

Influence and Enlightenment of New Media Age on Ideological and Political Education of College Students

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Abstract

This paper analyzes new problems and new challenges faced by ideological and political education of college students in new media age and organizes outstanding features and corresponding effects in allusion to development status of college ideological and political education and the plight faced by the thinking mode. On this basis, this paper seeks breakthrough of thinking mode in combination of actual conditions of ideological and political education of college students in new media age, mainly rethinks and discusses profoundly discourse reform and education content structure optimization so as to better adapt urgent needs of college ideological and political education in new media age and make efforts to construct practice approach system for college ideological and political education.

Key words: New media age; College students; Ideological and political education

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INTRODUCTION

Ideological and political education in which human ideological and spiritual world serves as the object of

work enters an age with infinite choices due to rapid development of new media (including internet and mobile phone). “Anyone” living in this age can gain “any desired information” “anywhere” and “anytime”. Depending on figure, mobile communication and internet etc., new media conquer college students by virtue of interactivity, openness, instantaneity and virtuality and become an important way for them to acquire knowledge, achieve interpersonal communication and express individual will. Besides, new media break through time and space limitations of traditional ideological and political education, thus make outstanding effects of traditional ideological and political education based on infusion challenged, and provide a new research view for ideological and political education of college students. Hence, ideological and political educators need to transform educational concept, open up new thought, excavate new resource, seize new base, mobilize all positive factors, construct all-member, all-process and all-round education pattern, form resultant force to drive reform and innovation of ideological and political education, expand and construct new education mode on the basis of grasping diversified communication demands.

Ideological and political education of college students is a system project and presents a series of new problems and features due to new media. How to cope with such change and effectively carry out ideological and political education is a new topic to be studied and solved urgently. This paper tries to analyze the influence of new media on ideological and political education of college students, takes the transformation of thinking mode as the breakthrough and lays emphasis on discussing changes of ideological and political education in discourse, institutional design and carrier and the enlightenment so as to offer a new perspective for reform and innovation of college ideological and political education.

1. NEW PROBLEMS AND NEW CHALLENGES

At present, new media derived from technical terms have become a topic of age containing multiple complex semantics such as social cultural communication, social group psychology, living ways and interpersonal communication of social group. Especially, the application of new media technology based on microblog, WeChat and handheld intelligent terminal makes information communication immediate, visual, convenient, fast and extensive. Thus, contemporary college students whose subject consciousness continuously enhances increasingly tend to individuation and diversification from thinking mode to value orientation and of aesthetic taste to etiquette in life. In addition, their choice space becomes broader. New media age brings numerous new problems and new challenges to ideological and political education of college students. The specific manifestations are as follows:

1.1 Ideological and Political Education Presents a Weak Position

In new media age, diversified and criss-cross subculture gives play to long-tail effect and tells “the secret of long tail”. New media culture is a multi-culture with the gigantic tolerance capacity. It imposes great impacts on authority and order and owns strong perpetration force in real and virtual space. For such phenomenon, college ideological and political education fails to make the sufficient preparations to cope with it. This certainly will result in a weak position of educational process and effects.

1.2 Leading Function of Ideological and Political Education Is Disturbed

College students are one of the most active groups using new media such as microblog, WeChat and QQ. They have strong self-expression desire, but their individuality is relatively closed and beyond mainstream culture. They are entering increasingly extensive virtual living state. The number of otaku addicted to cartoon and subculture becomes more and more in colleges. They tend to enjoy pleasant sensation brought by collective revelry and are enchanted by deconstructing and sneering values of traditional mainstream culture so that previous consensus or mainstream public opinion of ideological and political education is misled by non-comprehensive and even wrong information.

1.3 Influence of Ideological and Political Education Is Impacted by Double-Edged Sword Feature of New Media Technology

New media technology provides various kinds of junk information as well as reactionary, pornographic and violent information to confuse the public while bringing massive information. Unsafe and dishonest factors also

increase, though the contact form is novel and open, such as individual privacy, publication infringement, swindle, violence, obscenity and endangering of national and public security. Junk information, vulgar, false and harassment information are communicated through SMS, MMS, WAP website and chatting software etc.. These give rise to great harm to physical and the psychological health of college students. Such “double-edged sword” feature makes ideological and political education under the new media age faced with much more complex environment than the traditional ideological and the political education. Meanwhile, the influence of ideological and political education also suffers serious impacts.

1.4 Closed and Single Ideological and Political Education Is Difficult to Adapt Cross-Media Convergence Trend in New Media Age

“Red website” of ideological and political education represented by Tsinghua University boosts college ideological and political education to a large extent, and plays an important role. However, under new media environment, the visiting rate of many red websites is dissatisfying due to such defects as single communication mode, weak contents, low information content, low updating speed and low sensitivity to social issues. Under new media background, cross-media convergence has been a general trend.

2. OUTSTANDING FEATURES AND PROFOUND EFFECTS

Ideological and political education is ideological education restricted by politics and political education stressing ideological theories, including ideological education, political education, moral education and psychological health education etc. Ideological and political education of college students is a special planned an organized educational practical activity that colleges are responsible for. It aims to improve ideological and political quality of college students. The development rules form according to ideology and morality.

Compared with general ideological and political education, except the difference in education objects and educators, ideological and political education of college students have the following outstanding features in new media age.

2.1 The Status Is More Important and Significance Is Greater

College students are very valuable human resources. They are the hope and the future of a nation. To boost their ideological and political quality and make sure socialist cause with Chinese characteristics with flourishes and has to have qualified successors is of great and far-reaching strategic significance.

2.2 The Difficulty Is Larger

On the one hand, educational level of college students is high with active thinking, individuality, independence and strong learning ability. They are willing to accept something new and new ideas, and have their own opinions. Hence, it is more difficult to make them really accept an idea. On the other hand, physical and mental development of college students is not synchronous. Although they are mature physiologically, many are immature psychologically. Many may easily go to extremes and split hairs. This also increases the difficulty for ideological and political education.

2.3 The Contents Are Richer

Ideological and political education of college students regards integrated development of college students as the goal. The education contents involve ideal, belief, world outlook, outlook on life, values, patriotism, national spirit, civic virtues and quality-oriented education. Thus, the contents are numerous and the task is heavy.

Since new media is a kind of digital media completely based on internet, it depends on various kinds of social software. Seeing from content features, it mainly involves individual opinion, professional views, work experience and other perceptual cognition. It is characterized by civilian, dialogue, anonymity, sociability and emergence.

It is generally acknowledged that effects of new media on college students are reflected in ideology, moral quality, values and aesthetic taste.

From 1994, internet started to penetrate in each field of social life in China and triggered changes in social production and life style. Network education also receives extensive attention. "Popularly, network ideological and political education refers to implementation of ideological and political education by campus network" (Zhang, 1999). Since then, scholars have passionately turned their attention to the effects of microblog, WeChat and QQ on ideological and political education of college students.

Beyond all doubt, regardless of microblog-related news report and conference application for TV media or hot event communication and operational reports in network media, microblog's influence among college students has triggered extensive attention in society. Meanwhile, positive and negative effects of WeChat on contemporary college students cannot be underestimated in three aspects, including interpersonal communication, subjective initiative and psychological health. The application of WeChat greatly enriches campus life of college students, offers the platform of mobile learning and broadens friend making channel. We should see WeChat makes dominant position of ideological and political education workers challenged. It is hard to control public sentiment. The carrier position of traditional ideological and political education is weakened. The quality of ideological and political education workers should improve urgently (Shi et al., 2013; Yang, 2012; Yi, 2013).

QQ integrates picture, sound and character, breaks all sorts of boundaries of traditional media, brings revolutionary changes for modern information communication and makes it possible that "everyone is media". QQ communication is a complicated network communication system and a kind of vivid multimedia communication. Due to its anonymity and high freedom degree, QQ brings new opportunities and challenges to ideological and political education of college students. QQ will break through original learning mode of college students, facilitate communication among college students and between students and teachers, broaden information acquisition channel and learning view of college students and enhance political socialization of college students. Therefore, QQ platform contributes to improving pertinence of ideological and political education. But as an open network platform, information communication via QQ deeply influences college students to form of healthy ideological and ethical quality. In particular, online chatting may easily cause the college students with poor self-control ability cannot extricate themselves and even delay learning. Some college students will also generate the mentality of avoiding reality via QQ. Personal rumors are spreading via QQ will violate personal privacy and endanger physical and psychological health of college students.

3. OUR THINKING AND ENLIGHTENMENT

To open a new situation of reform of ideological and political education and improve quality and effect fundamentally, we must attach importance to innovative study on college ideological and political education in new media age, seek breakthrough of thinking mode in combination of actual conditions of ideological and political education in new media age and make it become a logic starting point of this research. Besides, in allusion to development status of college ideological and political education and plight faced by thinking mode, this paper stresses improvement in discourse change and optimization of education content structure so as to better adapt urgent needs of college ideological and political education in new media age and make efforts to construct practice approach system for college ideological and political education.

To be more specific, the following aspects should be valued:

Firstly, effects of new media on the ideological and political education environment should be valued. Ideological and political education of college students has been influenced by various environments. Among numerous environments, the effects of social environment, cultural environment and technical environment are especially significant and direct. They play very important correlation roles in smooth implementation of ideological and political education of college students.

Social environment refers to the sum of social materials and spirit conditions within the scope of human survival and activities and can restrict human ideological formation and development. Cultural environment refers to the background and conditions of cultural creation, cultural communication and other cultural activities made by cultural communities. Cultural environment can subtly influence human ideological formation and development. It plays an indispensable supplementary role. Technical environment refers to the technical level, technical policy, new product development capacity and technical development trend of a country and a region. The effects of technical environment are all-round. Positively speaking, new technology can offer beneficial development chance for society and can support human ideological formation and development. Compared with the past, social environment, cultural environment and technical environment of ideological and political education in the new media age have changed greatly or are changing greatly.

Secondly, effects of new media on subjects and objects of ideological and political education should be valued. New media also generate significant effects on life, learning, psychology and values of college students except the effects on ideological and political education environment. In the new media age, various forms of new media have gone deep into daily life of college students and generated great effects on their basic necessities in life.

In line with the survey of social media technology on college students conducted by Youth Media of Wuhan University, new media technology has positive effects on learning mode and method of college students. Especially, it has obvious advantages in terms of knowledge accumulation. Many students apply new media technology to assist their study. Meanwhile, new media offers the change and place for college students to give vent to their unhealthy emotions. Via new media, they may give vent to their depression and other unhealthy emotions, gain certain psychological auto-therapy effect, get rid of daily mental stress and promote their physical and psychological health. On this basis, we should emphasize researches of effects of new media on learning environment, technical environment, cultural environment and social environment and also researches of the reform. In addition, aiming at effects brought by new media, we should further review its requirements for teachers' work and teachers' media accomplishment.

Thirdly, effects of new media on political socialization of college students should be valued. Political socialization is individuals' socialization in the political dimension and transformation of political persons from natural person. Political socialization of young college students aim to cultivate political values of young students, communicate political knowledge and standards, cultivate political participation ability and then prepare to become

qualified political citizens. As social media represented by microblog, WeChat and Tencent QQ become increasingly popular and fuse in people's production, life and study, they influence cultivation of political citizens and value shaping in an internal and profound manner.

Political socialization of college students has features of complexity and sensibility. Technology and education as well as technology and politics deeply fuse, which not just brings socialization opportunity, such as promoting students' development of political cognition and political consciousness, but also gives rise to risks. Dissimilation and pollution of media information, collective irrationality and polarization phenomena of groups in virtual space affect young college students which are in the stage of forming political personality. The author considers it is necessary to carefully review political socialization value of new media, dialectically treat its function and take active measures to avoid political socialization failure risk under social medial background so as to improve political socialization effect of young college students.

Fourthly, effects of new media on discourse power of ideological and political education of college students should be valued. New media provides a brand-new environment for college ideological and political education. Its development causes the information advantage of ideological and political education subject is lost. Besides, some traditional methods fail, and discourse power also changes. Therefore, an urgent task for college ideological and political education workers is to enhance research of discourse of college ideological and political education systematically discusses discourse changes in college ideological and political education and implement discourse reform for college ideological and political education. Meanwhile, it is a new means to enhance effectiveness of college ideological and political education in new media age.

Ideological and political education discourse in new media age refers to communication activity carried out through multi-form information communication by the subjects of ideological and political education who apply new media technology and take trans-boundary thinking as logic starting point. It involves such elements as speakers, listeners, text, communication and language environment and aims to reach the purpose of pointing to certain ideological and political education. Thus, it is required to mainly study discourse change of ideological and political education brought by new media and carry out special researches of discourse change manifestations and the causes.

Fifthly, the study on strategy of ideological and political education theory under new media background should be valued. In other words, it is required to introduce trans-boundary idea to cope with various challenges resulting from new media. In particular, it is necessary to apply trans-boundary idea to innovate ideological and political education method, perspective and platform

mechanism etc.. Trans-boundary idea refers to a thinking mode which breaks inherent framework, jumps out of familiar position, treat problems from multiple perspectives and propose solutions. It underlines mutual interference, crossing and span and also contains the meaning of synthesis. It is a cutting-edge thinking trait.

It is necessary to explain that trans-boundary idea is not closed, but flexible, diversified and open. On the one hand, it is required to treat and research problems from multiple perspectives; on the other hand, it is required to seek their relevant intersections and fuse knowledge in multiple fields. In new media age, trans-boundary idea as a rationality dimension of seeking and discovering new intersections and locating points requires college ideological and political education workers to integrate ideological and political education with higher thought, more extensive view, deeper accomplishment and more life experience so as to reach the optimal ideological and political education effect.

Sixthly, the study on strategy of ideological and political education practice under new media background shall be valued. In other words, it is required to mainly discuss how to cope with challenges and opportunities brought by ideological and political education of college students. To be more specific, it includes five aspects: a) enhance education and guidance for new media use, especially strengthen ideological guidance of young students and improve medial skills and moral integrity; b) optimize teaching team building under new media background; c) construct ideological and political education platform system under new media background; d) establish supervision mechanism for new media use; e) strengthen institutional construction for ideological and political education of college students under new media background and ensure effectiveness of ideological and political education through institutionalization.

In one word, it is required to enhance institutionalization of organizational leadership mechanism, enhance public sentiment supervision and information feedback institutionalization, enhance supervision mechanism institutionalization and enhance institutionalization design of evaluation and safeguard mechanism so as to construct institutional system suitable for innovative development of ideological and political education of college students, meet standard, scientific and modern development

requirements of ideological and political education, solve the plight of “weakness” of ideological and political education, really boost ideological and political education effect and cultivate a large group of useful talents with both ability and morality.

As the influence of new media continuously expands, and ideological and political education reform goes deep, ideological and political education in new media age presents the following trend: a) the research of ideological and political education in new media age will be increasingly valued, and research field will be broader and deeper; b) based on fusing strong points of traditional media, practical application of new media in ideological and political education will be more extensive; c) whether future college ideological and political education workers can proficiently grasp new media will be an important aspect in promoting individual quality; d) the mode of college ideological and political education will be diversified under new media view, and ideological and political education will be more effective.

Therefore, we need to effectively cope with and take active measures to political socialization risk of college students so as to drive political and ecological socialization process of college students to develop toward the correct time all the time.

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