

Research on the Integration of New Media Technology and Ideological and Political Education Teaching

RAN Fuyun^{[a],*}

^[a]Chongqing Industry Polytechnic College, Chongqing, China.
*Corresponding author.

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Abstract

The concept and characteristics of new media are summarized and summarized, and the influence of Ideological and political education in Colleges and universities is briefly analyzed, and the connotation and development process of Ideological and political education in Colleges and universities are briefly written. From two angles of the subject and object of Ideological and political education in Colleges and universities, the application of new media in the ideological and political education of colleges and universities is combined with the data from the questionnaire survey, and the quantitative and qualitative two analytical methods are used to analyze the application of the new media in the ideological and political education of colleges and universities. The existing problems are studied from four aspects: the application degree of the new media, the authority of the main body of education, the increase of education difficulty and the existing problems of the object of education. Through the in-depth study of the causes of the problem, the solution of the theoretical knowledge of other disciplines is put forward by the combination of theory and practice as a principle. Countermeasures and creatively explore new ways of combining new media with ideological and political education.

Key words: Ideological and political education; New media; Countermeasures

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1. INTRODUCTION

With the advent of the digital age and the renewal of the media form, we have fully felt the impact and shock brought by the media. The arrival of new media not only affects people's way of life, but also changes people's ideas. Especially for new technology and new technology, the new media constantly changes their life and study. The most far-reaching influence is that the thought and way of this group is also changed.

With the continuous development and wide application of new media technology, more and more scholars begin to study new media. Wang Xiangyun (Wang, 2014) proposed that new media not only enrich the means of Ideological and political education, but also increase the effectiveness of Ideological and political education, and help students to develop a more positive view. Van Crosby (Pavlik & Zhou, 2005), a research expert on new media in the United States, proposed that the new media is the media that can provide personalized content to the public, so that the communicators and contacts are converged into reciprocal communicators, and the communicators can communicate with each other at the same time. John V. Pavlik provides a framework for the concept of new media, from the basic functional aspects of technology, namely, production, transmission, display and storage.

To sum up, this article analyzes the impact of new media on the ideological and political education in Colleges and universities from two aspects, namely, the new media, the object of education and the main body.

2. NEW MEDIA AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 The Concept and Characteristics of the New Media

2.1.1 New Media Concept

In the era of big data expansion, media is an important means of communication. With the coming of network video, digital TV, digg, micro-blog, mobile phone newspaper, WeChat and all kinds of cloud media, records of media types are constantly updated. It derives the definition of new media. The new media is the form of media, such as “computer network communication, coding (solution) code technology, streaming media technology, transmission technology, automatic control technology, large data technology, digital (signal compression and decompression) technology, cloud computing and so on.

2.1.2 The Characteristics of the New Media

Compared with the traditional media, the development of new media is a continuous process of dynamic development. The innovation of the new media is not only the form of the media, but also the characteristics of the traditional media are gradually replaced by the new characteristics of the new media. Its characteristics recognized by others are: virtual, interactive and personalized (Zhang, 2015).

2.2 The Development Course of Ideological and Political Education in Colleges and Universities

2.2.1 The Connotation of Ideological and Political Education in Colleges and Universities

Ideological and political education in Colleges and universities has an important connotation. The significance of Ideological and political education is a particular kind of information dissemination behavior. It is a way for people to spread life. At the same time, it also has its own important significance. Ideological and political education is an important link in realizing the party’s political tasks. Its broad meaning is that a certain class and political party follow the law of development of people’s ideological and moral character, and apply certain political views, ideas and moral norms to their members to organize, aim, and have a planned influence, so that they can form social practice activities that meet the needs of a certain society and class (Zhang, Zheng, & Wu, 2006).

2.2.2 The Development Course of Ideological and Political Education in Colleges and Universities

Since the reform and opening up, the ideological and political education in Colleges and universities has achieved integrated development and innovation under the guidance of socialism with Chinese characteristics. The development of Ideological and political education in Colleges and universities has gone through three periods (Zhou, 2015), as shown in Figure 1.

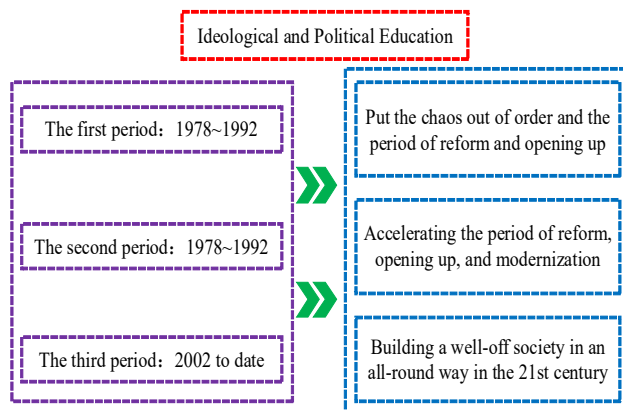


Figure 1
The development course of Ideological and political education in Colleges and Universities

After the development and change of these three periods, the educational mode of college ideological and political changes with the change of the Times has changed dramatically, showing a new characteristic which is driven by reform and innovation, from experience to science, from local to global, from closed to open.

2.3 Necessity of Application of New Media in Ideological and Political Education in Colleges and Universities

The arrival of new media, so that the way to obtain information and the size of the amount of information has undergone tremendous changes, the education object and the subject can get a lot of information from the new media, compared with the traditional, easier and more access to their desired information content, greatly reducing the workload of people. Figure 2 shows the influence of new media on the ideological and political education of colleges and universities, mainly on the influence of the educational subject and the educational object.

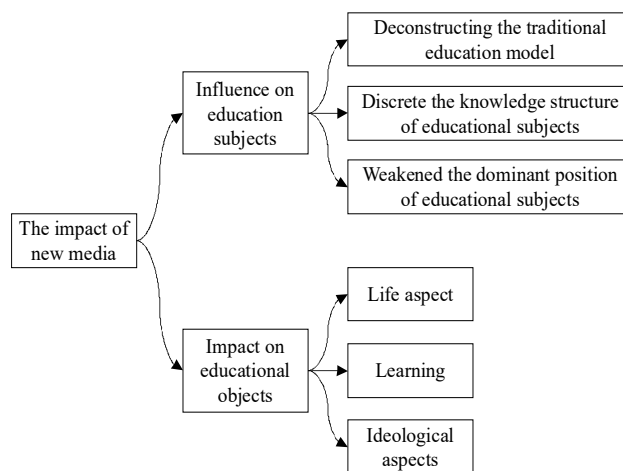


Figure 2
The impact of new media on Ideological and political education in Colleges and Universities

3. ANALYSIS OF THE APPLICATION OF NEW MEDIA IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 The Application of New Media in College Students

This paper investigates the use of new media in university students in several universities (including “211 Project” and “985 Project” universities, General colleges and universities), each university randomly distributed 200 questionnaires, a total of 600, of which 587 valid questionnaires were collected. This survey involves three colleges and universities, including the rationale, work, literature, law, teaching, art, 6 major subjects, including students of different majors, including 98 postgraduate,

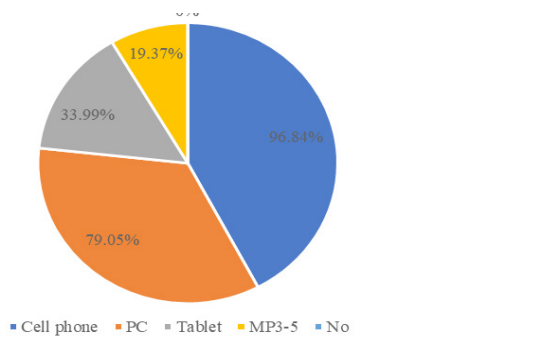


Figure 3
The application of new media in Colleges and Universities

(2) Most of the students have a certain media literacy, college students in contact with new media forms are rich and colorful, for web pages, e-mail, WeChat, Weibo (micro-blog), video sites, QQ, cloud media and so on. Currently, the media with high utilization rate are: WeChat accounts for 89.33%, QQ accounts for 72.73%, micro-blog accounts for 65.22%, as shown in Figure 5.

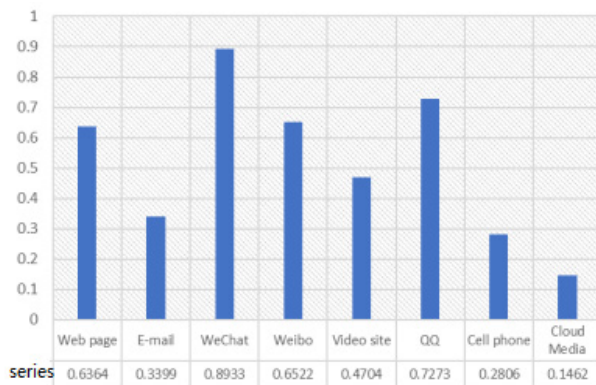


Figure 5
The use of different media software

The new media has occupied most of the college students for most of the time, as shown in Figure 6. 36%

296 undergraduates, 193 junior college students, has a certain representativeness, survey shows:

(1) The application of new media in college students has basically reached 100%, in which the proportion of students using mobile phone media is relatively high to 96.84%, the use of personal computers accounted for a high rate of 79.05%, as shown in Figure 3. And most of the students surveyed have relatively accurate knowledge of new media, able to have a better understanding of the new media, only a small part of the author put forward the form of the new media to answer the wrong, some students to the new media knowledge is inaccurate, the newspaper, radio, television and other media form wrong think of new media, as shown in Figure 4. It can be seen from the figure that the popularity of new media in college students is already very wide, and the students ‘ awareness of new media has reached a certain height.

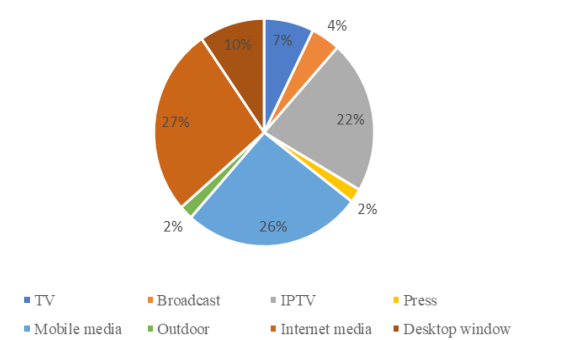


Figure 4
Colleges and Universities Students’ understanding of the new media

of the students said they spent more than 30 hours a week using new media.

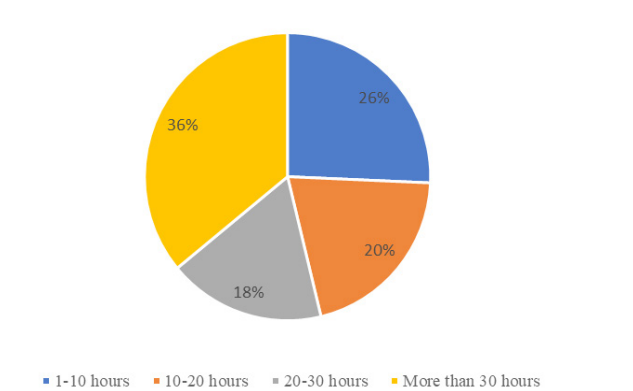


Figure 6
Time situation of new media use

Most students say that the new media has had a great impact on their study and life. Most students think that the new media has some beneficial effects on their life, but some of them have a psychological dependence on the new media. 64.82% of them go out without a cell phone or a mobile phone and feel uneasy in their heart. A small number of people through the mobile phone, such as

photographing bad behavior, it can be seen that the use of new media will also lead to some problems, students will

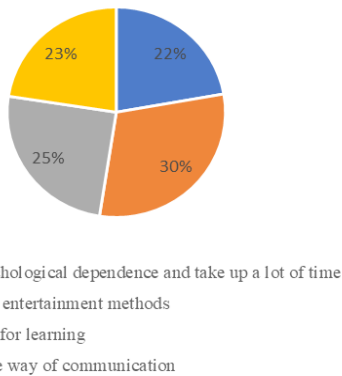


Figure 7
The new media have different effects on people

(3) New media has gradually become one of the main channels for university students to understand information. More than 80% of the students know current news through Internet channels. More than 50% of students can find more credible information on the Internet if they browse the online content that is not consistent with their teacher's comments. Only about 13% of the students will fully believe what the teachers say. The data from the survey results can be obtained, most of the students can be clearly identified when they encounter bad information on the Internet, and the news and news that are seen on the Internet are more believed by the official media when the information is contrary to the mainstream official media. 62% of students admit that online comments can have an impact on the establishment of their values. It can be seen that the arrival of new media also makes the values of college students more diversified, but there will be a weakening of moral judgment, the disorder of value orientation, and the undesirable values of value orientation. According to the results of the survey, the main reasons for the change of students' mainstream values are the influence of various media information in the network information age, the invasion of Western concepts and cultures, and the unsound system of the system. As shown in Figure 9.

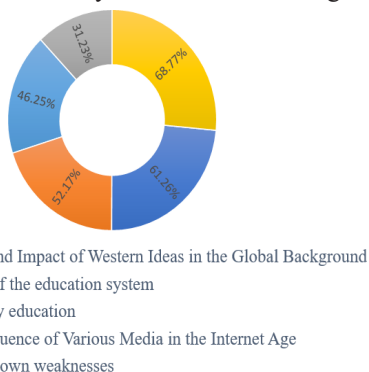


Figure 9
The influence of different factors on the change of students' mainstream values

produce certain Behavior Alienation and psychological problems, as shown in Figure 7 and Figure 8.

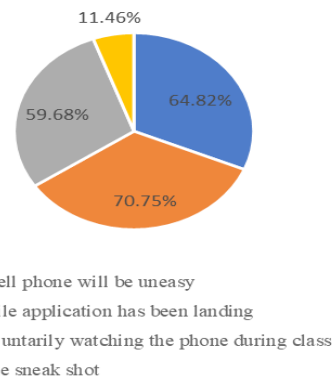


Figure 8
The status of the use of mobile phones for students

3.2 The Application of New Media for Educators in Colleges and Universities

Teachers' teaching ability is the embodiment of the most important ability of teachers' professional ability. The main manifestation is whether teachers can train and improve their quality effectively (Pan, 2014). At present, the number of College Teachers' participation in the new media is not large, the degree of cognition and ability to apply to the new media is lagging behind students. The advantages of the new media in the ideological and political theory course are increasingly obvious. Compared with the traditional teaching curriculum, the ideological and Political Theory course with the new media as the body is more vivid. More mobile and interactive, information resources have been effectively expanded, the relationship between education and object tends to be equal, and the theory of Ideological and political education in Colleges and universities has aroused more vitality in the classroom.

In the application of new media, some workers are not aware of this trend. In the face of the growing new media technology, some educators are difficult to keep up with the footsteps of new media teaching (Guo, 2014). They are still positioned as "authoritative" "experts" or "lecturers". According to the current survey, 80% of the ideological and political education workers can use WeChat, micro-blog, QQ and other media tools to exchange ideas with students. The data show that the information issued by these educators can arouse the attention of most students. This shows that some ideological and political educators can guide the value concept by applying new media teaching tools, thus improving the teaching effect of Ideological and political education.

3.3 Problems and Causes of the Application of New Media in Ideological and Political Education in Colleges and Universities

The arrival of the new media era has brought great convenience to people, but it is not significant for the

application of colleges and universities. It may be different from the teachers' age, and the situation of the positive and negative aspects of things will be different. There are also different circumstances in the school for supporting the use of new media. All the new media have restricted the new media. The development of

the application of Ideological and political education in Colleges and universities. As shown in Figure 10, we point out some problems in the application of new media in the ideological and political education in Colleges and universities, as well as the reasons for their problems.

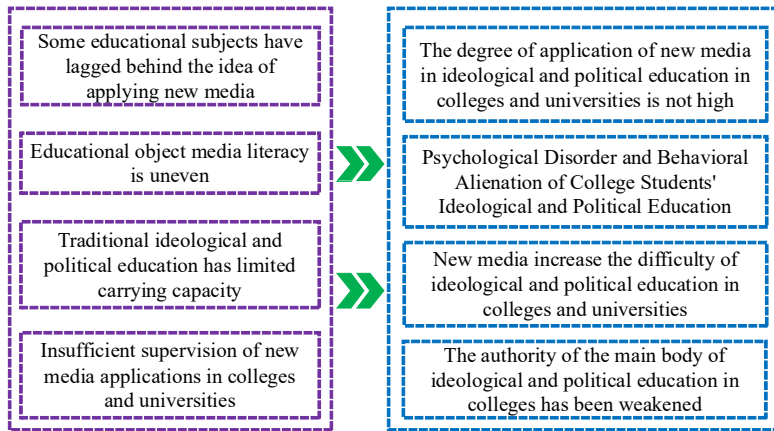


Figure 10
Problems and causes of the application of new media in Ideological and political education in Colleges and Universities

4. COUNTERMEASURES AND WAYS TO ENHANCE THE APPLICATION EFFECT OF NEW MEDIA IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

With the rapid development of new media, the information flow of the whole world has been continuously transparent, and different values and ideas have swept through. This requires people in the use of new media,

can always grasp the real and meaningful, and strengthen the core values of socialism with Chinese characteristics. Under this premise, it is necessary for people to play the role of the new media to the greatest extent, so that it can achieve significant effect in the application process of Ideological and political education in Colleges and universities. As shown in Figure 11, in view of the actual situation, we put forward countermeasures and ways to enhance the application effect of new media in Ideological and political education in Colleges and universities (Zhang & Su, 2016).

Strategies and Approaches to Enhance the Effect of New Media in Ideological and Political Education in Colleges and Universities	
1. Integrate University Resources and Choose the Media Format	1.1 Promote media literacy courses 1.2 Promote the construction of a resource sharing platform 1.3 Cross-sectoral coordination and implementation 1.4 Interdisciplinary Collaborative Innovation Development
2. Fitness improve ideological and political education and development of new media	2.1 Update the concept of ideological and political education in universities 2.2 Innovative thinking and political education content 2.3 Expand the ideological and political education carrier
3. Regulatory mechanisms of new media applications and improve the ideological and political education	3.1 From education new media environment 3.2 Establish a New Media Teaching Evaluation System 3.3 Regulatory information dissemination of new media channels, channels

Figure 11
Countermeasures and ways to enhance the application of new media in Ideological and political education in Colleges and Universities

5. CONCLUSIONS

The present situation of the application of new media in the ideological and political education of colleges and universities is investigated and combined with relevant cases, the problems existing in the application process of

the new media in the ideological and political education of colleges and universities are analyzed, and the reasons for the problems are obtained through further analysis of the problems. A variety of research methods are adopted to propose solutions to the problems and explore the concrete

way to combine the new media with the ideological and political education in Colleges and universities effectively. As far as I can, most of the current research on new media and ideological and political education focus on the impact of new media on Ideological and political education and other basic studies to the application of the combination of the two.

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