

A Study of College Students' Ideological and Political Education Identity in the Self-Media Era

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Abstract

With the rapid development of information technology, self-media has increasingly penetrated into all aspects of people's daily life, study and work with its own advantages such as civilianization, rapid communication and strong interactivity. For college students who are most affected by the new media such as the Internet and have the closest contact with network information technology, their thinking and behavior methods and their value pursuits have more or less changed, which in turn has an impact on the identity of ideological and political education. To study the identification of college students with ideological and political education in the age of media is not only the need for ideological and political education to keep pace with the times, but also the need for the continuous development of college students themselves.

Keywords

Self-media; ideological and political education; cause analysis.

1. Introduction

Although the media is a new concept that has just emerged in China in recent years, it has quickly gained popularity among college students due to its superiority. The general public is the main body of information dissemination, and these general publics have no stronger purpose than professionals, they can judge news events more objectively and fairly, with less prejudice. The second is fast communication. Due to the development of digital technology, self-media has broken the limits of time and space. No matter when and where, people can create their own media, and the speed is greatly improved. The third is strong interaction. Each participant of the self-media is both a producer and receiver of information. The distance between the self-media and the audience is zero, and its strong interactivity is hard to find in any traditional media. Although self-media makes our daily study and work easier, we must also realize that it will have a negative effect on the ideological and political education of college students.

2. The Basic Connotation of Ideological and Political Education Identity

Since the 1960s, identity research has become a hot topic in academia. It has been introduced into academic research by many disciplines, such as sociology, ethnology, philosophy, and political science, and has made major breakthroughs. Therefore, it is important and necessary to introduce identity to the field of ideological and political education. Combining the above analysis and understanding of the concept of identity, the identity of ideological and political education is the activity process of the identity subject "holding isotropic emotions and attitudes towards ideological and political education and its operation on the basis of inner volition and adopting corresponding broad support behavior ". In other words, the identity subject is close to, recognizes and approves based on its own needs, and voluntarily selects and accepts the influence of ideological and political education, thereby generating a sense of

belonging in thought, emotion, and attitude, and actively endorsing the ideological and political approval Education requirements to regulate their own behavior.

Specifically, it can be understood as follows: First, the identity in the ideological and political education identity, that is, "recognition and approval", can not be equated with convergence and assimilation, it is only a process of acknowledging and approving the influence of ideological and political education, rather than moving towards ideological behavior The same process has multiple coexistence. Secondly, the ideological and political education identity is the purely voluntary choice and acceptance of the subject of ideological and political education. It has active constructivity and is an active and extremely complex psychological activity process. Furthermore, the subject of identification is often based on his own interests. Therefore, the content of identification is not always correct, but at least within a certain period of time it is in line with its own value demands, and the subject of ideological and political education The identification of influence is not absolutely complete identification, it may only be partial recognition, approval, or identification subjectively processed to achieve the interests of the subject, so it has conscious selectivity. Thirdly, the identity in the ideological and political education identity is not an absolute obedience to the content and influence of ideological and political education, but it allows the subject of identity to consciously regulate and restrict his words and deeds with the requirements of ideological and political education, so it is purpose-oriented. Finally, "In every place, we encounter the discourse of identity, and people not only discuss the issue of identity, but also involve the issue of change: the emergence of new identity, the resurrection of old identity, the existing identity change". The recognition of ideological and political education is by no means immutable, because ideological and political education itself is changing and developing, and the main body of identification is constantly evolving, so it has dynamic changes.

3. The Internal Cause of the Impact on the Ideological and Political Education of College Students

The popular, low-threshold, and popularized self-media provides a faster and freer channel for the dissemination of information, but it also breeds many non-mainstream, incorrect values. While the state and society advocate core values, the openness of the self-media has led to the influx of diverse social thoughts from various countries and ethnic groups, which has become an objective condition that affects the establishment of correct values and political views of college students. Subjectively speaking, college students are the most common and frequent group that uses self-media, and they are in the critical period of the formation of ideological concepts, moral views and political views, but in the face of the spread of ideological trends such as utilitarianism, money worship and individualism, and When different ideologies invade, many weak-willed college students are very easy to lose themselves, and then conflicts in their thoughts, values become chaotic, political beliefs also diminish, and the identity of ideological and political education will inevitably shake. Just like many students can recognize and accept the communist ideal, but at the same time, because of the various problems in the process of social development in our country, the communist ideal is too illusory to be realized.

The grassroots, civilian-oriented self-media provides a platform for more ordinary people to speak freely. Every participant can publish information and receive information, and everyone is a "subject". As college students who are most influenced by self-media, they are more willing to express their opinions on social platforms such as WeChat and Weibo, and participate in the discussion of various issues freely. Their self-awareness and equality awareness are gradually increasing. Slowly, they began to desire to solve problems independently, hoping to live out themselves and get rid of the influence and constraints of others. Therefore, when educators carry out ideological and political education activities through indoctrination, college students

will think that freedom is constrained, and they naturally reject ideological and political education.

The emergence of self-media has brought great convenience to the study and life of college students. Clothing, food, housing, transportation, eating, drinking and playing can be solved by self-media, but at the same time, there has also been a phenomenon of over-reliance on self-media. Taking a mobile phone as an example, there are not a few people who do not leave the machine all day long, and many people even hold the mobile phone to sleep every night and stand by for 24 hours. In addition to the problem of using self-media for too long, many people hardly miss any available time, when walking, eating, or using the toilet. Even when staying with friends and family, he held his phone tightly and indulged in the online world. On the one hand, he severely hindered verbal and emotional communication with people, and on the other hand, he became more inert. However, these people are often very active on the Internet, always commenting and participating in the events that occurred in the first place, but in real life they are indifferent to anything, resulting in insufficient moral practice. Over time, these people will gradually forget the moral cognition that has not been repeatedly practiced by morality, and will mistakenly think that studying ideological and political education is useless, thus weakening the sense of ideological and political education.

4. The External Cause of Ideological and Political Education Identity of College Students

Traditional ideological and political education is absolutely dominated by educators. Educators have the absolute right to speak, and ideological and political education classrooms are only developed in a one-way form that educators teach and students learn, which is completely unequal. However, since the emergence and popularization of the media, ideological and political education has broken the limitations of time and space, and also provided an equal interactive platform for college students. The students' consciousness of equality and subjectivity have gradually risen. They respect authority but do not obey it. However, some educators are not aware of this and still maintain their own authority and control the leading position of the entire ideological and political education. The subjectivity of students has not been respected. However, such educators are extremely likely to cause rebellious psychology of college students, and their sense of identification with ideological and political education will also be greatly reduced.

With the help of the media, information can be spread more widely, quickly, and in depth, and college students can receive various information more quickly, in a timely manner, and in many ways. College students' understanding of emerging things and hot topics has greatly improved, and even greatly The trend of catching up with educators. Due to personal age, interest, and energy, educators do not have a high degree of understanding and mastery of self-media, and the traditional information advantage is no longer. In this way, college students can not be convinced of the educator's ability, thus greatly reducing their sense of ideological and political education.

The most important thing for the ideological and political education identification of college students is the identification of ideological and political education content, but in fact the education content can not meet the needs of students, so that students greatly reduce the motivation to learn, causing students to disagree. The content of the ideological and political education textbooks has the problems of lack of pertinence, lack of depth and breadth, and disengagement from reality. It is extremely incompatible with students' curiosity for knowledge, and new problems faced by students in real life cannot be answered. For example, the analysis of increasing social polarization and the growth of officials' corruption and corruption are just a few slogan-style theoretical analyses that will make students think they

are evading problems and avoiding contradictions. For a long time, in the ideological and political education, the legitimate interests and demands of college students have not been paid attention to, only blindly stipulating the values and behavior habits of college students with idealized ideological standards, such an approach will cause their resistance, and It also contradicts the basic principle of historical materialism that material interests determine ideological motivation.

At present, the traditional education method of inculcating classroom knowledge still accounts for a large proportion in the process of ideological and political education. It pays too much attention to classroom teaching, but ignores the extracurricular practice of college students. On the one hand, such teaching methods are relatively simple, rigid, and lacking in interest, and can no longer keep pace with the times. On the other hand, it is difficult for students to be interested in such courses. The lack of vitality in the classroom inhibits the students' subjective initiative. They express their dissatisfaction with ideological and political education through the media. Such negative emotions are quickly spread among the group of college students. , Forming a stereotype of ideological and political education, which impacts the identification of college students with ideological and political education.

The free and open self-media carries a variety of diverse and varied information, positive, healthy, negative, and decaying, and the speed of information dissemination is extremely fast and the scope of dissemination is extremely wide. Some false information flooded the self-media platform, confusing people's perceptions, and even caused collective panic among students. At this time, the school's supervision and management of the self-media environment is particularly important, but in fact the school's supervision system for the self-media environment is not perfect, and there is no special supervision department and professionals, so it is impossible to clean up and filter junk information in a timely manner. information. This makes college students susceptible to the influence of untrue public opinion, and ideological concepts are easily shaken, which destroys the identification activities of college students on ideological and political education.

5. Countermeasure Analysis of Strengthening College Students' Ideological and Political Education Identity in Self-Media Era

College students are the most and fastest group to use self-media. At the same time, they are also at the critical stage of forming a stable world outlook, outlook on life, and values. Their minds are not mature enough, and they lack social experience. Therefore, they must have the correct analysis to choose self-media. The ability of information to improve their own media literacy. On the one hand, it is necessary for schools to set up media literacy courses to let students understand relevant knowledge in the form of compulsory or elective courses. They can also train students to identify, screen, and integrate network information through extracurricular activities such as knowledge lectures and social practice. On the other hand, college students, as publishers of information, also need to be responsible for their behavior and speech, so they must cultivate their moral judgment. In this way, we can correctly understand ideological and political education and reshape the sense of identification with ideological and political education.

The main body of identity for ideological and political education is college students. Only when the main body of ideological and political education is accepted by college students and used to guide their own behaviors can the ideological and political education identity activities be completed. This is largely dependent on the internalization and absorption of college students, and depends on the initiative of college students themselves. Therefore, undergraduates must insist on self-education and self-reflection, that is, by constantly recognizing themselves and denying themselves, and repeatedly thinking deeply about the existing ideas and political views,

they can form a firm belief that guides their ideas and value pursuit, and take the initiative to complete Identification with ideological and political education.

The primary task of ideological and political educators is to spread the theoretical knowledge of ideological and political education to the educated, so educators must have a solid theoretical foundation. Especially when the educators' information channels are no longer dominant, the number of educators and educators gradually getting closer to information, which puts forward higher requirements on the theoretical quality of ideological and political educators. On the one hand, educators should use the theoretical achievements of ideological and political education to advance with the times to arm their minds, and they must also practice these theories in behavior. Only in this way can educators effectively solve the doubts of the educated and become the correct guide for their value judgment and choice. On the other hand, the theory of ideological and political education is not rigid and dogmatic. Educators should integrate the theory into practice, help students analyze and solve practical problems, and improve students' ideological and political education identity.

With the advent of the age of self-media, the traditional "I speak you listen" -style knowledge indoctrination education concept is outdated, and ideological and political educators should realize the importance of self-media to ideological and political education. The development of information technology "proposes new requirements for educators' media application capabilities: mastering the characteristics of new media, basic manipulation methods, grasping the characteristics of network language, and network communication skills." Educators should attach great importance to and actively explore the value and function of self-media for ideological and political education, make full use of self-media platforms for ideological and political education, always pay attention to hot topics, understand the ideological status of college students in time, and seize the ideological and political work Commanding heights.

6. Conclusion

The current ideological and political education can not be separated from the background of self-media, and the research on the identity problem of ideological and political education of college students in this background is extremely important and necessary. In-depth study of the influence of self-media on college students' ideological and political education identity, continuous improvement of the overall quality of identity subject and identity object, optimization of identity intermediary, creation of a healthy self-media environment to enhance college students' ideological and political education identity, conducive to continuous Improve the ideological and political education system and improve the effect of ideological and political education. This article starts with the theoretical construction of the ideological and political education identity, and analyzes the status quo and reasons of the ideological and political education identity of college students in the context of the media, and proposes effective countermeasures to enhance the ideological and political education identity.

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