do not spend a lot of time producing, and readers of information do not spend a lot of time to spend. The interaction between the two parties can be completed in a short period of time, which can not only reasonably plan the time, but also enable the interaction to occur anytime and anywhere.

## III. THE CHARACTERISTICS OF ART STUDENTS

Art students are a significant part of the college students' group. They have both the commonness of the college students and the different aspects of the college students because of their subject background and other reasons. The specific

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manifestations are: obvious personality, weak humanistic quality, insufficient self-knowledge, early socialization and so on.

#### A. *The Self-consciousness of the Art Student Is Prominent and the Personality Is Distinct*

One of the most prominent characteristics of art students is their distinctive personality. Art students are influenced by art for a long time. They are more active in thinking, perceptual thinking is stronger than rational thinking and easy to follow; their thoughts and behaviors are influenced by their professions. They have a tendency of idealism and romanticism. When they are in conflict with reality, they often lack reason, cannot fully view the problems, and are prone to extreme problems; in daily life, art students like to be different and unique, they have a keen interest in new things, and like to be at the forefront of trends; In the course of study, the distinctive training mode enhances their pursuit of individuality, so they act on their own behavior, do not like the shackles of discipline and rules, they have weak self-control abilities and easily influenced by sentiment, the collective consciousness is thin and self-consciousness highlights.

#### B. *Arts Students Attach More Importance to Professionalism than Culture*

The art students take double assessments of their majors and cultures. Before entering colleges and universities, most of them focused on learning arts, and then the final assault on the cultural class. This has led to many arts students not achieving high marks in culture class.(as can be seen from the score line of art examination); On the other hand, a long period of concentrated art learning has accumulated a strong interest in the arts college students, and to a certain extent, they have reduced their attention to cultural classes. These various circumstances have led many arts students to expand their gaps in professional courses and cultural courses. They are not interested in cultural classes and often skip class, thus ignoring their overall quality, especially the cultivation of humanistic qualities.

#### C. *Art Students Are Exposed to Society Earlier and the Social Impact Is More*

Art college students should have intensive training before the college entrance examination. Such training is usually not in schools but the art training institutions in the society, which makes the arts college students contact social institutions ahead of other students. On the other hand, the artistic examinations for art students must run around the country, which is different from the ordinary college entrance examination. After entering the university, some college students will take advantage of their professional ability to work in the society, and some even go to bars, music halls and other places where people are mixed. Because of their young age, they are in the forming stage of three views. The ability to distinguish right from wrong is still improving. It is very easy to mistake some bad habits for individuality.

#### D. *Self-knowledge of Art Students Needs to Be Improved*

Most of the time, the art college students like to pay attention to the events in their own majors. They do not have much interest in the development of the country, social

situations, and other political issues, so it is not easy to produce correct and reasonable positioning. Due to their professional characteristics, they are more likely to obtain flowers and applause, honors and certificates than other professional students, which make them easy to fall into the bizarre cycle of self-evaluation and cannot evaluate themselves correctly, so that they are too self-respecting and weak in frustration. The direct phenomenon of their learning and employment is that they aim too high. If there are more setbacks in the process of entering the society and the mental adjustment is not timely, their mentality will be easily collapse.

### IV. PROBLEMS IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF ART COLLEGE STUDENTS IN THE NEW MEDIA ERA

The development and maturation of the new media era has brought enormous challenges to the ideological and political education of arts students, which are mainly reflected in the education subjects and educational effectiveness. In terms of education subjects, the subjective status of ideological and political educators has been challenged, and art students have put forward higher requirements for educators (i.e. educators).In terms of educational effect, the attraction of Ideological and political education is obviously insufficient.

#### A. *The Decline of the Main Position of the Ideological and Political Educators*

Under the influence of the new media, art students have higher requirements for educational subjects (i.e. educators), mainly in four aspects:

First, whether educators are skilled in applying new media is directly related to educators' evaluation among students. Art students are active in pursuing popularity, and a series of new media such as QQ, WeChat and weibo can be widely spread among them. If educators are not adept at using new media, many art students will directly label them "outdated" and classify them into a category that has no common language;

Second, educators should be good at using Internet language. With the development of the Internet, a series of online languages such as "wili", "tong xie" and so on have become a trend. If educators are unfamiliar with these languages, they often have trouble communicating with them and eventually make art college students tired of communicating with them;

Third, the openness of new media has challenged the position of ideological and political educators as the main channel. Art students can obtain a variety of information and opinions through new media, which completely breaks the situation that knowledge is completely dependent on educators.

Fourth, in the era of new media, art students have begun to pursue equality. The interactivity of the new media era makes it possible for each user to be the owner of new media and have the right to speak. On the one hand, it makes art students think and pursue actively; on the other hand, it gradually changes the discourse power of educators. The authority of educators has been continuously weakened, and art students are eager for equal interactive exchanges. They are increasingly resistant to theoretical indoctrination.

## B. Insufficient Attractiveness of Ideological and Political Education

1) *The content of ideological and political education cannot attract the object:* The ideological and political education is the practical activity of the ideological and moral character of a certain class, political party and social group to form the law of development, with ideas, political views, and moral standards, with the aim, plan and organized influence on its members. In this process, the content of Ideological and political education is the ideology, political views and moral norms of the society. It is difficult to attract the eyeballs of the art students, and the art college students accumulate in the process of learning, as opposed to the information of the fragmentation, liberalization and entertainment of the new media. The heavy profession and other habits lead to the exclusion of social demands for ideology, political views and moral norms.

2) *The combination of ideological and political education and the Internet is not ideal:* With the development of new media, ideological and political education is constantly advancing with the times. In order to better carry out ideological and political education for college students, a large number of ideological and political education practitioners are constantly studying ways and methods to occupy network positions. The state uses online platforms such as "College Students Online" and "Easy Class" to cater to students' needs for the Internet and enrich the way of ideological and political communication. However, in the process of practice, the acceptance of these platforms differs from WeChat, Weibo, and QQ space. In addition, some schools use "executive orders" to promote the development of these platforms, which further stimulates the students' resistance to these platforms.

## V. MEASURES FOR IMPROVEMENT OF ART STUDENTS IN THE NEW MEDIA ERA

In the new media era, combined with the development laws of art college students and the existing problems in the ideological and political education process, it is necessary to continuously improve the methods and improve the educational effectiveness. In terms of the quality of ideological and political educators, we must keep pace with the times and improve the ability of politicians in the Internet. In terms of educational content, it is necessary to learn from traditional culture and absorb modern ideas; in terms of education methods, we must innovate the forms of education and actively play the role of implicit education.

### A. Advancing with the Times and Improving the Ideological and Political Capacity of Ideological and Political Educators

In the era of new media, if ideological and political educators do not use WeChat or Weibo and do not understand the language of the Internet, In the new media era, if ideological and political educators do not use WeChat, Weibo, and do not understand online language, they will lose a lot of

topics to communicate with students, which will increase the distance with students, especially trendy art students.

This requires ideological and political educators to improve their ability from several aspects. First, to understand the language of the Internet and to use familiar chat tools such as WeChat and QQ, and to know the latest dynamic information at the first time, especially the news of professional and national development and so on. Second, we must learn to process the latest information we have learned, find hot spots that students are interested in, and refine content that is conducive to the growth of college students, and integrate closely with the talent training program. Third, improve the ability of writing on the net and actively occupy the ideological and political positions on the Internet. Use new media to express their opinions and interact with the students. Pay close attention to the students with ideological bias and correct their problems.

### B. Drawing on Traditional Culture and Absorbing Modern Ideas

In the new media era, information has become more and more convenient and content has become more and more abundant. Art students can get more information through new media. As the art college students are more sensuous, they are weak in judging the authenticity of information, which requires that the ideological and political educators should constantly innovate the content of Ideological and political education, combine the traditional culture and modern thought, and improve the pertinence of Ideological and political education.

First, the content of Ideological and political education for art students should be combined with Chinese excellent traditional culture. Excavate the essence of traditional culture, combine excellent traditional culture with modern actual national conditions, and inherit excellent traditional culture. It is necessary to pay attention to the understanding of arts students of traditional arts and to guide them in distinguishing between the good and the bad. They cannot be affirmed or denied.

Second, the contents of ideological and political education for art students should fully incorporate modern Chinese thought. The art students are not interested in the content of the ideological and political category because of the limitations of their professional characteristics, and they have less understanding of the changes in today's society. This makes it easy to idealize their ideas too much, so they need to fully integrate China's National conditions in the process of ideological and political education. We will guide Art college students to understand the country's situation, learn the mainstream ideas of the country's social development, and cultivate a value ideology suitable for the country's development.

### C. Actively Occupy the Internet Platform

In the new media era, information is widely spread through new media. How to use the new media to spread the content of ideological and political education is a question that every ideological and political educator needs to think. Ideological and political educators should dare to speak on the Internet and

actively seize and build the network ideological and political platform.

First, we must strengthen the construction of existing online platforms such as “Chinese College Students Online” and “Easy Class” and promote the understanding of these platforms by students. The existing network platform has adopted methods such as network salary and activity to attract college students to actively participate in it, but it is often mandatory in the process of starting promotion, so that the participation of students in these platforms is not high, most of the Participation is to complete the task. It has not become an indispensable part of life like QQ, Wechat, and Weibo. To find ways to enhance the attractiveness of these platforms, these platforms will be effectively transformed into part of the life of the students.

Second, it is necessary to elevate the ability to write online of ideological and political educators. The state attaches great importance to the ability of counselors to write online texts. In various counselor competitions, they will involve online writing. They have also held outstanding blog selection and other activities. With the encouragement of the state, a large number of counselors have emerged online public numbers. These articles and contents have a positive effect on the dissemination of ideological and political education. But these people are far from enough. The public number is often driven by a very small number of counselors who have achieved outstanding results. The online writing is not the training that most counselors insist on. It is necessary to take the counselor's writing of the net as an important reference for daily assessment, and to encourage other ideological and political educators to participate in the web.

## VI. CONCLUSION

With the development of new media, the difficulty of ideological and political education for arts students has become greater, it also puts forward higher requirements for the ideological and political education workers of art students. Only by making a clear understanding of reality, can we cultivate more qualified art students. Educators should persist in starting from reality, actively explore the characteristics of art students, innovate education methods, and promote the all-round development of art students.

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