



# On How the New Media Can Play an Effective Role in the Ideological and Political Education of College Students

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## OPEN ACCESS

DOI: 10.26855/oajrcss.2023.04.006

Received: April 30, 2023

Accepted: May 28, 2023

Published: June 27, 2023

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## Abstract

Traditional media mainly use television, radio, and newspapers as the main forms of information dissemination, while the development of Internet technology has made cyberspace a major tool for information communication and exchange in modern society. With the development and progress of network information technology, the application of computer technology in various fields of society has gradually improved. "New media" has become a common product of social progress and technological progress, and has also become a symbol of current society. The changes in the social environment also affect the changes in the living environment and lifestyle of college students. In the era of new media, college students' personal thinking patterns can also be affected by many external factors. Effective ideological and political education can guide college students to establish correct life values and promote their physical and mental health development. This article discusses how new media can effectively play a role in college students' ideological and political education, aiming to promote the improvement of college students' ideological and political education.

## Keywords

New media, college student, ideological and political education, effect

## 1. Introduction

With the development of science and technology, the application and popularization of new media in people's lives are becoming increasingly widespread, which has also had an important impact on the learning and life of contemporary college students. College students have relatively few contacts with society and their ideas are not yet mature. How to use new media to actively and effectively educate college students in ideological and political matters has become a common concern in the new era. Utilize the information dissemination characteristics of new media and its influence among college students to improve the teaching quality of ideological and political education for college students and comprehensively enhance their ideological and political quality.

New media forms such as microblogs, WeChat, and online news clients are also based on the application of various high-tech technologies such as Internet technology, communication technology, and digital technology, enabling information dissemination to break through the limitations of time and space and achieve extensive exchange and delivery in the free virtual field. The improvement of college students' material living standards and the changes in their learning and living environments have continuously influenced their personal thinking and cognitive styles by diverse social

cultures. How to effectively carry out ideological and political education for college students in the modern era has become an urgent issue for higher education.

## **2. Characteristics of new media**

Compared to traditional media, new media is a new form of media generated on the basis of the rapid development of science and technology, such as digital television, mobile news, microblog news, and so on. With the development of science and technology in recent years, new media has occupied an increasingly important position in people's lives, and has had a profound impact on modern society with its unique advantages.

### **2.1 Generalization of information dissemination**

New media has a generalized characteristic in the dissemination of information, which is manifested in three aspects: the communication level, the communication relationship, and the communication subject. Traditional media have a clear hierarchical nature in the dissemination of information. Due to the limitations of some factors, information has different boundaries in the process of dissemination. The structure of information dissemination and reception presents a dual development, while new media has a diversified trend in the dissemination of information, forming a generalized state. New media has broken the restrictions of space and location on people's communication, making communication between people smoother, with corresponding changes in frequency and information volume, and more diversified subjects of information dissemination (Tang Mingyue, 2017).

### **2.2 Information dissemination is fragmented**

The emergence of new media has brought about corresponding changes in the carrier, channel, and mode of information dissemination, organically integrating information fragments and bringing the greater value of information into play. Compared to traditional media, new media has significant advantages in terms of the quantity and efficiency of information dissemination, seizing a majority of market share, and constantly updating the way information is disseminated. At the same time, significant changes have taken place in social relations, thinking awareness, and credit systems, highlighting the value of individuals. People from different social strata have the same channels and methods of obtaining information, without any authoritative differences. New media has also brought the distance between authority and civilians closer, allowing the values and wishes of civilians to be displayed in more ways, and human life has entered a new mode of information exchange (Wang Qiulan, 2017).

## **3. The Role of New Media in Ideological and Political Education for College Students**

### **3.1 Expand students' interpersonal communication methods**

Currently, many college students are fond of the "residential" lifestyle in college life. Various lifestyle items can be purchased through online platforms, and can be used to enrich their extracurricular life. Therefore, many students will stay in dormitories after leaving the classroom. This lifestyle can seriously affect the physical and mental development of students, and when students immerse themselves in it, they will not take it seriously, when students leave this state of life, they will manifest a sense of alienation from the collective and society, and become increasingly addicted to the online world. This unhealthy lifestyle has become a problem that university teaching management has to face. New media forms can provide students with opportunities to communicate with other classmates and teachers in cyberspace. Students can conduct group or private conversations through various social tools such as WeChat, QQ, and Weibo. While conforming to students' living habits, they can also create ways and opportunities for students to integrate into social groups, bringing emotional distance between students and between teachers and students closer, Promote the physical and mental health development of students.

### **3.2 Enrich students' learning and life content**

The learning and living environment in universities is relatively open, but to some extent, this openness has limitations. Higher education not only needs to attach importance to the education of students' professional knowledge, but also needs to attach importance to the cultivation and improvement of students' comprehensive quality. Schools need to adopt various ways to enable students to access the latest professional academic information, understand social, political, economic, and cultural development trends, and care about major events in the country and society. Through the infiltration of this educational content, it can achieve the cultivation of students' awareness of scientific inquiry and social responsibility, and virtually form ideological and political education. The new media form can meet the subjective

needs of students and conduct independent academic and social information acquisition processes. Students can obtain relevant information they want to know in the network environment, while meeting their subjective needs, and enrich their learning and life through diverse network information content (Ni Ke, 2012).

### **3.3 Innovating the mode of ideological and political education**

Traditional colleges and universities often adopt didactic teaching methods to carry out ideological and political education, which is dull in content and has a single mode. Many students believe that ideological and political education is just a "cliche", and therefore, there will be a certain degree of resistance to ideological and political education. Applying new media forms to ideological and political education can change students' stereotype of ideological and political education. Through vivid educational content and different educational models, students can have a new experience of ideological and political education, and improve the teaching efficiency of ideological and political education. Under the traditional ideological and political education model, students' subjective thoughts can also be shackled. Applying new media forms to carry out ideological and political education can respect students' personalized growth aspirations, enhance students' thinking ability during the infiltration of educational concepts, deepen their understanding of the content of education, and make students realize that ideological and political education is not only their own learning task, It is also a solid foundation for the future development of our society and life, enhancing the teaching application value of ideological and political education in universities.

### **3.4 Strengthen ideological construction**

New media can obtain a wider range of information resources, provide more convenient and rapid communication and interaction for college students, and play a theoretical guiding role in their ideological construction. Through the dissemination of information through new media, students' thinking and beliefs can be appropriately updated, helping to mature their thinking and providing positive guidance for improving their ideological and political level. New media has great advantages in information collection and collation, providing a broader platform for college students' ideological and political education. College students can receive ideological and political education more conveniently and quickly through new media, breaking the restrictions imposed by time and location, etc. Students can master more abundant information content, and can share and transmit information more effectively through new media, greatly improving the efficiency of ideological and political learning for college students.

## **4. How to Play an Effective Role of New Media in Ideological and Political Education for College Students**

### **4.1 Colleges and universities as the main body, actively applying new media forms to carry out ideological and political education for students**

Colleges and universities should actively carry out the construction of WeChat public platforms and Weibo public platforms, and establish specialized management positions and staff for their platform operations to conduct elaborate public platform operations. Students can learn about educational and examination information through various new media platforms on campus. At the same time, platform operations need to actively promote social positive energy events and major party and government events, creating a comprehensive ideological and political education learning environment for students, so that students can enhance their own ideological and political concepts through listening and learning (Yang Chunting, 2013).

### **4.2 Teachers as the main body, actively applying new media forms to carry out ideological and political education for students**

Teachers are the transmitter of higher education concepts and the guide of teaching activities. To carry out ideological and political education, teachers also need to play their guiding role and use new media forms to closely communicate and communicate with students. Communication between teachers and students based on new media forms can weaken the high status and image of teachers, narrow the distance between teachers and students, and build a democratic and equal relationship between teachers and students. Through communication and communication between teachers and students in cyberspace, teachers can learn about the psychological trends of students, and carry out targeted psychological and thinking guidance, infiltrate the teaching ideas of ideological and political education into the daily communication between teachers and students to improve the effectiveness of ideological and political education.

### 4.3 Improve teachers' awareness of new media

In order for new media to play an effective role in ideological and political education for college students, it is necessary to first improve the understanding of new media, especially for ideological and political teachers, who are the direct instructors of ideological and political education for college students. Due to the age gap, ideological and political teachers usually obtain information through traditional media, and do not use many new media teaching tools. Therefore, it is necessary to improve teachers' understanding of new media and narrow the distance between them and students.

### 4.4 Ideological and political teachers are skilled in using new media

In college students' ideological and political education, the use of new media is not common, and most teachers do not understand the use of new media tools. Therefore, college ideological and political teachers should go deep into students, understand what new media students use, and learn the use of new media tools. Teachers can actively communicate and communicate with students through new media commonly used by students, and master the use of new media skillfully to play a role in ideological and political education.

### 4.5 Master network thinking rules and network language

College ideological and political teachers can conduct research on the network thinking mode of new media, master the new network language derived from new media, conduct ideological and political education for students through ways that students recognize and accept and are very interested in, impart teachers' ideological and political knowledge to students under the influence of new media, and enable students to obtain correct ideological and value concepts in the virtual network world (Sun Shan, 2012).

### 4.6 Conduct targeted teaching

Teachers can gain a timely understanding of students' ideological dynamics through new media, grasp what students want in the first place, and meet the ideological and political needs of different students through different methods. Only with the help of new media, timely understanding of students' ideological trends and targeted teaching can achieve better results in college students' ideological and political education.

### 4.7 Strengthen media education for college students

In the context of the development of new media, schools should transform traditional teaching methods, strengthen media education for college students, create a good media quality education environment for college students, standardize the use of new media, and enable college students to obtain healthy, positive, and beneficial information through new media. To give full play to the dominant position of college students in ideological and political education, it is not only necessary to conduct ideological and political education for college students in the classroom, but also to permeate ideological and political education into every corner of college students' lives through new media, and always pay attention to the ideological and political education of college students.

## 5. Conclusion

The ideological and political education of college students is an important teaching task in current higher education. The traditional ideological and political education model can no longer meet the development requirements of modern education. Developing ideological and political education through new media can expand students' interpersonal communication methods, enrich students' learning and life content, innovate ideological and political education models, and improve the quality of ideological and political education in universities. Colleges and universities should apply new media forms from both the school level and the teacher level to enhance the application value of ideological and political education in order to promote the development of ideological and political education in colleges and universities.

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