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A Study on the Adaptability of College Students' Ideological and Political Education under the Environment of New Media

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Abstract

New media has rapidly become the important way of college students' school life and interpersonal communication for its fast spread, strong interaction, and universality. When the new media provides hope and opportunities for the ideological and political work in colleges and universities, it also brings impacts and challenges to the traditional way of education. Colleges and universities ought to actively seek for strategies of the adaptability of ideological and political education under the era of new media by strengthening the building of staff, improving political consciousness, building college new media platform, reinforcing college students media literacy education and introducing the new field of college ideological and political education.

Key Words: New media, College students, Ideological and political education.

Compared with traditional media, new media is a communication pattern and form based on internet, radio, satellite, tablets and smart phones, using digital, internet and mobile technique to provide users with information and entertainment services. With the wide application of these new media, the environment of new media has formed which breaks the limits of time and space. Currently, the most representative new media platforms in China now are micro-blog, We Chat, Credulity, QQ-zone, Faction, APP, SNS and etc. New media has rapidly become the important way of college students' school life and interpersonal communication for its fast spread, strong interaction, and universality. When the new media provides new approaches for the ideological and political work in colleges and universities, it also brings impacts and challenges to the traditional way of education.

1. New media for ideological and political education opportunities

1.1 New media platform for the development of new ideological and political education

Born with micro-channel, micro blogging and other new media, represented by a new work tools provide a platform for ideological and political education. With the new ideological and political workers of useful information collected online media, educational resources to carry out excavation work, benefit students by nurturing and education in the nurture. With the rapid pace of new media communication, without the constraints of features, educators can immediately grasp the state of mind of college students, to identify problems, effective guidance and education.

New media era is the era of the trend cannot be reversed, the ideological and political education must adapt to this trend and make the appropriate changes. Ideological and political education as a real educational practice, have to rely on a certain carrier to successfully fulfill an educational influence. The so-called "carrier" refers to an object can transfer energy or transport of other substances. Political and Ideological Education in the implementation of the ideological and political education process, capable of carrying and delivering the ideological and political education content and information that can be subject to use ideological and political education, to promote an active form of ideological and political education among the host-guest interaction and material entity, is one of the basic elements of education.

New media rely on computer networks, digital, mobile communications and other technology to build a huge network system, has a wealth of information resources and facilitate access to information and diverse. Traditional, single, education is no longer a purely theoretical model to adapt to the needs of modern ideological and political education. In the new media environment, can rely on ideological and political education resources and diversification of new media channels to build a content-rich, vivid educational carrier. In the ideological and political education process, you can take advantage of new media for a single point to extend the knowledge that college students a broader range of knowledge; you can take advantage of new media in the teaching process to introduce some of the relevant video or animation data, enhance teaching vividness image of sex; allows college students to diversify channels. In the new media environment, teachers and students are equal exchange of the two sides, the main object can equal exchange, student teachers more confidence, beneficial to establish a good relationship between teachers; teachers more timely access to the latest developments in students' ideological and psychological. The convenience of the new media to the ideological and political education to build a wide range of educational support.

1.2 Students' knowledge of new media has become a new way of access to information

New media to create a new way for college students to knowledge and access to information. The new media environment communicators from all walks of life, including public intellectuals, grassroots civilian government officials, covering a wide range of speech, information dissemination convenient speed, breadth, diffusion, college students access to more information

on the new media platforms. The new variety of communication media to expand the scope of university students exchanges, for a comprehensive understanding of community college students to broaden their horizons, gaining knowledge and information to provide new channels. In the new media environment, a broader dissemination of spatial information, can achieve information exchange and sharing of the world. For it is the contemporary college students, they are able to use the Internet to get the latest and most rapid information, access to richer information available. The traditional mode only to acquire knowledge through books and lectures are no longer able to meet the needs of young students, they need a broader perspective ,, richer material. In addition to the various types of information associated with their learning, students also learn all kinds of information and political desire for cultural and economic aspects of life in the first place.

In a sense, the new media has changed the Way College students learn that they no longer rely solely on the teacher's lectures, but between learners and knowledge to bridge directly through certain network platforms and digital resources, making the learning can take to acquire knowledge, to explore the knowledge and create knowledge. For example, students can log some learning online learning website, you can also register online to participate in distance training fee, you can also enter the free library read books all over the world, and so on. This method of learning has also become a student and teacher in the network as a medium for communication way beyond the limits of time and space, unlimited extension of the classroom out, students can enjoy the discussion with the teacher on the Internet, you can also Homework online pass teacher, and the teacher can immediately online Q and grading and timely feedback to students, thus the greatest degree of both teachers and students between "teaching and learning." We understand that the use of new media learning has become an important way of learning contemporary college students, almost all college students are involved in the daily school life of these, such as the Internet to find information, download the relevant professional e-books, audio, video, etc., especially in Learning English online is very common, many colleges and universities are building a college English autonomous learning network platform, which greatly expand the contemporary college students learn thinking, broaden their horizons, but also improve their learning efficiency.

1.3 Interactive new media needs fit students to grow

Dissemination of new media is an interactive real-time remote information exchange, to achieve equality interactive information dissemination and recipients to improve the participants' enthusiasm, self-awareness and autonomy. The new interactive media to achieve a mutual sharing of resources between people, so that two-way interaction, and even more to the interaction, the user does not clearly defined identity, anyone can be a communicator or recipient information. With the popularity of QQ, MSN, flying letters and other instant messaging tools, people can instantly publish equality and freedom of individuals, ideas, perspectives, is no longer the traditional media can not only receive sound during passive mode. In the Internet world, each individual can be the audience, but also can be a communicator, you can receive the information

they want to see in the virtual world of the Internet, you can also share news release based on their own preferences.

Personal media age, everyone is a publisher of information. New media platform for undergraduate expression, talk and vent space and ways to meet the psychological needs of college students. Students in the new media environment, can freely express their views, participate in discussions, promote individuality, highlighting the dominant position of university students. QQ group, E-mail, alumni, space, blog, microblogging and other new media contacts are good platforms. College students through these new media platforms fast, frequent and family, classmates, friends, and even social interaction and exchange of warm. Free and open to the new media of contemporary college students to provide a wider space for exchanges, more convenient way of communication.

2. New media impact on the ideological and political education work

New Media for ideological and political education opportunities, but also for the content of ideological and political education, methods and impact on the object. Must be a comprehensive analysis of the impact, adaptation strategies and actively explore new media era of ideological and political education work.

2.1 Impact of new media on the ideological and political education content

Interactive and new media to bring convenience to facilitate the exchange, but anonymous, hidden features and virtual property is also easy to make the contents of the new media environment, flood, flooded with false negative news and negative information, resulting credibility being questioned. New media technology so that students actively or passively accept all kinds of information from various levels in different countries. Some of this information is true and reliable, can help students better understand the social, adapt to society. Some are malicious fabrications spread bad information, it is possible to determine the ability of college students, disorientation, confusion on society error of harmful information.

Filled with a variety of new media environment under adverse harmful information greatly polluted the ideological and political education position, influence the formation of university students of good character. For example, a student unable to extricate themselves indulging in the virtual world, as online games and dropped out of school, more and more news runaways; the ability to identify poor, quick success and other bad character even lead to online fraud or deception of the tragic fatal disaster events abound; using the Internet and other means of virus was poured into other people's computers, the case against the interests of others repeated. Contemporary young students is in such a media environment to grow, easy to go to the extreme, can not form a good moral qualities. New media as an important channel for college students to obtain knowledge and information, negative information in the presence of negative information to form massive impact on the traditional ideological and political education content, cognitive

bias caused by college students, ideological deviation and values confusion, increasing the difficulty of the work of ideological and political education and guidance .

2.2 Impact of new media on the work of ideological and political education

The traditional ideological and political education is mainly organized and implemented by the ideological and political education workers, through two courses of education, theme educational activities, social practices and other ways. Ideological and political workers play a leading role, the right to speak. But the diversity of the new media era of interactivity and information dissemination body, has changed the traditional ideological and political education of the individual instill way weaken the ideological and political workers of the dominant position and authority of the traditional ideological and political work and carrier formed shock. The traditional ideological and political education for educators advocate educated words and deeds, is a one-way mode of education, students in a passive acceptance of the status, the lack of interactivity. Biggest advantage of this method is that the ideological and political education targeted, timely feedback, positive thinking to benefit students accepted to achieve the intended target of ideological and political education. New media applications, the exclusion of the existing methods of ideological and political education, so that the original mode of transmission is changed from one-way to two-way interactive communication transmission, although it is welcomed by university students, but it is difficult to implement the intended target of ideological and political education, it is difficult receive the intended effect of ideological and political education. Therefore, Gao school ideo logical and political education workers, how to take the initiative to learn and use new media technologies, both to modernize the traditional ideological approach to education, but also to achieve the training requirements established by the Ministry of Education, the current thinking of college political education method presented new challenges.

2.3 The impact of new media on the subject of ideological and political education

New media platform "catalyst" effect causes related events are highly concerned and intense discussion, in the absence of effective monitoring and the correct guidance of the case will bring a lot of negative effects, weakening the value judgment is growing college students, affecting their Values formation. Meanwhile, college principal over-reliance on new media easily lead to the absence of emotion, not addicted to virtual communities to benefit students in interpersonal and health. No breakthrough in the virtual world of new media to share their feelings absence of limitations, language reinforces the direct interpretation of the meaning and value, but lost the emotional elements and spiritual elements behind it. And new media of fragmented information of high frequency, fast-paced, easy superficial elaborated, is not conducive to college students the ability to think, to improve cognitive skills and language integrated capabilities. Especially the negative role of the new media brought Students learning is obvious: First, the new media knowledge and dissemination of information is often fragmented and not the system, due to lack of professional guidance of teachers, college students easily awareness and understanding of the

issues to no avail, little understood. Especially the new media search engine convenience, to help students learn at the same time, it tends to make them inert grow, to develop new media rely on to complete the job habits, as well as resulting in a reduced ability to study and research, is not conducive to the cultivation of academic skills. Second, college students worldview is still in formation, due to the knowledge, experience and understanding of the limitations of thinking, their awareness and understanding of many issues is not yet mature, in the face of new media has brought vast amounts of information, often one-sided look at the issue extremely easy, lack of the necessary discernment, to improve their thinking skills and the ability to identify a certain impediment. Third, due to the lack of the necessary classroom communication and social contact, only through new media learning, is not conducive to improving students' creativity, is not conducive to enhance the overall quality of students.

3. Adaptation strategies ideological and political education in the new media age

Emerging technologies and new media era of ideological and political education has brought opportunities and impact, make full use of the characteristics of the advantages of the new media, changing the concept of ideological and political education, ideological and political education innovation, explore effective means of education, is the current ideological and political education Work must face.

3.1 Strengthen ideological and political education team building, change the philosophy of education

The rapid development of information science and technology have a profound impact on the ideological and political education, which requires the ideological and political education workers must change the educational concept, and understand new media is an effective platform to carry out ideological and political education under the new situation, the new initiative mastery media knowledge, improve professional competence and professionalism, make full use of new media technologies for education. First, the ideological and political education workers themselves if users of new media platforms, in order to take advantage of new media functions to interact with the students, the first time to understand the idea of dynamic students view comments using plain language guide students in a timely manner, increased nearly psychological distance between teachers and students, and to increase targeted ideological and political education. Meanwhile, the ideological and political educators and educational content can also be a combination of new media tools, to fully exploit the new media world of high-quality teaching resources, and master new media speech dominance, increasing the effectiveness of the ideological and political education. In the author's observation that the majority of workers in the ideological and political education colleges have their own QQ account, with the ability to perform simple QQ as a means of ideological and political education. But for the emergence of new micro-channel, microblogging, most educators do not want to accept the use of, making it impossible to keep up with the evolving new media escalating for students is now more popular micro-channel, microblogging and other means of communication

can not grasp, let alone on not proficient. Thus, although the Ideological and Political educators have recognized the needs of the network, but still relatively simple means, are still reluctant to accept new things and learning. And college students, as a desire to acquire new knowledge, like the use of an active group of new media, new things very often sought after, but also tend to be more willing to use new media technologies to communicate and exchange. In response to this phenomenon, the first task is to raise awareness of the ideological and political education of workers, new ideas, realized with a higher base level of ideological and political theory above, the application of new media by students will be able to more Good to carry out ideological and political education in order to carry out ideological and political work methodically down the ideological and political work can really make implantable heart.

3.2 Construction of ideological and political education of new media platforms, facilitating information campus environment.

Universities should actively building new media platform of ideological and political education, ideological and political education open positions, promoting information campus environment. Students take advantage of new media platforms in the influence of the social mainstream values and mainstream ideology easily accepted by students grassroots network language in the new media platform release, grasp the right guidance of new media, new media play in the dissemination of information and ideas Collisions advantage. Schools, two colleges and relevant departments to establish a micro-Bo as the representative of the official new media platforms, release management platform through information, education, advocacy and online material for network services, educators create a personal platform, give full play to the powerful new media, the role of public opinion formed in the campus culture, transaction management, ideological and political education and mental health together to jointly promote information campus environment, to ensure full coverage of student work, and efficient manner. For example, the full use of the campus network publicize some information about the ideological and political education, so that students are more or less subject to some proper guidance, edify. You can also order the school, faculty, classes establish official microblogging group as a unit, and timely attention to micro-blog information, and carefully study and master the social hot spots, to understand the social facts, in this way to improve the efficiency of the students acquire new knowledge. In addition, almost all college students are staffing a phone, you can take advantage of the ideological and political education in the form of mobile phone newspaper, positive guidance for students. Ideological and political education is generally taught primarily in pure theory, it is inevitable to make students feel boring. In the new media environment, can be interpreted as boring knowledge vivid video, sound, pictures and other images of methods to improve students' interest, make it even more easy to accept, and remember more profound.

3.3 Political improve media literacy educators to enhance the adaptability and effectiveness of work

an important channel for social cognition, but also the ideological and political education workers and an important channel positions. In the majority of the ideological and political education workers called to break the traditional concept of universities to improve their understanding of new media continue to learn new technology, but also to provide a channel for our ideological and political educators improve learning. First, you can set up a special training course way, teachers can choose according to their needs, such as participation in training multimedia courseware. Training period should be shorter, practical strong focus on basic set up mode, so that teachers can in a short time, in the case does not affect the preparation and life-related multimedia knowledge to quickly grasp. Second, counseling by way of lectures, as you can set up entitled "microblogging change lives," the seminar, introduced from various aspects of the use of micro-Bo, influence, so that teachers understand this fresh technology and become users. The opening lecture should focus on effectiveness, clear path on how to use and understand the benefits of using and site requirements should learners practice immediately. Third is the use of influence between the teacher, help each other with, learn from each other to improve the way. Especially by young teachers can help raise awareness and use of the old teachers of new media.

In addition, universities or organizations can also develop new media skills by way of competition. Multimedia courseware competition, through the production of multimedia courseware content richness, in the form of vivid, technology and other aspects of maturity rating, the participants in this study of new media skills to master the situation. In addition, through competitions in the game allows participants gain honor and encouragement to inspire further expand their ability to use new media, but also inspire other workers to follow this example and urge their skills. Way to carry out a variety of colleges and universities in the skills competition, but also the use of new media technologies can be incorporated into one game, one content exists only as a big game, they can also examine the ideological and political education in the case of the use of new media to inspire them to use enthusiasm for new media, prompting educators continue to face their skills and improve themselves, to keep pace with the times, the competition also enables the formation of a sense of competition between the workers and create starting a work style.

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