Research on the Application of Network New Media in Ideological and Political Education in Universities

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Abstract

At present, affected by the advent of the 5G era, the interaction speed of Internet information has been greatly accelerated, which is widely applied in various fields and industries. Taking ideological and political education in universities as an example, it not only provides more teaching programs and teaching hotspots, but also expands the depth and breadth of ideological and political education. At the same time, network new media can help college students clarify their positive and negative values, understand the harm of bad information, and greatly enhance their ability of analysis and understanding. Therefore, this article takes the application of network new media in university ideological and political education as an entry point, analyzes its role and significance, and further proposes specific application points, aiming to comprehensively improve the efficiency and quality of ideological and political education in universities.

Keywords

Network new media; ideological and political education in Universities; application points.

1. Introduction

In recent years, the level of Internet technology has become increasingly mature, which not only provides strong support for the production of internet education live broadcast, cloud education, and short video platforms, but also provides contemporary college students with social and current affairs hotspots, which can help them to base themselves on current social hotspot analysis, explore and share the process and status quo of social evolution and development, and further strengthen students' awareness of current political development [1]. It can be seen that the ideological and political education classrooms continue to incorporate novel and personalized teaching concepts and teaching methods, highlight the functions and roles of network new media, help students comprehensively, thoroughly and meticulously understand various information and data, and prompt them to quickly grasp ideological and political theories knowledge, meet the requirements of independent exploration of network new media, in order to achieve satisfactory curriculum teaching results, and cultivate students' correct and independent personal values. In view of this, this article is of great value and significance in analyzing and researching the application of network new media in university ideological and political education.

2. Necessity Analysis of the Application of Network Media in Ideological and Political Education in Universities

2.1. Enrich Classroom Content

In the past, college ideological and political teaching classes were mainly based on social practice, theoretical classes and debates. But the above educational forms could not help

students to clarify the current social development situation, current political theory and the connection between ideological and political class, so that students could not understand the usefulness of ideological and political theory. Network new media advocate college students to use intelligent equipment and facilities to learn innovative ideas, understand current social hotspots, and even help them to base themselves on social hotspots, understand the effects of policies and social situations on the growth of individuals is conducive to mobilizing their subjective initiative to achieve the goal of proactively interacting with others, and to further enhance their practical ability to communicate. In addition, network media can subtly intervene and influence students' thinking style and personal cognition, continuously enrich their ideological consciousness, and completely fill the deficiencies and defects of the past ideological and political classrooms.

2.2. Innovative Classroom Format

Due to the background of network new media, college ideological and political classrooms often require students to flexibly use intelligent equipment to collect and organize relevant learning materials, and combine the questions raised by teachers to conduct in-depth thinking and exploration, which shows that students can exercise their ability to communicate and discuss with others, so that they can summarize different viewpoints in a timely manner, encourage students to participate in an equal and harmonious communication and discussion process, which can not only cultivate students' sense of cooperation and communication, but also extend to online discussions level, to help them quickly integrate into society and all aspects of school daily life [2]. At the same time, in the virtualized learning space, students no longer suffer from the limitations of time and space, and can satisfy them to express their personal views and opinions on social hot events anytime and anywhere, and create a good space and environment for students to raise various learning problems, help to mobilize their initiative and enthusiasm for learning.

2.3. Innovative Discussion Methods

The traditional college ideological and political teaching model cannot attract students' attention, so that inattention problems such as sleeping and playing on mobile phones frequently occur in the classroom, which directly affects the teaching effect of university ideological and political education, and the application of network new media can help both teaching parties create a harmonious and good information interaction space, carefully distinguish the use methods of different network new media platforms, and further improve the efficiency of classroom teaching [3]. For example: Teachers can push students' reading notes such as the official account article "Reforming Our Study" to give full play to their role as a guide for students, from the root cause to realize the necessity and importance of understanding current affairs and politics and Mao Zedong Thought, and encourage them to independently explore the connection between the Chinese revolution and social development, and form independent opinions and ideas in the process of detailed communication, discussion and analysis as much as possible, and further enhance their ability to distinguish right from wrong.

3. Analysis of the Main Points of the Application of Network Media in Ideological and Political Education in Universities

3.1. Changing Teaching Concepts

In the actual teaching process, relevant ideological and political teachers uphold the teaching principle of seeking truth from facts, actively change the existing ideological and political teaching concepts, and realize the functions and characteristics of various new online media from the root, such as: Taking typical media platforms such as Kwai, Tik Tok, Weibo and WeChat

as examples, we are the first to clarify their operating methods and usage rules, fully grasp the characteristics and techniques of publishing on different platforms, and conduct in-depth exploration and optimization innovations based on modern teaching models. At the same time, change the limited cognition of the cloud education model, eliminate one's own resistance to online teaching, in order to achieve the goal of improving the effectiveness of ideological and political classroom teaching, and highlight the functions and roles of network new media, as far as possible during the classroom teaching into the network new media, to encourages students to express their views and understanding of social hot spots and current social events.

When necessary, select appropriate information interaction software to highlight the positive role of network new media for ideological and political education. For example: Take the ideological and political theory course as an example. Its core goal is to popularize the content and influence of Marxism to students. The relevant ideological and political teachers integrate network new media and course content, and vigorously promote the mode of infiltration classroom narration. And even can be combined with the history of the real content, organization of the corresponding topic discussion or experience sharing sessions, greatly improving students' participation in ideological and political classrooms [4]. At the same time, relevant ideological and political teachers can use the expert videos released on the network new media platform to supplement and innovate existing teaching resources and highlight the application advantages of novel teaching resources. For example, through the method of organizing special learning lectures, it is clearly required that all students make proper use of online resources, keep up with domestic and foreign social hot spots and current affairs, and cultivate their sense of responsibility.

3.2. Build Platform Space

In the actual teaching process, relevant ideological and political teachers continue to improve the information-based teaching platform, expand their teaching space, use new teaching means and teaching methods such as flipped classrooms, comprehensively analyze the causes of different social hot events, and clearly require all students to conduct extensively consider, discuss and analyze, and cultivate students' social concepts. For example, according to students' surfing habits and network needs, especially understanding the frequency of use of entertainment media platforms in students' daily lives, gradually expand official accounts such as Weibo, WeChat public account and Tik Tok account platform to achieve the goal of helping students learn about the Red Revolution independently. At the same time, comprehensive analysis of students' learning ability and living habits, to give students a good learning space, promote their rapid integration into the learning and discussion process, and shoulder their own guiding responsibility and role, select the appropriate discussion issues and topics.

3.3. Highlight Language Features

In general, information data on the Internet involves a wide range of contents, not only including games, entertainment, current politics and society, but also taking into account policies and campus life. Therefore, in the actual teaching process, relevant ideological and political teachers must focus on cultivating students' reading comprehension ability, guiding them to use the internet platform correctly, publishing a lot of their own understanding and opinions on social hot news, and instructing students to form scientific and reasonable forms in this link Internet access habits, reasonable allocation of online time, identification of the authenticity of network events, clearly recognize the nature of hot network events, and distinguish whether they belong to the network public opinion guided by the marketing account [5]. For example, teachers guide students to correctly understand and use internet language, deep understanding of the connotation of the content, try to avoid using negative impact is relatively profound language, instead of causing adverse effects on the level of society,

and continue to purify the internet environment to cultivate their correct and upward learning habits. Identify the negative effects of bad network language.

4. Conclusion

Through the exploration of this article, it is recognized that under the new situation, ideological and political education in colleges and universities has entered a new stage of development, and relevant ideological and political teachers must integrate the characteristics and influence scope of network new media to provide students with comprehensive, in-depth and detailed information and data to help them in all aspects recognize the nature of social hot spots and the process of social development. At the same time, the continuous innovation of the existing teaching mode and teaching method, take appropriate guiding measures according to students' learning ability and living conditions, give full play to its guiding role, and clearly require all students to participate in the learning and discussion process widely, further cultivate students' awareness of ideological and political theory, greatly improve their cognitive level of theoretical knowledge, and provide strong support for promoting the progress of ideological and political education in my country's universities.

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