Innovation of Ideological and Political Education Approaches in Universities under the Campus New Media Environment

Jing Wang, Shi Yulie

Nantong Institute of Technology, Nantong, 226002, China

Abstract: With the rapid development of internet technology, the application of new media in major universities is becoming increasingly widespread. New media not only provides excellent opportunities for the development of ideological and political education in universities but also poses challenges to the reform of ideological and political education. Ideological and political education in universities bears the important responsibility of cultivating students' quality, moral character, and ideological values. However, some ideological and political teachers in universities have not timely adjusted their teaching concepts and have insufficient grasp and utilization of the advantages of new media. The role of new media in assisting ideological and political teaching is not apparent. This article analyzes the problems of ideological and political teaching in the new media environment, explores the advantages of new media in teaching, and proposes effective paths for innovative ideological and political teaching. It is hoped that this will promote the development of ideological and political education in universities.

1. Introduction

Multimedia in universities has overcome the obstacles of uneven resource allocation in traditional classroom education. It not only provides universities with a vast amount of information resources and a relatively fair platform for resource access in ideological and political education but also facilitates the innovation of teaching methods. Universities need to strengthen the construction of faculty in the new media environment, with the fundamental task of fostering students' moral character and values, improving the teaching level of teachers, and establishing sound management systems for new media. Schools should make full use of the influence and advantages of new media, tap into new media resources for ideological and political education, enrich the content and connotation of ideological and political courses, and innovate teaching methods. By continuously enhancing the effectiveness of ideological and political teaching, universities can promote the development of students' good moral character and qualities.

2. The Definition of Campus New Media Ideological and Political Education

The implementation of ideological and political education in the campus new media environment

is based on the establishment and operation of new media, utilizing the Internet, mobile communication platforms, and other mediums to explore and utilize its abundant information. It is an emerging form of teaching that takes advantage of the flexibility and speed of new media. With the development and progress of the era, the new media approach has become a powerful tool for teachers in their teaching, and it is easily accepted by intellectually active college students.

3. The Practical Significance of Campus New Media Ideological and Political Education

3.1. It is a fast and effective way for contemporary college students to learn ideological and political knowledge

Due to the prevalence of new media on campuses, which mainly include the Internet and mobile phones, such as email, blogs, QQ chat software, online games, forums, WeChat, and Weibo, these are the information access forms that contemporary college students like and are willing to accept. Publishing positive and constructive ideological and political knowledge resources on these new media platforms is easily accepted by students and facilitates their rapid access to knowledge. The emergence of new media provides a new medium for ideological and political education for college students.[1]

3.2. Promoted the reform and development of ideological and political education in universities

With the development of China's social economy, ideological and political education has become increasingly important. However, traditional teaching methods still dominate in some ideological and political classrooms, resulting in low efficiency in students' learning of ideological and political knowledge. The involvement of new media has changed the dominance of traditional and outdated teaching models. The digital information provided by new media supports the design of more scientifically based ideological and political teaching plans, promotes the progress of ideological and political education reform, and enhances the teaching abilities of teachers.[2]

4. The problems in ideological and political education in universities under the campus new media environment:

4.1. Failure to establish clear goals for new media ideological and political education

Although new media has brought new opportunities to education, the presence of negative information on the Internet poses obstacles and challenges to ideological and political education. In some ideological and political courses, teachers have not established clear teaching goals before utilizing multimedia channels for instruction. This leads to difficulties for students to find clear directions among the complex information, making them susceptible to accessing undesirable information. Due to their limited social experience, students often lack the ability to discern information and have weak resistance to negative influences, which hinders their moral and ideological development.

4.2. Teachers' traditional beliefs are not adjusted in a timely manner, making it difficult to leverage the advantages of new media

Some ideological and political teachers in universities still hold traditional and outdated teaching concepts, which hampers their comprehensive understanding of the advantages of new media teaching.[3] When organizing training for teachers on new media teaching, some ideological and

political teachers may not actively participate, and their knowledge of information technology may not be effectively improved. The lack of proactivity among some teachers in researching and exploring the advantages of new media teaching and information technology teaching methods results in the underutilization and inadequate dissemination of high-quality online ideological and political courses, hindering the development of ideological and political education reform.

4.3. The informatization level of teachers is not high, and there is no complete new media management system,

The level of information technology among ideological and political teachers in universities directly affects the efficiency of ideological and political education. Some universities fail to prioritize the improvement of teachers' information technology skills for ideological and political teaching. Insufficient support is given to teachers in terms of innovation and research on new media teaching methods that focus on student-centered approaches. Additionally, the success of ideological and political education in the new media environment depends on the existence of well-regulated teaching management systems. Currently, some teachers lack effective supervision over the new media teaching management system, which can lead to confusion in the information presented on new media platforms and hinder the achievement of desirable ideological and political education outcomes.

5. Innovative strategies for ideological and political education through new media in universities:

5.1. Opening up new channels and methods for multimedia teaching of ideological and political education in universities

In the era of the Internet, universities should abandon inefficient and dull teaching methods for ideological and political education. Instead, they should explore new media teaching channels that are in line with the development of the times and close to the practical lives of students. Through new media teaching, students can be exposed to more novel and exciting content, encouraging their active participation in the learning process. A scientifically and reasonably designed new media teaching approach can facilitate students' efficient comprehension and understanding of course knowledge. Universities should delve into and utilize local ideological and political cultural educational resources, integrating them into the new media learning platforms.

For example, schools can utilize local historical and cultural museums or local red culture resources to establish a "cloud classroom" for ideological and political education. Inspirational stories from the local area or past eras can be incorporated into the "cloud classroom" to effectively stimulate the vitality of ideological and political courses. Additionally, teachers should increase extracurricular practical activities related to new media in ideological and political education, fully leveraging the advantages of the new media platform. In this "cloud classroom," teachers and students can collaborate on editing ideological and political content. This approach not only enhances students' knowledge impressions but also fully develops their ability for independent learning, stimulating their talents and potential. It is important to ensure that the collaborative editing of ideological and political educational content remains grounded in real-life experiences. Teachers and students can visit practice bases together, such as memorial halls, museums, and revolutionary historical sites. They can conduct online sharing sessions, lectures, seminars, and discussions through multimedia platforms, taking advantage of the convenience and space-free nature of new media. This approach enables better inheritance of the great spirit of the Chinese nation and establishes a comprehensive new media teaching system for ideological and political education.

5.2. Leveraging the influence of new media to enrich the cultural connotations of ideological and political courses

The ideological and political courses are often perceived as theoretical and dull by some students, who fail to recognize the significance of studying ideological and political education. Therefore, both schools and teachers should devote themselves to using new media teaching methods to enrich the content and create a personalized curriculum system for ideological and political education. Universities can leverage the influence of new media to promote ideological and political culture, stimulate students' interest in learning, and enhance the effectiveness of ideological and political education. By utilizing popular and trending online platforms, universities can engage in diverse and rich online cultural promotion and educational activities, injecting more positively-oriented ideological and political works into the new media platforms. This approach aims to transmit positive energy online and advance the development of new media ideological and political education.

For example, the Douyin platform, which currently has the highest viewership and popularity among college students, encourages the presence of positive content. Universities can create personalized Douyin platforms where they can share various artistic performances, social practice activities, competitions, and teaching materials. Classrooms can also establish their own personalized Douyin platforms focused on ideological and political education, where they can publish daily ideological and political teaching content and educational videos. By harnessing the influence of Douyin, students can be motivated to actively engage in learning about ideological and political culture. Based on the characteristics of new media development and the thinking patterns of college students, teachers can establish feedback channels through new media platforms to collect students' opinions and suggestions. For example, if students provide inspiring content, teachers can incorporate it into the new media platforms for ideological and political education, thereby increasing student engagement and proactive learning in new media environments.

5.3. Innovative new media ideological and political education platform, creating ideological and political characteristic courses

Universities should attach great importance to ideological and political education. In the context of the development of the new media era, teachers should seize the opportunity presented by the development of new media and explore innovative teaching methods through new media platforms. Teachers should capitalize on the popularity of new media and be at the forefront of online ideological and political education. Some universities have already established their own new media platforms and developed distinctive spiritual and cultural ideological and political curriculum systems. As part of the spiritual and cultural resources, ideological and political knowledge has a vast amount of content, and schools and teachers should create new media platforms with their own characteristics.

Firstly, universities should encourage the active participation of both teachers and students in researching new models of new media ideological and political education, innovating and enriching online courses. For example, universities can establish a college-specific mobile app with the assistance of professionals in the field. The app should have various cultural sections and emphasize ideological and political spirit. It should also provide free access to ideological and political courses for all students, allowing them to learn about ideological and political knowledge anytime and anywhere through new media. This college app should have data collection capabilities, recording the number of students participating in online ideological and political courses, as well as the number of posts and replies. Teachers can use this data to understand students' learning progress and make targeted adjustments to their teaching plans. Universities should strengthen the development of open online courses, create distinctive "excellent courses," innovate course delivery formats, and implement blended online and offline teaching to continuously improve the teaching quality of new

media ideological and political courses.

5.4. Establishing practical activities for new media ideological and political courses to enrich students' spiritual world

The ideological and political course is a practical summary of China's history and contains rich philosophical content. In order to enhance students' course experience, enrich their inner world, and effectively improve their ideological and moral values, universities and teachers should pay attention to using new media to carry out various social practice activities, enabling students to accumulate memorable life experiences and actively shape their moral character.

For example, organizing students to participate in social practices during various festivals, students can engage in volunteer services in nearby streets or public places. The volunteer services are organized by the youth volunteer associations within the university and are published on the school's new media platform. Members of the association sit together to discuss how to carry out the activities. They discuss important matters to be aware of during the activities, arrange the venue and personnel, discuss the significance and purpose of the activities, allocate various tasks during the activities, and plan how to summarize and upload the activities on the new media platform using the feedback features of new media for timely and convenient improvements. Finally, the activities are compiled and uploaded to the campus new media platform, allowing both teachers and students to learn about the process of the activities through multimedia platforms. This not only enriches the content of the ideological and political course but also enhances students' social practice capabilities, further improving the campus spiritual and cultural system.

6. Conclusion

In summary, universities should follow the development of the times and actively use new information technology teaching methods to innovate teaching paths. As an important course to enhance students' ideological values and moral qualities, ideological and political courses should receive high attention from schools. Universities should focus on the construction of new media ideological and political education systems, and teachers should continuously improve their professional and information technology teaching levels, taking into account the development characteristics of college students, research appropriate and innovative new media ideological and political education methods, create personalized new media teaching platforms, guide students to actively participate in ideological and political course learning, and strive to become high-quality and virtuous talents.

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