

# Implementation Strategy of Ideological and Political Education in Higher Vocational Colleges under the Background of New Media Development

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## Abstract

Starting from the concept of new media, this paper analyzes the psychological characteristics of the higher vocational college students born after 2000, and expounds the internal relationship between new media and ideological and political work in higher vocational colleges from this perspective. We propose that in the new media environment, the implementation of ideological and political work in higher vocational colleges must give full play to the advantages of new media, improve college students' media literacy by integrating resources and strengthening supervision, so as to improve the effectiveness of ideological and political education.

## Keywords

New Media; Higher Vocational Colleges; Ideological and Political Education.

## 1. Introduction

With the continuous development of society, modern media communication presents the trend of "diversity and integration". People can realize the real-time release and acquisition of information through emerging media such as computers or mobile phones within the scope of network coverage. Higher vocational college students are active groups using new media. The "double-edged sword" of new media has increasingly become the main way for college students to contact, perceive, experience and understand the society, and continues to shape the students' personality and affect the students' psychological state, which has brought "double influence" to the ideological and political education work of higher vocational colleges[1-3].

## 2. New Media and its Characteristics

### 2.1. Concept of New Media

In recent years, the rapid progress of science and technology makes the media no longer limited to traditional forms such as newspapers and magazines, radio and television, outdoor advertising and so on. The combination of Internet, wireless network, satellite and other technologies with computers, mobile phones and other terminals provides new ways for information interaction between people and between people and the outside world. These ways are collectively referred to as "new media". Although many scholars have carried out research on new media, there has been no clear and unified understanding of the definition of "new media". Some scholars believe that new media is based on digital information technology and characterized by interactive communication. It is a media with innovative forms; Some scholars believe that new media is a technical result that provides a new way of communication between people; Others directly believe that new media is "everyone to everyone communication". On the whole, the relatively complete and accurate definition should be: new media refers to the media forms under the digital information technology support system, such

as digital newspapers and magazines, digital radio and text messages, digital film and television, mobile network, desktop windows, touch media, etc. Compared with the four traditional media of newspaper, outdoor, radio and television, new media is also vividly called "the fifth media".

## 2.2. Features of New Media

Although there is no unified definition of new media, it has the characteristics of diverse forms, massive information, wide audience, no time difference and strong interaction, which has long been reached by people. New media is a combination of various communication forms based on digitization. It uses new communication technology to integrate all kinds of traditional media methods into a new platform for three-dimensional communication of text, image, sound, video and other information. New media has natural advantages in information updating and storage. Its speed and mass break through the limitations of time and space of traditional media. The new media with carpet coverage has greatly reduced the threshold of audience access to information and expanded the boundary of access to information. The survey data show that the current media ecological pattern is undergoing structural transformation, the growth trend of new media is obvious, and the audience coverage and penetration rate are increasing year by year. It should be noted that in the new media environment, the identity between the information publisher and the information receiver has also become blurred, from passively receiving information in the past to actively obtaining information, and further transformed into the information publisher. In this regard, Wu Zheng, CEO of sunshine culture group, said: "compared with the old media, the first feature of the new media is its digestion power - digestion of the boundary between traditional media (television, radio, newspaper and communication), digestion of the boundary between countries, communities and industries, digestion of the boundary between information senders and receivers, and so on."

## 3. Impact of New Media from the Psychological Characteristics of College Students

### 3.1. Psychological Characteristics of Students in Higher Vocational Colleges

The characteristics of the times are one of the key factors in the formation of group character. With the rapid development of China's economy for 30 years, social factors such as globalization, digitization and new media mainstreaming have an obvious and far-reaching impact on higher vocational college students. At present, higher vocational college students are basically born after 2000. The rapidly changing society provides a rich material basis for their study and life, and the accessible new media provides good technical support for them to understand the society. Therefore, the ideological and political work of higher vocational colleges must have an in-depth understanding of the psychological characteristics, group personality and ideological state of higher vocational college students born after 2000, so as to be targeted and suit the remedy to the case. From the perspective of new media, the current college students in higher vocational colleges have the following prominent characteristics.

#### 3.1.1. Pursuing Individuality and Like to Express

China's higher vocational colleges started in the 1990s and now occupy half of higher education. They have made great achievements, but they still have great limitations. The source of students is uneven, the individual differences are large, and they have different personality characteristics. However, for the participation and sensitivity of new media, there is almost no difference between higher vocational college students and undergraduate students. New media has quickly become a platform for higher vocational college students to learn and show their personality. They pursue personality, emphasize themselves, are willing to participate and like expression. According to the survey data, compared with other groups, teenagers have a stronger willingness to express online public opinion. Netizens aged 10-19 have the highest

enthusiasm to speak online, accounting for 50.2%. Higher vocational college students are in the stage of ideological consciousness formation and have high enthusiasm to express themselves. The new media also gives them broad and loose speech space, which is conducive to cultivating students' independent personality. However, this also leads to some higher vocational college students can not think calmly, act hastily, easily ignore the objective facts, or can not take the overall situation into account, enthusiastically support or oppose some things and views.

### **3.1.2. Hard on the Outside and Soft on the Inside**

Higher vocational college students have a clear view of right and wrong, are not afraid of power and are outspoken, but they are not strong in heart and are easy to adopt simple and rough ways to solve problems, that is, what we usually call "hardness outside and softness inside". The rapidly transforming society also makes the higher vocational college students born after 2000 have unique growth anxiety and hesitation. Multiple values have a strong impact on them. The confusion between cyberspace and reality, the group polarization effect of speech and other factors affect their cognition and understanding of society. Being surrounded by information but lack of correct public opinion guidance will lead to the swing of higher vocational college students' outlook on life, world outlook and values. In the face of social dark phenomena or their own difficulties, they are prone to negative emotions and even extreme behavior.

### **3.1.3. Inflated Emotion, Full of Psychological Dependence**

Digital new media creates a new virtual world, which provides a new field full of temptation for higher vocational college students who pursue fashion and have strong self-awareness. In the hidden and virtual environment, some college students like to play multiple virtual roles to meet their self expectations; Some college students will vent their personal emotions wantonly on the Internet to escape the helplessness in real life. The virtual world provides a space to satisfy curiosity and vanity, which makes college students with immature psychology and poor self-control indulge in it and have a strong dependence on the network. If college students lack appropriate psychological adjustment and can not carry out self transformation and adjustment in virtual environment and real life, they will show problems such as multiple personality and weakening of interpersonal communication ability.

## **3.2. Impact of New Media on Students in Higher Vocational Colleges**

According to the 35th statistical report on China's Internet Development released by China Internet Network Information Center (CNNIC), as of December 2014, the number of Internet users in China had reached 649 million, including 557 million mobile Internet users, with the highest proportion of middle school students, 23.8%. As one of the most important new media, mobile phones are held by almost all college students. With the development of new media, mobile phones and tablets have gradually replaced the role of newspapers and radio in college students' life and become the main way for students to understand campus life and social dynamics. The impact of new media on students can be summarized as follows[4-5].

### **3.2.1. Broad and Far-reaching Impact**

College students born after 2000 are a generation growing up with the Internet. College students in higher vocational colleges are almost the most concentrated group in contact with new media. "Electronic brain, mouse hand and screen eye" are not only the standard configuration of college students born after 2000, but also their distinctive symbols. New media "catch all their thoughts" and reconstruct their ideology at the same time. The construction of digital campus makes the wireless network equipment more and more complete. Higher vocational college students can add microblog, wechat, QQ and other application software through mobile phones, tablets and other terminal media anytime and anywhere in the campus, release their knowledge and feelings anytime and anywhere, understand various events around

them, and pay attention to the dynamics of every corner of the world. It can be seen that the new media provides convenience for the communication and exchange between higher vocational college students and between college students and the outside world, and has an impact on the ideological and political work of higher vocational college students and college students all the time.

### 3.2.2. Positive Effect

New media is the product of the development of social economy, science and technology. It broadens the platform and ways of ideological and political education in higher vocational colleges. New media has technically broken through the limitations of time and space and realized media linkage and resource sharing. It not only makes the ideological and political education of college students achieve "three integrity", that is, full coverage, full integration and full penetration, but also effectively improves the "three forces" of ideological and political Education, that is, transmission force, radiation force and penetration force. The integration of new media provides rich material resources for party construction workers in higher vocational colleges. The combination of pictures and texts and the integration of sound and painting make the forms of Party construction rich and colorful. Moreover, the new media broke the one-way communication mode of "propaganda and education microphone" in the past, and built a two-way feedback mode of "interactive Echo Wall" between the subject and object of Party construction and ideological and political work in higher vocational colleges, highlighting the main value of higher vocational college students in ideological and political education and mobilizing the enthusiasm and initiative of students in self-education.

### 3.2.3. Negative Impact

The wave of new media is impacting the social structure and people's way of life, and has brought unavoidable negative effects. The long-term use of new media will have a serious dependence on multimedia, which will directly reduce the ability of higher vocational college students to study and think independently. This dependence is not only reflected in knowledge learning and information query, but also in leisure, entertainment and interpersonal communication. College students broke the normal rules of study and life and spent a lot of time and energy on the leisure and entertainment provided by new media. The "bow head and mobile phone control" can be seen everywhere on campus. Many college students have psychological obstacles such as irritability, insomnia and anxiety due to their addiction to the Internet. In addition, the new media spread violent, obscene, vulgar and reactionary content, unhealthy videos and negative and extreme views, which are very "tempting" and "lethal" to college students with strong curiosity but weak recognition. If ideological and political educators can not effectively sort out and guide students, these negative information will seriously hinder the formation of College Students' noble morality like a flood of animals.

## 4. Countermeasure

### 4.1. Expand the Platform and Enrich the Forms

New media provides a new platform for ideological and political education in higher vocational colleges. The only way for ideological and political workers in higher vocational colleges is to deeply understand the connotation of new media, actively intervene and seize the highland, and grasp the "management right, guidance right and discourse right". Facing the rapid development of new media, higher vocational colleges should keep pace with the times, update their ideas, and establish a compound talent team who is proficient in the theory of ideological and political education in colleges and universities and master new media technology. On the one hand, we should actively change the education mode directly instilled in the past, transform rigid information control into open thought guidance, and enhance the service and interaction

of the new media platforms such as campus network, official micro-blog, WeChat official account and so on, so as to provide a relaxed environment for college students, so that they can participate in the discussion and conduct public opinion supervision. We should also gradually cultivate a group of network commentators with appeal and personality charm, let these "student opinion leaders" provide information, suggestions or opinions for others, carry out public opinion guidance, and virtually affect the student group. On the other hand, ideological and political educators in higher vocational colleges should adhere to the principles of inclusiveness, integration and reconstruction, and learn from each other's strengths, give full play to the advantages of coexistence, integration, mutual benefit and complementarity of old and new media, build an all-weather three-dimensional education platform, focus on classroom teaching, supplemented by traditional forms such as individual conversation, symposium, report, group discussion, social practice and special training, and pay attention to the emotional experience and ritual appeal of ideological and political education. At the same time, explore network resources, improve educational materials, and share a large amount of ideological and political education information to the new media platform in the form loved by college students, so as to form a dynamic and broad ideological and political education resource library. In addition, ideological and political workers in higher vocational colleges can use new media to carry out corresponding research and evaluation on college students, understand and master their ideological dynamics, value standards and psychological status in real time, so as to make ideological and political education more targeted and close, and achieve twice the result with half the effort.

#### **4.2. Strengthen Students' Own Management**

Under the new media environment, the value orientation of higher vocational college students shows a trend of pluralism, self and utilitarianism. The role of media literacy education in college students' ideological and political education is becoming more and more important. Media literacy refers to people's choice ability, understanding ability, questioning ability, evaluation ability, speculative adaptability and the ability to create and produce media messages when facing various media messages. Literacy education has been lacking in China for a long time, which leads to people's lack of sufficient cognition, judgment and vigilance to the media, and is vulnerable to the corrosion of bad information, so as to lose themselves and produce wrong value orientation. On the one hand, higher vocational colleges should carry out various forms of new media literacy education, enhance students' information identification ability, promote students to form a skeptical and critical attitude, maintain an independent and clear mind, rationally and correctly face the erosion of commercial media, build a psychological and thinking defense line, and consciously establish and practice correct values. On the other hand, the formation of ideals and beliefs, outlook on life and world outlook is a long-term and subtle process.

This process requires the active participation of college students. "The ultimate goal of ideological and political education is to guide students to independently build a correct value system. The process of education is only a means." Higher vocational colleges should encourage students to have full access to information, guide students to analyze, think and solve problems dialectically, help students gradually form their own thinking system and correct ideals and beliefs, and give positive guidance in this process, so that students can analyze and think rationally, so as to enrich and enrich the ideological and political education in higher vocational colleges.

#### **4.3. Establish an Information Supervision Mechanism to form a Joint Force to Ensure Effectiveness**

Higher vocational colleges should optimize the new media environment and firmly occupy the propaganda position of socialist core values. Strengthen the supervision of new media



communication channels and contents, realize dynamic control, and establish and improve the information tracking responsibility mechanism. On the one hand, higher vocational colleges should actively cooperate with the social mass media, use technical means to pre filter false and negative information, regularly check, purify and delete bad information, and warn the publishers of such information to limit their authority to publish information. At the same time, we should also enhance the effectiveness of ideological and political education, spread positive energy through new media, carry forward the theme, and create a civilized and harmonious social public opinion. On the other hand, higher vocational colleges should also establish an interactive mechanism with the mass media. Especially in case of major emergencies or campus crisis, the school must feed back the development of the situation to the relevant news units at the first time, and make full use of the credibility of traditional media to eliminate rumors and clarify facts.

## 5. Conclusion

Under the new media environment, ideological and political education in higher vocational colleges is facing many severe challenges, and also ushered in a great opportunity for development and innovation. Higher vocational colleges should fully understand and make good use of the double-edged sword of new media, integrate traditional media and new media resources according to the psychological characteristics of college students born after 2000, develop strengths and avoid weaknesses, combine the old with the new, and creatively carry out ideological and political education in higher vocational colleges in practice.

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