Research on the Difficulties of Ideological and Political Education of College Students in the New Media Environment

Jin Luo
Chongqing Youth Vocational and Technical College, Beibei District, Chongqing, 400712, China

Keywords: New media, College students, Ideological and political education, Difficulties

Abstract: On the new media environment, the ideological and political education of college students in the face of difficulties. Although the new media helps to promote the ideological and political education of college students, and the new media plays an important role in the ideological and political education to further develop the ideological and political education. However, the application of new media in the teaching process puts forward higher requirements for the teaching ability of university teachers. In order to help college teachers further improve ideological and political education in the context of new media. This paper will focus on the difficulties of ideological and political education for college students in the context of new media.

1. Introduction

With the stable development and continuous development of domestic education in recent years, the development level of domestic society and various domestic industries has been further improved compared with the past. Development has brought the public a better living environment and higher living standards, but also drives the development of domestic market economy. There are many positive effects brought by the development of domestic education. At present, more and more attention has been paid to the development of education by the public. For the rise and gradual formation of the new media environment in China, so the new media environment has the relevant characteristics. At present, the new media environment is being integrated with education and teaching. From the point of view of education and teaching in colleges and universities, with the emergence of new media, the development of education and teaching in colleges and universities has become more diversified. From the perspective of the development of ideological and political education in colleges and universities, the arrival of new media has had a certain impact on it. In the new media environment, high-quality ideological and political education for college students has become the goal that all relevant educators are trying to achieve.

2. The Difficulties of Ideological and Political Education for College Students in the Current New Media Environment

With the development of new media, the teaching content of ideological and political education
in colleges and universities has been further expanded. And because the new media can change the teaching mode of ideological and political education in colleges and universities in the form of media, and the teaching methods of ideological and political education in colleges and universities have been further developed. But considering the new media as a new domestic industry. It not only brings the transformation of ideological and political education and teaching in colleges and universities, but also makes the development of education and teaching face new challenges.

From the current consumption concept of college students, most of college students have not fully contacted the society. And because of the lack of experience, most college students have a high level of curiosity about things they have not come into contact with. Due to the limited funds at the hands of college students, a very small number of college students to make their economy in a state of “overspending” because they want too many goods. Some colleges and universities have conducted random interviews on the consumption concept of college students. In terms of the interview results, most college students need to be combined with reality to judge the right or wrong of advanced consumption. It is proved from the side that when most college students come into contact with advanced consumption, they will not think that advanced consumption is wrong at the first moment. The existence of this situation has led to the emergence of bad phenomena such as online loans and naked loans of college students. However, the self-control ability of college students is poor and their economic ability is limited. In extreme cases, some college students consume too much money due to excessive consumption, so that they can not get enough funds to pay on the repayment date. This leads to the overdue situation. And it brings great economic and mental pressure to college students, which is very harmful to the academic development of college students or their own growth.

For the above problems, the causes can be found. This is mainly influenced by the environment of the new era. Therefore, this is one of the most stringent difficulties and tests for the current ideological and political education of college students. In addition, due to the openness of new media, Western countries began to use new media to promote some inappropriate culture at home. This not only brings the impact on the ideological level of college students, but also promotes the extreme ideas that affect the development of college students. The effectiveness of ideological and political education for college students has been seriously reduced.

3. Strategies for the Effective Development of Ideological and Political Education for College Students in the New Media Environment

3.1 Improving the Adaptability of Ideological and Political Theory Courses in Colleges and Universities

In order to effectively improve the teaching quality of ideological and political theory courses in colleges and universities. The relevant educators must first begin to strengthen the basic theory for the content of the research. The related problems can be properly responded and solved based on the content of the theoretical level. Thus, after the teaching of ideological and political course is carried out, it can effectively play the function of ideological guidance.

In addition, in order to meet the needs of college students for ideological and political education in the new media environment. There is the problem that there are too many theoretical contents in the course of ideological and political theory. The relevant educators must seek the transformation of ideological and political courses in colleges and universities under the new media environment and the improvement of credibility and persuasion. Actively do a good job in the adaptability of ideological and political theory courses in colleges and universities, so that the development of ideological and political theory courses in colleges and universities can play a greater role in the new media environment.
3.2 Make Full Use of New Media Technology to Innovate Teaching Mode

In the context of new media, the development of ideological and political education in colleges and universities must constantly innovate and improve the education and teaching methods. In order to ensure that the development of ideological and political education in colleges and universities can constantly adapt to the environment and bring high-quality educational work to college students. In terms of the actual implementation methods, the relevant educators can discuss the application of interactive teaching mode or situational experience teaching method in combination with the more popular online teaching platform in the new media environment.

For example, when discussing the application of interactive teaching model, university teachers can invite students to raise the focus of recent online discussion. After that, the topic is analyzed and discussed in the mode of group cooperation. In this way, the effectiveness of ideological and political education in colleges and universities can be improved, at the same time, students' awareness and ability to solve problems can be effectively cultivated.

4. Conclusion

In the new media environment, if colleges and universities want to do ideological and political education well, they should pay attention to several points. First of all, we need to be based on the reality to integrate with the new media. At the same time, pay attention to the dominant position of students in the classroom. Secondly, it is necessary to make adaptive innovation and development for education and teaching models and methods. On the basis of ensuring the teaching quality, the ideological and political education in colleges and universities can be carried out effectively in the new media environment.

References