

Study on Adaptability of Ideological and Political Education of Colleges and Universities at New Media Age

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Abstract—The media is the main carrier and platform of information . Now new media, because of its powerful coverage, is affecting people's life pattern and thought. Its influence on contemporary university students' ideology and moral is positive and progressive. Meanwhile, the "double-edged sword" effect also led to the gradual weakening and of the contemporary university students' mainstream consciousness and vague values of them and other negative effects. In thus situation, it became a main trend to explore the features of the era of the new media and the ideology as well as reasonable development of university students' ideological education in today's ideological and political education in colleges and universities. In such a case, it's necessary to analyze the existing features of the era of the new media, and to adapt the reform and development of ideological and political education in colleges and universities to the requirements of the new media age.

Keywords—New media; Ideological and political education; Adaptability

I. INTRODUCTION

New media provide information services mainly relying on heavily digital technology, Internet technology and mobile communication technology and the like frontier science and technology, and via instant messaging software technologies such as the electronic platform, the network platform and the application platform, etc.. The opening technology, the bidirectional and interactive interpersonal relationship and the wide spreading as well as the development of real-time information together make individual thoughts more independent and free. Fundamental changes have taken place in the carrier of information based on the rapid development of network and the upgrade of information technology, which makes people inadvertently step from traditional media era to the new media age. New media era is an interactive digital composite media era. Due to the change of information technology, the diversification of media and the popularity of micro-blog, the new media have had a profound impact on people's life style, and even on people's "three values". At the same time, ideological and political education in colleges and universities is also undergoing unprecedented challenges. New media has obviously become the mainstream media, new words become the mainstream discourse, and the new ways of thinking become the mainstream ideology. The arising of QQ, micro-blog and

micro-letter marked unstoppable coming of the new media age of individual as the center.

II. NECESSITY OF INNOVATION IN IDEOLOGICAL AND POLITICAL EDUCATION WORK FOR COLLEGE AND UNIVERSITY STUDENTS AT NEW MEDIA AGE

With the advent of new media age, many new circumstances and new problems have arisen in contemporary college and university students' thought and behavior. Consequently, ideological and political education is also faced with new challenges. As a practitioner of ideological and political education, we must conduct theoretical research and practical exploration to ensure healthy growth of contemporary college and university students.

The application of new media brought about a result that traditional ideological and political work cannot keep up with the demand. Computer network technology at present is a double-edged sword, that is to say, for students who has a strong sense of self, it is really helpful, but for those whose self-awareness is weak and who has poor self-control, its negative impact is enormous, and directly results in fuzzy value orientation and even failure of telling right from wrong. It also, to some extent reflected that the current status of the ideological and political education worried the public and the result was not ideal, which is caused by the fact that traditional ideological and political education cannot meet the needs of the new media age. In this new phase, the ideological and political education of majority colleges and universities in our country is still instilling the theories of predecessors in students. Primary ideological and political education just made a study on students' prominent problems, which lacks direction, and such unidirectional instilling on correcting one's thought often makes students be in a passive state, which is much easier to cause students' unconscious negative mentality, ultimately, counterproductive, especially at today, when computer networks had been gone deep into every aspect of University life and the primary ideological and political education cannot meet the needs of college and university students' inner hearts' desires for equality, communicating, even subjectivity status. Such ideological and political education, which ignored the demand of individuation of contemporary college and university students, will stir up their dissatisfaction with ideological and political work in a certain degree. Therefore, the traditional ideological and

political education model has been unable to keep up with the demands. In the age of new media, reform work of college students' ideological and political education which need to adapt to the development of the times and social demands is of great urgency.

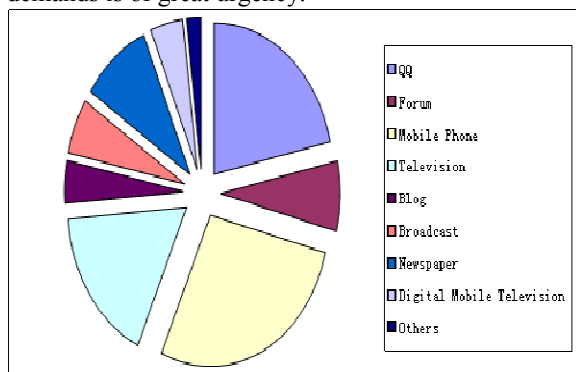


Figure 1. Media loved by college and university students

III. IMPACT NEW MEDIA AGE BRINGS TO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES.

Virtual network directly affect contemporary college and university students' way of thinking and interpersonal communication, and left a deep brand of network in the process of building college and university students' "three values". The interaction and innovation of new media leave a non-conventional way open for college and university students receiving new knowledge and strengthening their advantages, and create new chances as well as providing an efficient platform for their development and success and the college and ideological and political education work in colleges and universities. However, what imperceptibly influences the college and university students is just the negative information brought by the fashionable media and it becomes deeper and deeper day by day. It results in such as weakening of interpersonal relationship and influence of western hegemonic culture. So the popularity and wide application of new media also posed a severe challenge to ideological and political education for college and university students.

A. New Media Highlights the Subjectivity of the Individual

At the new media age, the way of production, dissemination and reception of information changes a lot, by which the instant communication and interaction between sender and receiver came true. In this process, the students are no longer unidirectional, passive recipients of information, and no longer blindly follow various ideologies and educational information. Under the context of the rapid development of science and technology, College and university students are influenced by the openness, communication, interaction and wide information of the new media age. Meanwhile, traditional platform and means of ideological and political education are broken, the campus is no longer the prime location for ideological education and ideological and political theory course is no longer the

ideological education of "prime time".

B. The Individualization of Mass Information Dissemination Expands Both Time and Space of the Traditional Ideological and Political Educational

At the new media age, "being digital" law has become a new trend of ideological education. The openness and interactivity of new media can provide a development platform that transcends time and space for more college and university students, by which the expression of their own personality could become a reality. Disseminating widely with an unpredictable speed, the development of new media technology platform and mass information make people could not attend to them all. In fact, the students themselves are the producers and disseminators of information. We can see their personal web and micro-blog are becoming the mainstream platform of the networking information. Receiver of the entire ideological education has a strong personality from the traditional media age to the new media age. Such transformation of means of mass dissemination from "one-to-many" to "many-to-many" is of distinct personality characteristics. The unidirectional instilling method of the traditional ideological education lost its efficiency, which means that the concept of time and space in ideological and political education for college and university students at the new media age was subverted, and that school is no longer the only place for ideological and political education conduct, other public places and new media platforms have the potential to become places for it. Therefore, the ideological and political education with "the whole process and a full range" is more relevant.

C. The Openness and Sharing Result in Crisis for Ideological and Political Educators

The openness and sharing urged a crisis of confidence for the ideological and political education workers' authority. In some degree, the openness of new media helped culture and knowledge at the new media age break the "monopoly" of traditional culture, presenting a diversified trend which create opportunities for students to make their voices to be heard. Equal and free exchange of information made students and teachers obtain information synchronously, some students get information even more early than teachers, especially when public confidence for ideological and political education in colleges and universities suffered general suspicion, information on the internet would play a role of questioning and supervising on education workers with "hegemony" moral words, if there is no reform for it, the consequences will be belief crisis which means widely suspicion. Under the turbid impact, the decline in the quality of the information will mislead students' value orientation.

IV. THE PROBLEMS LIE IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES AT THE NEW MEDIA AGE, TAKING UNIVERSITIES OF SICHUAN PROVINCE AS AN EXAMPLE

A. The College and University Students' Value Orientations Become Increasingly Fuzzy.

With the continuous development and changes of computer networks, new media technology, which has become the backing of enterprises, the spiritual support of college and university students, with its extensive customer's source of the three-dimensional space, can not

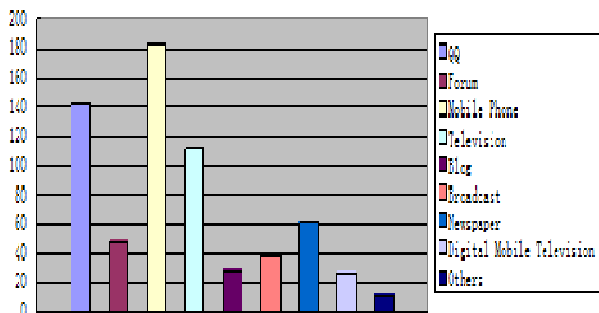


Figure 2. Media that have a deeper influence for college and university students

only meet the needs of the students to demonstrate their own characters, but also the needs to pursue the value of their own life at the information age. However, the continuous development of computer age nowadays makes the opening range of information wider and the impact of information increasingly deep, thus enhancing the diversity of information conflicting with each other. Then some information infiltrated into students' daily life, blurring their dream design and future programme, confusing the correct value orientation. For example, students became, in the internet world, "sissy", and it's widely known about "second official generation", "second rich generation" etc., all of whom pursue individuality as well as fame and wealth blindly. All these affairs became household names through new media technology. Such Mormonism, individualism, with color of capitalism and western ideas seriously affect the values and behaviors of college and university students.

B. Solidarity Consciousness Gradually Got Weaken.

At the information age, computer networking technology has gradually become an important and indispensable tool in people's daily life. New media technology has become the most widely used carrier tool of science and information technology of a large scale, for instance, forums and RSS are engine tools which can satisfy users with different levels and different needs for "smorgasbord". This tool can not only to the maximum extent meet the users' needs of information, but needs of choosing the way of information being received. However,

it can also, in some degree, gradually declines students' ability of making right judgment and scientific choice to information, which can lead them to excessive soak in mess information, weaken their sense of solidarity and corroding their social responsibility, as well as ideal and belief called in a sense.

C. Wrongdoing Occurred in the Process of Communication.

With the rapid development of new media technology, computer network technology has infiltrated into every aspect of college and university students' life and study. Chatting tools such as QQ, MSN, micro-letter and the other new media technologies are popularized among students in information exchange. They aim at helping students build up a platform for information exchange and a broader social "virtual space". Since the reality is not limited in time and space communication platform, it can help college and university students develop personal connections and build their own social relationship net. However, with the continuous development of virtual world, many students did not take advantages of the virtual world in the computer network reasonably. Those who are addicted to the virtual world always treat the realistic life with cynical and negative attitude and lost the responsibility and seriousness they should have had in interpersonal relationship in realistic life, even behave wrongly in life and study, which seriously affect their normal study and life.

V. MEASURES OF IMPROVING IDEOLOGICAL AND POLITICAL EDUCATION WORK FOR COLLEGE AND UNIVERSITY STUDENTS AT NEW MEDIA AGE.

Under the new historical circumstances, the ideological and political education must be based on the change of college and university students' thinking, innovate upon new features of ideological and political education, fully use the promotion and education methods of new media to explore the effect of ideological and political education work and constantly improve the ways of ideological and political education work.

A. People Should be Armed with Scientific Theories.

College and university students are the hopes of our country. The success of ideological and political education work not only relates with the cultivation of talents, but also takes responsibility of "the great renaissance of the Chinese nation" and "Chinese dream". Workers of ideological and political education for college and university students must realize the chronicity and arduousness of complex ideology and in actual work they must insist Marx-Leninism, Mao Zedong Thought, Deng Xiao-ping's Theory and Three representatives Important Thought and the Views of Scientific Development and educate students with advanced concepts, positively use the new media tools and try to find new ways of online education, actively preempting the network positions and chances, focusing on patriotism education with ideal faith education as the core and adhering to the scientific theories of socialism with Chinese characteristics after while based on ideology and moral

construction and guiding students to get a correct understanding of trends of economic and social development with Marxist stand, viewpoints and methods and to consciously resist various non-Marxist ideas under the complicated international and domestic situation and to strengthen confidence and will in reforming and opening-up as well as building socialism with Chinese characteristics.

B. Creating Humane Education Atmosphere with the New Media Tools for Contemporary College and University Students.

China's ideological and political education work in a quite long period is limited to a purely theoretical indoctrination and cannot give full play to students' subjectivity and initiative, also unable to meet some students' individual needs and subjective needs of communication. Therefore, ideological and political education work at the new media age must be aimed at contemporary students' growing needs and make proper adjustment to give full play to their initiative and to respect the start of their autonomous system. This recalls, on one hand, considering the workers' experience of ideological and political education work for contemporary college and university students and being familiar with the transmission of network, such as micro-blog, fetion, ICQ, MSN, etc., to strengthen the guidance of the ideological and political education field; On the other hand, predicting and holding the new features and constantly renewing ideological trends of the students' ideological and behavioral changes since the new media has opened broader space for ideological and political education for students and fully utilizing humane caring and communicating ways to strengthen intervention for ideological and political education work for college and university students and to decrease the negative impact for the students' ideological and political behavior within this field.

C. Enhancing the Network Knowledge Education and Strengthening the Network Ethics and Sense of Responsibility.

"Personalization" and "ignorance for standard" has become the synonymous of internet users. The online "virtual society" created a network life for many Internet users. In a virtual space, people can rely on the virtual identity to get rid of all restrictions of the social reality to realize the self revealing of true soul. Faced with such a situation, workers of ideological and political education for college and university students should guide students through every kind of method to fully understand the differences between the online world and the real world that the virtual network world is not entirely untrue, it is an integral part of the real life of the people of the world. If the online world and the real world be fully separated, there would have the potential of adverse effects for young college and university students, they would subconsciously choose the online world as a place for escaping from the restraint of reality, thus producing a dual personality. So schools should hold the lectures on new media and new media literacy chosen and popularized among the students.

At the same time, schools should improve education on laws and regulations knowledge of using the new media in ideological and political theory teaching and ethics and responsibility awareness of "discussions and other activities conducted online", strengthen college and university students' network moral awareness and ideas to improve students' awareness and ability to consciously resist harmful information.

D. Vigorously Strengthening the Construction and Management of New Media Such as the Internet.

The government should make efforts to promote the real name system for mobile phone and Internet, and universities should focus on online forum of community and micro-blog, and strengthen the management of the campus network, improving the vigor of management, investigation and handling of harmful information on the internet and firmly clearing out the harmful information and purifying the internet environment. The internet commentator team should also be strengthened to form an education managing team armed with higher Marxism theory and create a healthy internet culture.

VI. SUMMARY

With the increasing reform and penetration of China's education quality, the mainstream consciousness occurred in ideology field is gradually weaken, phenomenon of distorted value orientation and wrong behavior is growing and interaction between people is gradually blurring. Therefore, when faced with the growing complexity of the ideological and political work for contemporary college and university students, we must take advantage of modern computer and information technologies, changing concepts, emancipating the mind, updating the ideological and political education system for contemporary college and university students, constantly optimizing the construction of the modern college and university students' cultural quality, continuously enriching the theoretical and practical experience in the field of ideological and political education in colleges and universities, taking full advantage of the timeliness and relevance of computer networks, strengthening the supervision of the field of ideological and political education work for college and university students. In the wave of education reforms, we should combine the local college and university students' ideological characteristics with practical ideological and political education work and meet the needs fitting the development of the new media age, making the cultivation of college and university students' being useful people as the main purpose, assisted by the policy and guidance measures of ideological and political education, to ensure that the college and university students can healthily grow up and be useful people, to supply qualified builders and successors for the realization of the great renaissance of the China's nation and the Chinese dream.

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