

The Challenges and Countermeasures of Ideological Education in Universities in the Era of Integrated Media

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Abstract: With the rapid development of network technology and the arrival of the financial media era, it has brought good opportunities for our country's ideological education work to develop, but also ushered in a series of new opportunities, risks and challenges. In the face of new situations and tasks, how to further firmly grasp the right of discourse, initiative and control of college ideology, improve the ideological discourse system and improve the ideological methods and paths has become an urgent problem to face. Starting with the background, necessity and importance of college ideology in the era of integrated media, this paper scientifically analyzes the importance and necessity of college ideological education in the era of integrated media, elaborates the existing problems and challenges, and puts forward countermeasures and suggestions from different dimensions to provide useful reference for comprehensively improving the cohesion and attractiveness of college ideology in the era of integrated media.

The object of ideological education in colleges and universities is the new era college students, the builders and successors of our socialist enterprise, is a very key and important work, and directly related to our political security, social harmony and stability, relations with thousands of families. Compared with traditional media, the main feature of the era of integrated media is to integrate the advantages of various media through emerging technologies such as modern media, give full play to their respective strengths, achieve the effect of integrated promotion, integration, and learning from each other, and greatly improve the communication quality and efficiency of new media in the network era. With the coming of the age of financial media, it greatly expands the coverage and communication efficiency of college ideological education, enriches the communication carrier, and improves the means of college ideological education in China. At the same time, a series of new ways, new features and new ways of information dissemination in the era of financial media also have an impact on the ideological education of modern colleges and universities to a certain extent, bringing many new problems and challenges.

1. The importance and necessity of financial media in college ideological education

In today's society, network digital technology has shown a rapid, disruptive and geometric growth, which has also brought profound impact and change to the media landscape. A large number of new media forms represented by wechat, qq and Weibo have become a closely related and indispensable

part of people's lives, and have gradually penetrated into deep fields such as economy, society, politics, culture and living habits. It has influenced and changed the new pattern of media represented by traditional media. In the fierce market competition, the traditional media, mainly represented by news broadcasting, newspapers and television, constantly try to transform, gradually change the previous single and lagging media form, constantly cross different limitations, blur the boundaries between various carriers, and constantly integrate. In this situation, the concept of integrated media comes into being. As an emerging and dynamic form of media, "integration" is its core and key meaning. It integrates traditional media forms with new media in the environment of network technology, effectively realizing communication content integration, communication platform compatibility and communication means integration. Its characteristics are more open in terms of discourse platform, and fragmented and dynamic in terms of form. In terms of communication mode, it is reflected as convenience and interactivity, and in terms of content, it is quantified. [1]

(1) It is conducive to further strengthening the discourse power of ideology in universities. At present, China's traditional college ideological education mainly relies on traditional media such as campus radio, school newspaper and campus newspaper as a platform, and relies on carriers such as classroom, teachers and students, and campus. In the era of integrating media, media platforms have the characteristics of mutual integration, mutual complement and mutual promotion, which is convenient to further gather people's strength and unify ideological consensus. Strengthen the integration of modern network carrier and traditional paper carrier, and further gather the spirit of joint force. In fact, as early as 2019, China's Ministry of Education launched relevant pilot work, and pilot construction of financial media centers in some universities. On the basis of traditional university media, the university integrates various media resources in colleges and universities through the comprehensive use of various innovation carriers such as Wechat, QQ and Weibo, and initially builds a multi-faceted multimedia linkage platform with wide coverage, wide fields, and preliminarily builds a pattern of "big thinking and politics", "big media" and "big publicity" in colleges and universities. It has extensively condensed and effectively enhanced the influence and discourse force of college ideology. [2]

(2) It is conducive to further strengthening the effect of ideological education in colleges and universities. Compared with traditional media, financial media has many advantages such as fast spread, fast speed and high efficiency. At the same time, financial media can also organically integrate traditional paper media and network new media, and further integrate ideological education resources in various online and offline media, which is conducive to breaking down the boundaries and barriers between media as soon as possible, and successfully achieving a new model of "resource communication, content integration, publicity communication and interest sharing". It has provided more abundant educational resources and built a broader educational platform for ideological education in colleges and universities. In addition, the financial media also further promoted the traditional ideological education in colleges and universities to shift from a single infusion to a heuristic, further enriched the ways and means of ideological education in colleges and universities, deepened the communication and interaction between teachers and students, and significantly enhanced the pertinence and effectiveness of ideological education in colleges and universities.

(3) It is conducive to further enriching the form and content of ideological education in colleges and universities. Objectively speaking, the traditional media communication mode is relatively simple, the way to obtain information is relatively simple, and the communication content is relatively boring. For a long time, ideological education in colleges and universities in our country has been carried out in the form of media such as school magazine, campus broadcast, student union, Youth League committee and associations. With the popularization of big data and the rapid development of the Internet, financial media further integrates various media resources online and offline, forming a comprehensive media expression form of reading, audio-visual, communication and interaction,

with a series of new features such as diversification, richness, integration, etc., which is conducive to further enriching and improving the relevant content of ideological education in existing colleges and universities. It has enriched the forms of expression of ideological education, with significant characteristics such as diversification, three-dimensional and visualization, and made full use of images, words, sounds and other ways to communicate more quickly and conveniently, further weakening the abstract characteristics of traditional symbols, and enriching the figurative, visual and intuitive nature of ideological education. It can be seen that this kind of education is no longer limited to the traditional single form of text, but increasingly extends to the direction of the integration of voice, image and short video, strengthening the appeal and vividness of ideological education, and further strengthening the control over the ideological initiative and discourse power of colleges and universities.

(4) It is conducive to further strengthening the construction of ideological positions in universities. With the rapid popularization and development of network media technology, it has greatly influenced the thinking, learning and lifestyle of current students. In addition, nowadays, students like to acquire the knowledge they need more quickly and conveniently through mobile terminals such as tablets, mobile phones, phone watches and various social media such as qq, Douyin, XiaoHongshu, wechat and Weibo. However, at the same time, they are also vulnerable to the interference of various harmful ideologies at home and abroad. It has a negative impact on teenagers' values and behavior orientation to a certain extent. Therefore, colleges and universities need to strengthen the guard of ideological positions on campus through various measures. In this process, the financial media can give full play to its penetrating power, influence and coverage across space, time and groups, establish a correct leading role and correct guidance of public opinion, and hold the main position of ideological propaganda and education in colleges and universities. [3]

2. Attach great importance to the new challenges brought by the era of financial media to ideological education in colleges and universities

(1) The relatively novel information dissemination mode of financial media has affected the effect of ideological education in colleges and universities. The rich, decentralized and multi-layered content communication channels of financial media have affected the effect of ideological education in colleges and universities to a certain extent, which is mainly reflected in two dimensions: First, ideological education in colleges and universities in the era of financial media, its contents are difficult to attract the high attention of contemporary college students. Compared with new media and traditional paper media, the information displayed on financial media is more diverse and complicated, while the content of ideological education is relatively boring compared with many new media apps. Therefore, when carrying out ideological education in colleges and universities, less communication content will attract high attention from contemporary college students. Therefore, when some colleges and universities carry out ideological education, they often encounter students' low interest and lack of attention, which greatly reduces the effect of ideological education. Secondly, due to technical supervision and other reasons, it is easy for Western ideological information to spread and penetrate on many financial media carriers. However, due to age, experience and other reasons, college students are easily affected by bad ideological content, and sometimes they may even question, fail to understand or even resist ideas, which will bring some obstacles to ideological education in colleges and universities. Enhance the difficulty of work, and affect the attraction and cohesion of mainstream ideological education for contemporary college students. [4]

(2) Some universities lack the ability to integrate and use financial media. With the continuous development of modern technologies such as big data technology and Internet technology, many colleges and universities in China are strengthening the construction of financial media platforms and

actively strengthening ideological education of college students through various ways. However, because the management mode of many universities is still relatively backward, the ability to integrate and use modern technology such as financial media is slightly insufficient, and the effect is not obvious. In reality, many colleges and universities simply add traditional ideological and political classroom education, ideological education content of college newspapers and periodicals to the financial media platform through various means such as text description, photo presentation and video display, or allow teachers to carry out ideological education for students through various forms such as video network broadcast on the financial media platform. Although it has achieved certain results within a certain range, it has not played a good role in the coordination, improvement and integration of the financial media platform in ideology, humanities and social sciences, ideological and political education. In addition, since the financial media platform has many information dissemination characteristics such as "decentralization" and "cross-regionalization", it is objectively required that colleges and universities should have a higher technical level when using the financial media platform to strengthen ideological education to reduce the negative impact brought by the above characteristics. Moreover, in view of the fact that financial media is an emerging and rapidly developing media technology, it is difficult to achieve the purpose only through simple technical screening, filtering and control. Moreover, in the massive information capacity of financial media, some content inconsistent with mainstream ideology and traditional mainstream values will be mixed with more or less, and such information has a certain camouflage. It requires a certain ability to distinguish, which will be difficult for contemporary college students who have not yet formed their outlook on life and values. In reality, the managers of many domestic colleges and universities are not very professional in information technology operation, and their ability level is average. They lack the ability to analyze, research and mine big data, and it is difficult to better integrate the rich resources of traditional media into the financial media platform, which affects the teaching effect of ideological and political education to a certain extent. These influences are mainly reflected in the following three levels: First, the diversified and abundant information sources of financial media platforms weaken the supervision and management mechanism ability of colleges and universities on ideological education in a certain period and scope. Secondly, the communication mode of explosive and geometric growth of financial media has greatly weakened the communication guidance function of colleges and universities. In the era of media integration, we media has many functions such as "forwarding", "following" and "visible to some people". When there are many fan groups, it can even reach hundreds of thousands, millions or even tens of millions. Some information even passes through multiple layers of forwarding, attention and promotion, and the depth, breadth and width of its influence will bring certain challenges to the function of colleges and universities. Thirdly, the independent dissemination of media also easily leads to the diversification and diversification of values. Although some can be "forwarded the original text", others can be released after "editing" and "splicing" of information, such autonomy and arbitrariness affect the correct guidance of students' outlook on life and values in ideological education in colleges and universities to a certain extent. [5]

(3) The overall quality of college teachers is difficult to meet the requirements of ideological education in the media era. As the main body of ideological education in the era of media integration, teachers in colleges and universities are often in a dominant position, while college students are generally in a passive position. In the era of media integration, college students are faced with massive network information and various communication channels, which brings great challenges to traditional education methods, and teachers are no longer in a dominant position. The monopoly of discourse power has been gradually broken, making the relationship between teachers and students more diversified and equal, and the task of lecturers has gradually changed from the dominant role in college ideological education to the guiding role. In addition, the sound, image, influence and other three-dimensional presentation methods on the current we-media platform are rich and colorful,

which invisibly distracts the attention of contemporary college students. How to further adapt ideological education to the requirements of The Times, more cohesive and attractive, is a topic of The Times, but also put forward new and higher requirements for teachers. In recent years, with the increasing divergence in the ideological field between China and the West, many we-media platforms have increasingly become the main routes for the export of Western ideologies such as the United States and Japan. Blog space, Wechat, Zhihu Post bar and various forums have also increasingly become important information sources and channels for many college students. As a result, the political influence of some mainstream media on contemporary college students is decreasing day by day. In addition, some Western forces, with their monopoly position in the Internet field and first-mover advantage in advanced science and technology, strengthen their influence and penetration of some we-media platforms through various ways, and to a certain extent, give bad guidance to contemporary college students' outlook on life, values and legal and moral concepts. Its negative effects on ideological education in colleges and universities cannot be ignored. [6]

3. Countermeasures and suggestions for ideological education in colleges and universities in the age of media integration

(1) Universities should firmly adhere to the initiative, discourse, and leadership of the Party's leadership in ideological education work in universities. The effectiveness of ideological education directly reflects the soft power control ability of a political party. Domestic institutions of higher learning are socialist institutions of higher learning under the leadership of the Communist Party of China, and they are the own institutions of higher learning of the cadres and masses of all ethnic groups in China. To run socialist institutions of higher learning well, we need to always adhere to the guidance of the Thought on socialism with Chinese characteristics and comprehensively and thoroughly implement the Party's educational policy. At present, many ideological subjects are increasingly competing for various kinds of social media, and in the field of ideology, it is also concentrated in the diversity of struggle methods, the pertinency of problems and conflicts, and the plurality of ideas. It is objectively required that when carrying out ideological education, colleges and universities should fully absorb and flexibly learn from the achievements of spiritual civilization of various ideologies at home and abroad. Continuously strengthen the initiative, voice and leadership of the Communist Party of China in the field of ideological education in colleges and universities, and vigorously publicize the main theme and promote positive energy. Therefore, when domestic colleges and universities arrange and deploy ideological education work for students, Party organizations at all levels should seriously implement the main responsibility, clearly shoulder the political responsibility of ideological education, firmly grasp the powerful points and commanding heights of ideological education work, change the traditional passive response mode, and actively strengthen ideological education work. In addition, in order to further strengthen the top-level design of ideology, it is also necessary to unswervingly adhere to the implementation of the president responsibility system under the leadership of the Party Committee in colleges and universities, to ensure that colleges and universities always adhere to the leadership of the Communist Party of China, take the socialist road, and deepen the strong battle fortress of Marxist ideological education. In addition, ideological education in colleges and universities should be fully incorporated into the scope of grassroots party building work, further integrated into daily teaching work, and strive to enhance the cohesion, attraction and influence of ideological work in colleges and universities. [7]

(2) Universities should build campus media platforms tailored to local conditions to seize the main battlefield of ideological and political education. In view of the new opportunities and challenges brought by the new ways and methods of information dissemination in the era of financial media to the ideological work of colleges and universities, colleges and universities should attach great

importance to the functions and functions of the era of financial media, strive to reduce its negative effects, build a platform of financial media in colleges and universities through multiple channels and ways, and actively seize the main position in the ideological field of colleges and universities. First of all, it is necessary to focus on building a "audio-visual" as the core of the ideological information dissemination platform in the media era. It is necessary to adhere to the goal and task of strengthening mainstream ideological education, and to carry forward positive mainstream ideological education as the starting point and goal, through vigorously integrating the picture publicity bars of colleges and universities, changing traditional ideological education classes, forwarding campus micro-blogs, opening and enriching ideological columns on official websites, opening college public accounts and other campus media. And vigorously rely on the rich library resources and video network resources of colleges and universities, vigorously build a "audio-visual" as the core of the ideological exchange platform in the media era, with all kinds of mobile terminals in colleges and universities, to strengthen ideological education for college students. In the above university media platform, you can also learn from the "learning power" and other models, by uploading the main theme micro film, theme propaganda film, play red short video and other ways, to spread the information content they like to college students, unconsciously deepening their ideological education work. Secondly, institutions of higher learning should constantly improve the supervision, management and regulation mechanism of financial media platforms. Functional departments of colleges and universities should actively communicate and cooperate with the education departments, ideological and political departments, and information supervision departments of competent government departments, supervise and manage public opinion information on various campus financial media platforms through big data research and judgment, artificial intelligence monitoring and other ways, and strive to fully equip and strengthen online public opinion monitoring equipment, tools, and technicians. Universities should carry out real-time dynamic information monitoring, proactively prevent and promptly handle sudden online public opinion, reduce the negative impact of the internet, and improve the effectiveness of ideological and political education in universities.

(3) Universities should establish a professional team of teachers in the era of integrated media. In the process of carrying out ideological work in universities, teachers are required to have a high level of political consciousness, a firm political stance, an unwavering character in facing major issues of right and wrong, as well as rich teaching experience and excellent teaching skills. It is necessary not only to reserve rich knowledge content, but also to keep up with the development of The Times and the pace of students' growth and talent. As the Party's educators in the new era, only with excellent quality and fine style of work can teachers shoulder the heavy responsibility of cultivating the builders and successors of the socialist cause, and it is also the basis and premise of ideological education in colleges and universities. On the whole, ideological education can not only be the responsibility of a certain group of teachers or a few courses, but should be the historical responsibility and mission of all teachers. It is necessary to further promote the ideological education in the new era to play a joint force and form a joint force, and give full play to the advanced role of gathering people's hearts, gathering strength and teaching people.

(4) Utilize various self media methods to improve information feedback effectiveness. To do a good job in the ideological education of colleges and universities under the new situation is an urgent, arduous and important task of The Times. Colleges and universities must adhere to the guidance of Marxism, actively respond to various opportunities and severe challenges brought by the network ideology in the era of media integration, vigorously carry forward the positive energy of The Times, and firmly cast the socialist ideals and beliefs of contemporary college students. The effect of strengthening ideological education in colleges and universities is directly related to the future of the cause of the Party and the country, the development and stability of the society, and the happy life of individuals. The ideological work of colleges and universities in the new era is of great significance

and plays an important role. It is related to the fundamental issue of how to train successors and what kind of successors to train in colleges and universities under the leadership of the Party. However, in view of the particularity of ideological education work, the effect is difficult to be measured by accurate quantification and assessment methods. In addition, the current ideological education content of colleges and universities is relatively simple, the form is not diversified enough, mostly through classroom teaching, work speeches, practical comments and other ways to carry out, so it is easy to form a "virtual to virtual" and "air-to-air" situation, it is difficult to accurately measure the objective and practical teaching effect. In the era of media integration, in order to achieve more accurate, comprehensive and objective teaching effects, many teachers suggest that they can use a variety of we-media means such as big data analysis, network questionnaires, and the Internet of Things to pay more attention to college students' ideological tendency, psychological needs, learning situation, and practical hot issues, so as to exert and mobilize students' initiative and enthusiasm. Let the seemingly unattainable ideological education work "smart" up, "fresh" up, more popular, more down-to-earth, can make college students happy to see, real learning, real faith and real use.

(5) Universities should vigorously purify the online public opinion environment. At present, ideological education in colleges and universities is facing more and more challenges, and the environment is becoming more and more complicated. Institutions of higher learning should take the media as the carrier, strive to build a positive, healthy and fresh network public opinion environment, strengthen the governance of we-media and network environment through various ways, constantly enrich the initiative and discourse power of ideology in institutions of higher learning, optimize the supply of ideological knowledge content, and take good care of the main position of online ideological education. In the era of vigorous development of financial media, institutions of higher learning should effectively strengthen the construction of ideological content, constantly enrich and improve the scientific and rich discourse content, strengthen and deepen the management of cyberspace, adopt modern scientific and technological means to continuously strengthen the screening, supervision, management and guidance of financial media information content, and firmly control the initiative and discourse power of mainstream ideological work in institutions of higher learning. First of all, in the process of ideological position construction, it is necessary to fully respect the ideological trend, physical and mental health, personal career development laws and other characteristics of contemporary college students, promote the integration of mainstream culture and ideological education in colleges and universities, and organically unify the grand narrative at the era level with the individual narration in daily life. The ideological discourse power is relatively "tall" and the fresh and lively discourse characteristics of young people are integrated to promote the formation of consensus, strengthen communication and interaction, and finally form a good situation of the same direction and the same frequency resonance. Secondly, it is necessary to master the communication development trend and law of the financial media, constantly seek the foundation of development from the excellent tradition and history and culture, draw inexhaustible spiritual motivation from the core values of Marxism, enrich the connotation of ideological discourse in an all-round and multi-level way, and enrich the vitality of ideological discourse from multiple angles and multiple dimensions. Actively carry out media professional training and education work that contemporary college students enjoy, with diverse forms and novel contents, and protect, build and maintain the discourse position of mainstream ideology in colleges and universities.

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