

The construction and practical exploration of the idea of ideological and moral cultivation of university students in the new media era

Tianzuo Wang

School of Marxism, Guangzhou College of Applied Science and Technology, Guangzhou, 511370, China

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Abstract: The rapid development of IT, to a certain extent, has impacted people's ideology and values, changed people's behavior patterns and living habits, and the ideological and moral construction in the new media era is facing severe challenges. Among them, there are not only the objective factors that the education system does not meet the requirements of contemporary social development, but also the contents and methods of university students' ideological and moral education are facing the dilemma of reform. In order to quickly adapt to the development of the new media era, ideological and moral construction must actively explore and innovate, so that new media can become the new cultural front of the party, a new platform for socialist moral construction and a powerful means and way to improve the scientific level of ideological and moral construction.

1. Introduction

New media is a new media form developed after traditional media such as newspaper, radio and television. Due to the increasing progress of sci & tech, digital information and multimedia technology have changed and continue to accelerate the change of our way of life, way of thinking and way of work. The era of new media continues to develop and plays a more and more important role in political thought education in universities. Therefore, this paper analyzes the advantages of new media in political thought education in universities, It is found that it is deeply loved by college teachers and students because of its fast transmission speed and wide coverage. Further analysis of the existing problems, it is found that students' ability to distinguish new media information needs to be strengthened. Finally, it puts forward strategies such as using new media to innovate the main body of University political thought education and using new media to innovate the ways of University political thought education, Hope to promote the development of political thought education in universities [1]. With the help of new media technology, constantly promote the ideological and moral education in universities, so that university students form a correct moral value orientation and turn it into practical actions of ideological identity, which plays an important role in improving the effectiveness of political thought education in universities. We should make full use of educational media to expand the space of College Students' Ideological and moral education.

Education media and education methods are active factors in the education system, and the relationship between them is extremely close. Changes in education media will inevitably lead to corresponding changes in education methods [2]. Due to the increasing progress of IT, new media has become an indispensable medium in daily life with its huge information reserve, immediacy and interactivity. From the perspective of new media, it is of great theoretical and practical significance to study the law of ideological and moral construction, to promote the transformation of working methods and innovation of means and methods of ideological and moral construction and to improve the scientific level of ideological and moral construction [4]. In the new media era, the Internet has brought a series of chain reactions to human society. New media has been inseparable from the study and life of many people, especially modern young university students. From the physiological age division, university students in higher vocational colleges have generally entered adulthood, but their outlook on life, world outlook and values are still in the immature stage [5]. Many university students even become "slaves" of new media, indulging in it day and night, lax

thinking and anomie in words and deeds, which also leads to many young university students being withdrawn, not good at communicating with others, wasting their studies and even taking the road of crime, which makes the ideological and moral construction of university students in higher vocational colleges encounter unprecedented challenges [6]. Therefore, it is of great practical significance to explore how to strengthen the ideological and moral construction of university students in the new media era [7].

2. Opportunities and challenges for ideological and moral construction in the new media era

2.1. The ideological and moral construction in the new media era faces new opportunities

Due to the increasing progress of sci & tech, digital information and multimedia technology have changed and continue to accelerate the change of our way of life, way of thinking and way of work. The era of new media continues to develop and plays a more and more important role in political thought education in universities. Therefore, this paper analyzes the advantages of new media in political thought education in universities, It is found that it is deeply loved by college teachers and students because of its fast transmission speed and wide coverage. Further analysis of the existing problems, it is found that students' ability to distinguish new media information needs to be strengthened. Finally, it puts forward strategies such as using new media to innovate the main body of University political thought education and using new media to innovate the ways of University political thought education, Hope to promote the development of political thought education in universities [1]. With the help of new media technology, constantly promote the ideological and moral education in universities, so that university students form a correct moral value orientation and turn it into practical actions of ideological identity, which plays an important role in improving the effectiveness of political thought education in universities. We should make full use of educational media to expand the space of College Students' Ideological and moral education.

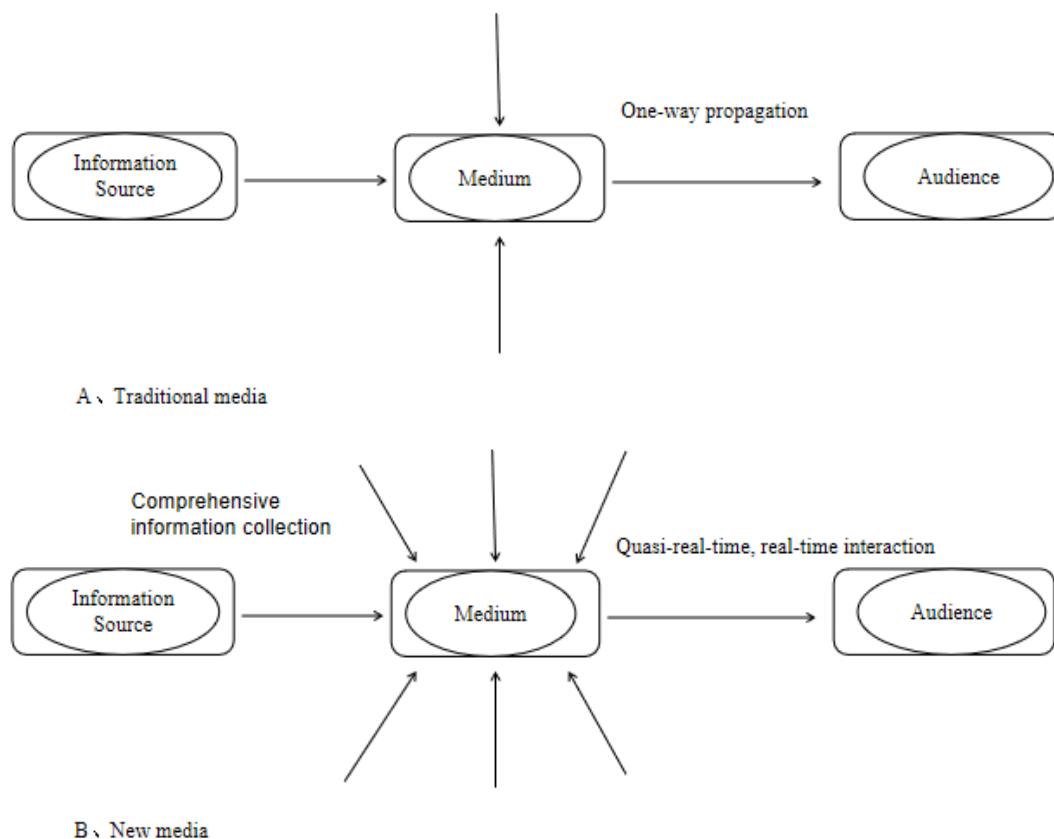


Fig.1 The difference between new media and traditional media

2.2. The ideological and moral construction work in the new media era faces new challenges

The influence of new media on ideological and moral construction is comprehensive and profound. Especially, the extensive application of forums, blogs, Weibo and WeChat has brought profound changes to the media pattern and public opinion ecology, and brought unprecedented new challenges to the ideological and moral construction. New media gradually weakens the influence of traditional opinion leaders. Marx wrote in the Outline of Feuerbach: "Feuerbach attributed the essence of religion to the essence of human beings. However, human nature is not an abstract thing inherent in a single person. In reality, it is the sum of all social relations. It makes the group and sociality of network communication loose and disorderly, and it is difficult to realize normative restriction and so on. The scene of the vibrating arm and the responder was "edited" from reality to the Internet. These new features require political thought education to face up to existing changes, constantly adjust ideas and measures, and enhance innovation and effectiveness while following various laws based on the original social relations. " New media makes the management level of ideological and moral construction tend to be flat, which makes it more difficult to guide and publicize public opinion. Nowadays, the Internet has changed from a window to an engine, driving information technology into all fields of society and changing our lives. Media varieties are increasing, forms are constantly enriched, contents are constantly extended, and with the help of new media platforms, the uncontrolled spillover effect is getting stronger and stronger. In this process, the breadth of positive energy's influence is expanding, but the depth of its influence on educational objects is decreasing, facing the impact of information security and western cultural hegemonism. With the rapid spread and high-speed operation of economic globalization and information socialization, and the openness of the information environment on the Internet, diverse cultural concepts and values meet on the Internet, and spread rapidly with the help of new media, resulting in frequent conflicts and collisions among different cultures, moral consciousness and moral behaviors, which may lead to the dislocation of some "network people" moral values.

3. Innovative development of political thought education in universities in the new media era

3.1. Using new media to innovate the main body of political thought education in universities

The teaching of political thought education in universities is closely related to the students in universities. Among them, in the form of new media, to continuously innovate the main body of political thought education in universities is to constantly update the students in universities. In the actual teaching work, we should constantly innovate students' ideological education consciousness. Guide students in political thought education in the classroom, so that students can adapt to the political thought education in the new media era. In the process of traditional ideological and moral education, educational resources are mainly based on teaching materials. Although teaching materials can provide the necessary contents of Ideological and moral education, they have great limitations. Most educational means are based on the indoctrination education mode of teachers' teaching and students' listening. The teaching process is monotonous, and the only classroom interaction is teachers' questions, The enthusiasm of students' answers is not high, which is difficult to stimulate students' enthusiasm for learning, so that the effect of Ideological and moral education is not obvious. With the advent of new media, relying on the Internet and big data, ideological and moral education information has a wide range of sources. The rapid dissemination speed and massive educational resources provide rich choices for university students' Ideological and moral construction. Each university student can choose an easy way to accept ideological and moral education according to their own preferences, It breaks the time and space limitations of traditional education and improves the timeliness of education. New media uses short videos with pictures and texts to widely disseminate information in a way loved by the public. Relying on the information database technology of big data, a large number of resources are stored. University students can search the content they are interested in according to their preferences and actively receive ideological and moral education [10]. New media has expanded educational approaches, enriched educational forms, changed the previous offline classroom teaching into online receiving

information anytime and anywhere, and innovated the educational model, thus providing a variety of ways for university students' Ideological and moral education and improving the invalidity and interaction of Ideological and moral education.

3.2. Strengthen new media management and create a good educational environment

When using new media to carry out ideological and moral education for university students, we should focus on the role orientation of educators and educatees in the process of ideological and moral education. University students have a strong sense of information, but their ability to distinguish information is insufficient, so educators should do a good job of guidance and supervision. Universities can train a group of educators to engage in network information construction. Through case analysis and typical demonstration, educators can do a good job in the supervision and dissemination of ideological and moral information. At the same time, we should support national policies and coordinate government supervision to build a good educational environment, effectively safeguard the effect feedback and willingness expression of university students in the process of ideological and moral education, and create a good educational environment. The use of new media technology to establish a network public opinion supervision and guidance system in line with the actual situation of students should actively deal with some difficult problems among students and some phenomena that violate teaching objectives in political thought aspects, so as to fundamentally prevent students from going astray in political thought aspects. On the other hand, we should be able to select a group of advanced individuals who are in line with the goal of political thought construction and appoint students to do related work, for example, we can play the roles of being the head of the student management center, the information contact person between students and teachers, and the leaders of relevant departments. By appointing students as the heads, it will help to establish a management mechanism among students, facilitate teachers' management of students' political thought work, and ensure the scientificity and correctness of students' political thought construction. Targeted political thought education for students should be able to keep up with the theme of the times in content, carry out political thought education for students with a positive attitude, earnestly safeguard students' overall political thought awareness, constantly establish scientific education methods, and keep pace with the times.

4. Conclusion

In the context of new media, we must change the traditional way of education to meet the needs of the development of the times. To strengthen the ideological and moral education of university students in the context of new media, on the one hand, we should adhere to the essence of education, on the other hand, we should also follow the growth law of university students, and carry out moral education for university students at different stages in line with their inner growth law. Therefore, while understanding the scientific and cultural level of contemporary university students as much as possible, we must also pay attention to the development of College Students' Ideological and moral construction, adhere to keeping pace with the times, strive to improve their personal quality, uphold the people-oriented teaching concept, adapt to the complex and changeable social environment, and deeply understand and inherit the virtues of Chinese traditional culture, Adhere to the guiding ideology of the scientific outlook on development and establish a new way of Ideological and moral education for university students in the new era. We should integrate the innovation of educational methods with various basic links, expand the scope of College Students' participation in social practice, cultivate university students' self-education ability, make a closer connection between school, family and society, and improve their personal quality and personal character while ensuring their level of education, Make them useful talents for the country.

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