A Study on How to Improve the Effectiveness of Propaganda and Ideological Work in Universities under the Background of New Media

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Abstract: Universities are places where the country trains talents, and it is very important to strengthen the cultivation of propaganda and ideological work among university students, as it not only enriches their experience but also helps them establish the correct three outlooks. The propaganda and ideological work in universities is an important guarantee for promoting moral education in universities, and is an extremely important task for the Party and the country. With the arrival of the new media era, people's channels of understanding and integrating into society have become more convenient, leading to changes in their learning and working methods. In such an environment, it brings new opportunities for the propaganda and ideological work of universities, while also innovating the channels for carrying out work. Due to the openness of the internet, the quality of online information is uneven, and the existence of false information has a negative impact on university students. The ideological work of university students needs to keep up with the development pace of new media, clarify the psychological needs and behavioral preferences of contemporary university students in the field of new media dissemination, fully utilize the technological and functional advantages of new media, make the ideological and political education work of university students meet the development needs of the times, and ensure that the propaganda and ideological work of universities always keeps up with the times. This article is based on the background of new media and explores how to improve the propaganda and ideological work in universities.

1. Introduction

Today, the domestic and international situation is complex, and the world is in a major upheaval that has not been seen in a century. Universities are the main battlefield for cultivating highly capable, high-tech, and high-quality talents for the country. They should shoulder the responsibility of the times, based on students' learning reality, focus on long-term development, ensure the quality of talent cultivation, and enable university students to have a healthy and upward value orientation [1]. As the main battlefield for propaganda and ideological work, universities shoulder the heavy responsibility of cultivating socialist builders and successors. Strengthening the leadership and discourse power of university ideology is a significant and urgent strategic task [2].

As a new media form following traditional media such as newspapers, radio and television, new media is a new form of information dissemination supported by new network technology system and based on digital and networking technology [3]. Nowadays, with the rapid development of computer technology and the emergence of various mobile devices, the integration of media and the network has formed a new type of media. The characteristics of the new media era are fast information dissemination, wide coverage, and easy to cause heated discussions. Information no longer relies solely on newspaper dissemination [4]. The comprehensive application of new media platforms has brought new opportunities and challenges to the propaganda and ideological work of universities. With the development and popularization of network technology, new media with the Internet and mobile devices as the main media take advantage of the advantages of fast communication speed, strong openness and wide influence, quickly seize the communication space of traditional media, making great changes in the content and form of propaganda and ideological

work. Propaganda and ideological work is the central link for universities to grasp the leadership and discourse power of ideological work, and is an important lever for adhering to the "four services" direction of higher education. It undertakes the task of providing spiritual motivation, intellectual support, and shaping the public opinion environment for the construction of campus culture in universities, and occupies an extremely important position in the entire work of universities. University students are an important audience for new media, so the dissemination methods and technical characteristics of new media have a subtle impact on their ideological concepts, values, behavioral preferences, language expression, and other aspects. In the era of new media, contemporary university students, as real individuals, have material, emotional, and social needs in both real and virtual spaces [5]. So the innovation of propaganda and ideological work methods is not only an objective choice to meet the practical needs and emotional expectations of university students, but also a necessary measure to enhance the affinity of ideological and political education, and a practical pursuit to serve the growth and success of university students.

The propaganda and ideological work in universities is not static, and needs to keep up with the times, bravely stand at the forefront, and continuously explore and innovate. Taking advantage of the new characteristics and advantages of new media, it is the practical demand of universities in the new media era to innovate and strengthen the education and practice of university students' Core Socialist Values to carry out the propaganda and ideological work of universities in the new era, and to serve the external behavior habits and internal demands of university teachers and students [6].

2. Challenges and Reasons for Propaganda and Ideological Work in Universities under the Background of New Media

2.1. Challenges

The widespread application and popularization of new media technology have provided new technologies, functions, and resources for the ideological and political education work of university students, promoting comprehensive innovation and optimization of ideological and political education work for university students. In the propaganda and ideological work of universities, some non mainstream ideas and mainstream ideologies have a fierce confrontation. Due to the inherent open, interactive, and virtual dissemination characteristics of media platforms, traditional supervision and guidance methods have lost some effectiveness. With the comprehensive arrival of the Internet information technology era, university students will receive massive amounts of data and information through surfing the internet. Although these mixed and varied content conforms to the openness characteristics of new media, it also weakens the subjective role of people and increases the pressure on universities to promote ideological and public opinion guidance. Various mainstream and non mainstream information fills students' perspectives, and university students lack identification and analysis of information content. The lack of widespread influence in the propaganda and ideological work of universities is reflected in the lack of complete integration with the entire media and the inability to closely follow the trend of the times. In the context of new media, the ideological field is chaotic and complex, and university students are in a critical period of forming worldviews, outlooks on life, and values. They lack social experience and life experience, and their willpower and discernment are relatively weak, providing the possibility for the infiltration of non mainstream ideologies [7].

Under the application of traditional media, university media is the mainstream channel for propaganda and ideological work. As the main carrier of public opinion and cultural guidance on campus, it has a profound impact on ideological work and teaching tasks on campus. With the development of new media, a large amount of information has flooded in, including social hot topics, national policies, and international conflicts. The identification and analysis of these information will bring a series of different public opinion messages, which are positive and negative. University propaganda and education workers need to pay attention to them in a timely manner and focus on research. Driven by network technology, the form and content of new media have

correspondingly changed, such as mobile phones, the internet, Weibo, WeChat, etc., which have a wide influence among university students. The work of university newspapers and broadcasting is superficial and superficial, and campus broadcasting and television stations require a lot of time and effort to deal with certain tasks. Especially, new media technology has seriously affected the impact and influence of traditional propaganda and ideological work. According to the survey, most university students prefer to receive information on new media applications, while traditional media applications such as campus radio are often ignored by university students (as shown in Figure 1).
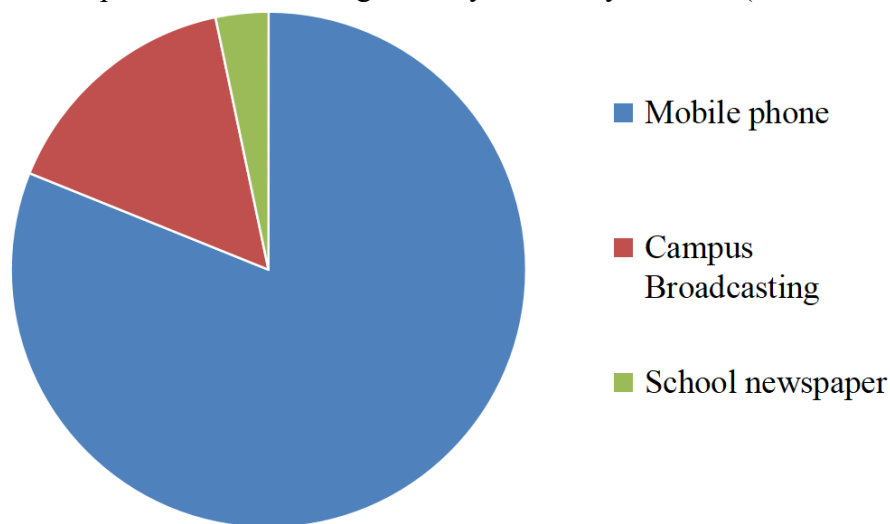

Figure 1: A survey of media preferences among university students in a certain university

2.2. Cause Analysis

The propaganda and ideological work in universities is a long-term, dynamic, and complex task, and it is crucial to establish a sound management system. At present, the structure of propaganda media has evolved from being "single" to "diverse", the way of propaganda has changed from being "closed" to "open", and the carrier of propaganda has developed from being "controllable" to "uncontrollable". In the context of the rapid development of new media, some university propaganda and ideological workers are still limited by traditional propaganda methods, lacking exploration of all media platform propaganda methods, and unable to fully recognize the advantages of all media platform propaganda methods. The information on new media platforms has fragmented characteristics. By using specific tags and presenting specific information scenarios in novel forms to the platform audience, audience aggregation often occurs, resulting in the ideology of some individuals or groups being influenced by a small number of individuals or groups. Throughout the country, the construction of the management system for propaganda and ideological work in universities is still in the initial exploratory stage, lacking standardized learning templates and forming a good atmosphere of mutual learning and competition [8].

3. The Innovative Path of Propaganda and Ideological Work in Universities under the Background of New Media

3.1. Carry out Propaganda and Ideological Work Based on the Official WeChat Public Platform of Universities

The publicity and ideological work of universities should be integrated with the new media platform to form a three-dimensional, full radiation and wide coverage form of publicity. In the process of publicity, we should understand the ways teachers and students like to use and are willing to use, select the right entry point, and use the advantages of the media platform to conduct secondary creation of Abstraction, theoretical, and book-based ideas and theories, so that the publicity and ideological work of universities can be more specific, life oriented, and networked. In the current environment, it is necessary to use the official WeChat public platform of universities to

carry out propaganda and ideological work. According to a survey, 98.7% of people have WeChat installed on their phones; 91.1% of people use WeChat almost every day in their daily lives; The proportion of people who browse, push, and obtain information through the WeChat public platform is 89.7%. The specific data is shown in Table 1.

Table 1 WeChat usage of university students in a certain university

Project	Usage frequency	Proportion/%
Whether to install WeChat	Yes	98.7
	No	1.3
Frequency of using WeChat	Check WeChat every day	91.1
	Use when needed	7.2
	Not used	1.7
Whether to use WeChat official account function	Every day	89.7
	occasionally	8.1
	Not used	2.2

Universities should not only set up a few WeChat official account, but also improve the communication mechanism and cultivate active audiences. As the official platform of the school, WeChat official account should increase the interaction with the audience while releasing authoritative news and promoting ideology and culture. Use concise and approachable language and writing, and use expressions that students enjoy to bring them closer, in order to cultivate a positive audience. University official WeChat accounts should actively "go out" and learn from social professional media about planning, layout, online and offline integration and interaction, and enhance the new media business capabilities of propaganda and ideological workers through professional training. While doing traditional propaganda and ideological work well, they can also excel in propaganda and ideological work in the new media environment [9].

3.2. Combination of Traditional Media and New Media

Influenced by traditional concepts, universities habitually draw on methods such as campus bulletin boards and campus broadcasts when carrying out propaganda work, which are known as traditional media [10]. Only by fully utilizing the role of traditional media can we provide more information and timely understanding of social dynamics for university teachers and students. Adopting different promotional methods will achieve different promotional effects. Prior to the actual promotion work, relevant staff are required to conduct systematic research and analysis of the key content of the promotion, and complete effective comparisons to determine which promotion method can reflect the advantages of the promotion work. In the new media environment, universities should innovate their methods of ideological work promotion, combining traditional media with new media promotion. Display various concept learning content and activity plans in diverse forms, such as videos, pictures, etc., to ensure that teachers and students break through time and space limitations and have a comprehensive understanding of the promotional content. The ideological and political workers in universities should recognize the position and role of new media from a strategic perspective, promote the integration and development of traditional media and emerging media by studying and mastering their characteristics, make full use of new technologies and new applications to innovate media communication methods, take the initiative to occupy the high point of information communication system, and make it become a new front for university propaganda and ideological work.

4. Conclusions

The propaganda and ideological work in universities is the lifeline of teaching and education work, the fine tradition and political advantages of the CPC, and the important magic weapon of the CPC to win one victory after another. The arrival of the new media era has brought opportunities and challenges to the promotion of ideological and cultural work in universities. The main

battlefield of ideological and political work in university propaganda is the Internet. Clarifying network ideology and strengthening network construction and management are the key points of ideological and political work in university propaganda. The impact of new media on university teachers and students is relatively profound, which requires the implementation of optimization and updating of propaganda concepts, forms, and content, fully reflecting the advantages of new media technology, in order to comply with social development and keep up with the trend of social development. It is also necessary to carry out full staff propaganda and decentralized propaganda, laying a solid foundation for promoting the smooth development of university propaganda work. To maintain the advantages of propaganda and ideological work and improve its timeliness and effectiveness, it is necessary to liberate the mind, keep up with the times, grasp the characteristics of the times, explore innovative paths, continuously improve the level of propaganda and ideological work, and achieve the comprehensive leadership of the Party over university propaganda and ideological work. The rapid development of information networks requires fully utilizing the characteristics of the information age, seizing the opportunities brought by new media to cultivate the propaganda and ideological work of university students, and enabling them to have the ability to contribute to the communism of the motherland after entering society.

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