

Research on the Problems and Strategies of Ideological Education for College Students in the New Media Era

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Abstract—Under the current background of new media, strengthening the ideological education of college students has become an important task for colleges and universities to carry out ideological, theoretical and political quality education. This paper analyzes the challenges and problems in the current ideological education of college students, and discusses the effective ways to promote the ideological education of college students from many aspects based on the background of the new media era.

Keywords—New media era, College students, Ideological education, Strategies.

I. INTRODUCTION

With the development of new media technology, the educational environment is more and more complex, and the education of college students' network ideology has been paid more and more attention. "Firmly grasp the leadership and dominant power of ideological work, adhere to the correct guidance, improve the ability of guidance, and strengthen the mainstream ideology and public opinion" has become the focus of ideological and political education in our country. It is urgent to strengthen the ideological education of contemporary college students, make them firmly establish the ideal and faith of communism, and actively practice the values of social core doctrine.

II. THE INFLUENCE OF NEW MEDIA ENVIRONMENT ON IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS

The development of new media has greatly affected the ideological education environment of college students. It is mainly manifested as follows: Under the background of China's economic integration into globalization, western ideology penetrates into China's ideological and cultural field through the powerful cultural communication and integration force of new media, which makes the social environment of ideological education of Chinese college students more complicated [1]. At the same time, due to the openness of new network media, college students can freely obtain all kinds of information through mobile Internet platforms, including not only positive information but also negative information. These negative information conflicts with the mainstream ideological theory of our country, which may lead to the deviation of college students' ideology from the track of socialist core values and affect the effect of college students' ideological education.

New media meet the subjective needs of college students. Modern college students are easy to accept new things, they can easily use the "we media" platform to collect information, express opinions, etc. New media has become the main means for them to fully express their demands. The ideas and other information displayed and released by college students through new media platforms are the embodiment of their ideas and values. Thought can guide action, and from thought to action is a qualitative leap. "People begin to take action under the guidance of thought, and the completion of action means obtaining the results that meet the purpose through the necessary process" [2], which is the embodiment of the subject's initiative. College students actively use new media means to express their thoughts and guide their actions, which is a clear proof that new media technology meets the physical and mental health development needs of contemporary college students, and a full embodiment that new media platform meets the subjective needs of college students.

III. PROBLEMS EXISTING IN IDEOLOGICAL EDUCATION OF CONTEMPORARY COLLEGE STUDENTS

A. Educational Content is Rigid

The content of the ideology education for contemporary college students in colleges and universities is a single, more is given priority to with theory of Marxism and Socialism education, theory, practice, for which grade students to learn what makes a detailed stipulations, for the flexible in thought, body and mind development is still immature stage of university students, It is difficult for them to develop interest in ideological and political education theory courses. In addition, the content of ideological education in colleges and universities lacks a grasp of the characteristics of The Times, and whether the effective teaching can be combined with social hot issues completely depends on the level of teachers. If teachers can not accurately grasp hot social issues and carry out reasonable guidance and correct value education, it will greatly reduce the interest of college students in ideological and political theory courses, affecting the effect of ideological education of college students.

B. Rigid Teaching Methods

Teachers play a leading role in teaching. Whether teachers' teaching methods are flexible and popular among college students will determine the final results of ideological

education for college students. Under the new media environment, college students are active and changeable, and their thinking is open and divergent. They do not accept the monotonous theory piling and reason indoctrination of teachers in class. Ideological and political theory, education curriculum itself is boring, if teachers can't change the traditional mode of education students passively accept knowledge, continue to ignore their initiative in the ideological and political education study, can't fully grasp and reasonable use of new media technology, do not use diversified teaching methods, causes the student to have the resistance to the teachers and the teaching. Finally, it is difficult to achieve the good effect of ideological education of college students.

C. Narrow Subject of Education

Over the years, our country college students' ideological education is given priority to with colleges and universities, school outside forces, such as education and training institutions, communities, families and businesses such as education main body lack of work opportunities and platforms, different education subjects together, work together, to reflect the possibility of joining forces close to zero, this is the ideological and political education main body narrow performance directly. At present, the use of multimedia tools for online teaching has become a new trend of development of education, college students' ideological education in colleges and universities should be on and when the situation changes, full use of multimedia technology in the practical teaching for students according to their aptitude, to college students' ideological and political education in colleges and universities and the ideological guide to keep pace, advancing with The Times.

D. Network Education Practice is Insufficient

The great impact of the development of new media on the ideological education of students has attracted enough attention from colleges and universities. Most of them have formulated corresponding strategies for the development of media education and gradually adopted measures such as strengthening Internet supervision. However, in the specific process of ideological and political education, there is a lack of measures to integrate ideological education with the overall development of students, and there is a policy to implement network education, but it has not been put into practice; Established a number of network communication platforms to spread the mainstream ideology, but failed to widely promote among students, the audience is small and narrow; The organization of network ideological and political education activities did not take into account the actual situation of students, students participation is not high. All these problems lead to the failure of colleges and universities to achieve the expected results when they use new media to carry out ideological education.

IV. STRATEGIES FOR SOLVING IDEOLOGICAL EDUCATION PROBLEMS OF COLLEGE STUDENTS IN THE NEW MEDIA ERA

A. Pay Attention to the Innovative Educational Content

The content of ideological and political education in colleges and universities is mainly formulated by relevant education departments or institutions, and the learning content in each stage is relatively fixed, which is conducive to the unification of ideas, but also restricts the play of the subjective initiative of education and teaching subjects to a certain extent. In the grasp of the education content and the general direction of the education plan, the education department has an inescapable leading responsibility to ensure that the train of ideological and political education for college students always runs on the track of socialist core values. However, relevant departments should keep pace with The Times when formulating educational policies and stipulating educational contents, and pay attention to the new contents that college students' ideological and political education needs to integrate under the background of new media. In the era of new media, in addition to relatively fixed theoretical teaching, educational content should also be close to the actual life of college students, pay attention to the most concerned problems of college students, and attach importance to the combination of theoretical education and social practice. The content of ideological education of college students should draw experience from rich practice, and integrate ideological education into practice organically by utilizing the powerful communication power of new media. For example, theoretical teaching guides students to analyze current events and network hot issues, and summarizes the correct values that college students should have through analysis, so as to deepen students' understanding of socialist core values and further guide students' daily behavior.

B. Promote Innovation in Education Methods

The development and diversification of media technology and media communication modes in the new media era have increased the content of ideological education for college students and injected new vitality into its development. Colleges and universities should make full use of the new media platform to link the pure knowledge education with the ideological education of college students. College teachers should be good at using Wechat, Weibo, campus network and other platforms to carry out close communication and exchanges with college students, put online ideological and political thinking in an important position, and exert a positive influence on college students' ideology, world outlook, outlook on life and values. Colleges and universities should make full use of new media to continuously infiltrate the ideological education of college students and strive for the right to speak in the ideological field. New media platforms should be fully integrated into college students' practical activities, such as displaying the achievements of college students' related science and technology competitions and theoretical learning activities on campus network platforms, making wonderful propaganda videos and short films, spreading socialist core values in daily life, influencing and educating college students. At the same time, by guiding students to participate in social practice activities, students can experience the profound significance of socialist core values, so that college students can internalize the mainstream

ideology into their own values in practice. In addition, it is necessary to strengthen the comprehensive quality education on the use of new media for college students, so that college students can distinguish the truth and falsehood of network information, and realize the goal of self-guidance and self-development of college students in ideology.

C. Strengthen the Integration of Education Subjects

In the era of new media, students are facing a more complex environment. The guidance and stability of ideological education for college students need the joint efforts of school, society and family to establish a multi-subject interactive education model. Only in this way can better results be achieved. First of all, schools should make full use of their own resources and technology to carry out systematic ideological education for college students, and comprehensively enhance the scientific and systematic ideological education for college students. Secondly, the family should be included in the ideological education of college students. Parents have great influence on students, so they should actively assume the sacred responsibility of ideological education for college students. In the process of family life and emotional communication, parents should set an example and imperceptively transfer the mainstream values of society to their children. Finally, we should actively mobilize social forces to create a good platform for college students to practice outside the school. Such as cooperation

with relevant departments to provide social practice opportunities for college students, so that they can practice socialist core values, firm socialist beliefs, and form scientific and reasonable political beliefs.

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