Application of New Media to Strengthen the Ideological and Political Education Work

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Abstract: Compared with traditional media, new media has the advantage of abundant information resources and convenient communication. Their abundant contents and the open and interactive transmission are popular with college students, which have become a significant method for the contemporary college students to acquire and exchange information. Making use of modern information technology possesses high pertinence and timeliness, huge amount of information, rapid transmission and widespread coverage area and so on; however, it brings new challenges for ideological and political education workers at the same time. It is far-reaching to analyze the features of new media era, research the new topics brought about by new media to ideological and political education of high school students and fully utilize its advantages to do a good ideological and political education job.

Keywords: New media, The ideological and political education, Opportunities, Countermeasures

Introduction

Both opportunities and challenges exist in the ideological and political education work of the new media age, and we must shoulder the responsibility of the era have entrusted to us, making good use of the Internet, and doing a good job of ideological and political education. According to the relevant data of the ministry of information industry, China’s colleges and universities’ number have reached almost 100% of college students in Internet usage. Therefore, colleges and universities in the 21st century is the forefront of the development of Chinese society “network”, new media, such as the Internet is playing a more and more important role on university students’ behavior, value orientation, political attitudes, psychological development, and moral concept of legality. How to deal with the challenge of the new media era for universities’ ideological and political education, to explore a kind of new way of ideological and political education work meeting the needs of the era development, to set up the ideological and political education effective platform is of great significance to reform and innovate the ideological and political education work.

1 Analyses of Current Situation About High Schools Ideological and Political Education in New Media Era

1.1 Research objectives and methods
In order to learn about the effects new media have on temporary college students, we chose four different spectrums of colleges and carried out sampling surveys and personal interviews about the effects new media had on the study, life and thought of temporary college students and deeply studied the opportunities and challenges in college students ideological and political education at new media era. We handed out three hundred questionnaires in this survey and reclaimed 290 valid questionnaires, among which 57 questionnaires interviewees’ majored history, science, agriculture, medicine and art. Pointed to the idealistic characteristics of temporary college students, by taking advantage of the transmission characteristics and superiorities of new media, we would explore new strategies to innovate on high school ideological and political education work.

1.2 Investigation outcomes
1.2.1 Exposure and usage rate of media among college students
Among all of the media, what students contacted the most were cellphones and network. According to survey, 60.8% of college students owned computers and cellphones, at the same time only 0.4% of college students do not have one cellphone or computer at the time being. It reflected that network and cellphones had become the main media college students made use of. Investigation outcomes manifested that the time college students spent on network and cellphones was approximately 4-6 hours, which offered favorable conditions for carrying out ideological and political education work using new media.

1.2.2 Acknowledge of college students to new media
In investigations, most students acknowledged that new media made study more convenient and the freedom of new media offered platforms for free speech. Questionnaires showed that 22% of college students chose new media to chat, however, the rates of playing games, looking up for information, watching news and studying respectively were 18%, 16%, 14% and 10%. 20% of the interviewees chose others. From here we could see that most students regarded new media as recreation tools and new media did not comprehensively play its due parts.

1.2.3 The affects of new media on college students
Among interviewees, two in three college students expressed that new media had large effects on their ideologies and value orientations. The survey showed that, in an environment of new media, cultivating moral integrity, the skills to tell right from wrong and senses of national pride were all enhanced but the trust in society and other individuals were weakened.

1.2.4 The usage of new media among college students in ideological and political education work
It was commonly believed among college students that we should fully use new media and innovate on ideological and political education methods in multi-perspective. At present, 92.3% of college students in their classes used QQ, Fetion, Micro-blogs and so on new media methods to communicate. 62.3% of college students argued that the advantages outweighed disadvantages as utilizing new media to proceed and participate in the ideological and political education.

2 New Media Advantage Analysis and the Analysis of Its Effect Factor on College Students’ Ideological and Political Education Work

2.1 The characteristics and development trend of new media
The so-called new media, refers to the media forms at the emergence of new technology support system, including digital magazines, digital newspapers, digital radio, cell phone, text messaging, mobile TV, the Internet, weiboboke, digital TV, digital cinema, touch media and so on. Corresponding to traditional newspapers, radio, television, etc. the new media are visually called “fourth media.” Its characteristics are in that:

2.1.1 New media promote news timeliness
Now many audiences are used to obtain information through the network, which is fresher than to browse the information by reading the newspaper, watching TV.

2.1.2 New media enhance audience’s initiative
Restricted by time and place; the traditional media audience can’t accept the information freewheeling at any wishing time. The emergence of new media has greatly changed the pattern, transforming the way people dialogue with life virtually.

2.1.3 The new media reduce information cost
Now with the development of new technology; there is a big drop in the cost of new media, and without the influence of transmission distance, the scope and the amount of information.

2.1.4 The personalized services of information dissemination
People can take advantage of new media, subscribe the interesting content, customize individualized service according to individual needs completely, and their individuality have been more highlighted by information dissemination.
2.2 The new media analysis on factors affecting college students’ ideological and political education work

2.2.1 The public participation and the degree of freedom of information transmission impact on college students’ value orientation

New media is an open world, to a certain extent people can associate freely, not affected by the limitation of time, space, country and ideology. At the same time, the information provided by the new media is in a body of beneficial and harmful, true and false, which is unable to control and difficult to filter. We don’t have a perfect information transmission mechanism to guide students to resist the bad information.

2.2.2 The virtual and interactive effects of new media on college students’ mental health and moral constraints

The interaction and vitality of new media communication, make it easier for students to open up, to dialogue and communication equally, but it is easy to relax its own moral requirements, these are worthy of ideological and political education workers concern.

2.2.3 Resource sharing effects on college students’ way of thinking

The promptness and autonomy of new media to obtain information, in a certain extent inspire the students’ learning enthusiasm, but how to choose the correct mass information and think the question independently, still need the ideological and political education workers’ effectively guide.

2.2.4 The influence on the building of college students’ personality by new media’s personalized settings

New media can let students’ place in the network media, to satisfy their personality and the pursuit of fashion. But how to avoid the excessive pursuit of personality and show themselves that principal still need the appropriate guidance and supervision of ideological and political education workers.

3 The Ideological and Political Education Work Initiative Study of New Media Era

In the new media era, the ideological and political education background have changed, and education mode and object also become more diversifed, therefore standing at a new historical starting point, we should make use of new media effectively and reasonably, improve the ideological and political education work timeliness, so the following points are worthy of thinking about.

3.1 Update education idea; use new media to carry out the ideological and political education work

Traditional education of colleges and universities’ “force-feeding” and “educational” and others educational ways obviously exposed its shortcomings with the development of era. The new media technology has become college students’ learning interest. So the ideological and political education workers should element the times into education, contact the college students’ ideological reality to carry out education, composite the characteristics of college students’ interest and transform the mode of education timely. All this, depends on the ideological and political education workers constantly update education ideas, advance with the times, and make full use of new media to carry out the work.

3.2 Set up the network learning platform, collaborate online and outline

We could open up new media ideological and political education work position by opening the counselor characteristic site, building a network communication platform, setting up student groups on weibo and other forms. In addition, in the school ideological and political education website, we can give students some hot issues closely related to nation, ethnic or students interests for students to discuss, which enhance the pertinence and effectiveness of ideological and political education work. At the same time, the cooperation between colleges and companies, social practice, market research, seminars, and other forms of education should also be simultaneously carried out; this online work together can build a new front for ideological and political education work.
3.3 Strengthen the campus network monitoring, carry out the network legal education
Universities should improve the campus network monitoring and management mechanism, establish a permanent system to manage the network information filtering, formulate the corresponding network conduct code. At the same time, they should improve the network publicity targeting and promote quality, clean and filter some online dregs information timely, check erroneous ideas at the outset, thus build a healthy, right or wrong specific network environment in the campus, prevent online negative information influence college students.

3.4 Strengthen college students’ media literacy education all-around
Media literacy, refers to the individual against various forms of communication media conduct a purpose, acquisition consciously, analysis, evaluate and produce the ability of transforming information. Under the background of new media how to improve college students’ media literacy is very important. On the one hand, we can through the media literacy courses in classroom education, on the other hand, in the daily life of college students, the ideological and political education workers should actively interment on college students’ media literacy, to make the active group of college students keep a cool head in front of all kinds of media information, learn to distinguish, nip in the bud.

3.5 Adapt to the new media development characteristics, and establish equal interactive relationship between teachers and students
Growing up of college students under the new media environment, enhance the democratic equality consciousness greatly, they like dialogue and exchanges equally, ego dominate consciousness and subject consciousness are very strong, hopping to get others’ attention and recognition, advocating the realization of self-worth. Based on the distinct characteristics of college students, the ideological and political education workers should establish the democracy, equality, interaction relationship between teachers and students. In such a relationship, students will be more willing to display their own inner world, to the benefit of teachers solve the problem of student’s thought timely and effectively, so as to enhance the pertinence and effectiveness of ideological and political education work.

4 Conclusion
With the advent of the new media age, many opportunities have been brought by ideological and political education workers, at the same time there derived a huge challenge. Only a careful analysis of the characteristics and trends of new media, change the traditional concepts of education, combine personality characteristics and growth pattern of contemporary college students, integrate new media into the ideological and political education of college students organically, so that to give full play to the advantages of the new media, targeted to carry out ideological and political education.

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