



Research on Innovative Paths for Ideological and Political Education in Universities from the Perspective of New Media

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Abstract. Ideological and political education plays an important role in cultivating students' professional ethics and political literacy, and is a part of higher education work. The development of new media has a significant impact on ideological and political education, mainly manifested in teaching methods, teaching resources, and teaching concepts. In order to cultivate compound talents with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor, this article takes the innovative path of ideological and political education in universities from the perspective of new media as the research object, clarifies the significance of ideological and political innovation, improves teaching quality, cultivates student learning interests, and updates teaching models.

Keywords: Ideological and political education; New media; teaching method

1 Introduction

In the era of new media, it promotes the reform and innovation of ideological and political education in universities, provides rich teaching resources for high-quality education work, and innovates educational media and carriers. Due to various factors, there are many problems in the work of ideological and political education, such as excessive dependence of students on new media and single teaching methods, which are not conducive to innovation in ideological and political education. To innovate the quality of ideological and political education and cultivate students' comprehensive qualities, this article explores how to innovate ideological and political education.

2 The Significance of Innovation in Ideological and Political Education in Universities from the Perspective of New Media

2.1 Improving Teaching Quality

The core of ideological and political education in universities is to cultivate students' moral character. Through the infiltration of this educational philosophy, it strengthens students' political stance, cultivates their correct values, outlook on life, worldview, and moral outlook, and provides internal motivation for their growth. ^[1] The rapid development of the times has had a significant impact on ideological and political education. It is necessary to clarify the innovation of teaching methods and concepts, and teachers need to use various methods to carry out teaching based on the ideological state and cognitive laws of college students, in order to meet their needs for new knowledge. The innovation of ideological and political education in colleges and universities promotes the introduction of new media technology and Internet technology into the classroom, forms an online and offline teaching mode, and improves the quality of ideological and political education.

2.2 Cultivating Students' Interest in Learning

From the perspective of new media, teachers can use new media technology and related platforms to conduct ideological and political education, presenting students with materials related to textbook knowledge, enriching their learning paths, and making students feel the joy of learning. Traditional ideological and political education mainly focuses on classroom teaching, completing learning tasks through teacher explanations and student listening. For college students, although classroom teaching can help them understand knowledge related to ideological and political education, it lacks interest and interactivity, and cannot guarantee learning effectiveness. Multimedia technology meets the fragmented and online learning needs of college students. Teachers can stimulate students' interest in learning through videos or illustrated information, enabling them to master textbook knowledge in a relaxed environment and achieve the goals of ideological and political education.

2.3 Innovative Education Models

New media has the characteristics of interactivity, diverse forms of expression, and a large audience, providing internal support for innovation in ideological and political education in universities. In the work of ideological and political education, teachers can use the needs, hobbies, and common problems in the growth of college students as the starting point, screen teaching resources from new media, and use online live streaming, video playback, and other methods to present rich and diverse teaching resources to students, so that students can unconsciously grasp relevant knowledge. Innovating teaching modes, enhancing the effectiveness of ideological and political

education implementation, breaking through the limitations of time and space, and laying a foundation for students to better learn relevant knowledge.

3 Issues Related to Ideological and Political Education in Universities

3.1 Students Overreliance on New Media

New media has abundant teaching resources that can meet various needs of students. As the main users of new media, college students will acquire the knowledge they need and satisfy their thirst for knowledge through new media. ^[2] It is precisely because of the various advantages of new media that students develop a strong dependence on it. Under the influence of a dull teaching environment, students are more inclined towards new media and hope to enjoy learning on this platform. ^[3] In addition, there are many types of new media software at present, such as games, social networking, etc. Some college students have poor self-control ability, become addicted to the Internet or new media, affect the implementation effect of ideological and political education, and cannot provide support for the healthy growth of students.

3.2 Weak Awareness of New Media Applications

Information technology is gradually being applied in the field of education, becoming the main tool for innovative teaching models. From the perspective of new media, teachers should flexibly apply new media, design teaching activities based on ideological and political education goals, formulate teaching plans, and create a good learning environment for students. Through the analysis of actual educational work, it was found that some teachers have insufficient understanding of new media and are not aware of the positive role that new media plays in innovating ideological and political education models, which limits the reform of ideological and political education in universities. This phenomenon is quite common in ideological and political education in universities, and is one of the factors that affect the development of students' comprehensive quality. It is also a dilemma that should be solved in current educational work.

3.3 Single Educational Form

In the work of ideological and political education in colleges and universities, the network platforms such as WeChat and Tiktok have not been introduced, and the traditional teaching mode is still the main mode, which makes ideological and political education present a single form of teaching ^[4]. Although some universities have introduced online teaching methods, the connection between various teaching methods is not ideal, and there is a situation of each acting independently, which invisibly affects the effectiveness of ideological and political education. Unlike other stages of education, universities place greater emphasis on cultivating students' abilities, interests, and qualities, with the aim of enabling them to master knowledge, enhance their ability to

create value, and contribute to the development of society and the country. A single teaching method cannot stimulate students' interest in learning, and cannot enable them to fully participate in ideological and political learning. It affects the cultivation of students' quality and ability, and is not conducive to the construction of an excellent talent team.

4 Innovation Path of Ideological and Political Education from the Perspective of 3 New Media

4.1 Clarify the Innovative Goals of Ideological and Political Education

The rapid development of new media has had a significant impact on ideological and political education in universities. Teachers need to clarify the needs and directions of ideological and political education work, update teaching objectives, and provide direction for educational work. Clear teaching objectives are helpful for overall planning and resource allocation, and are of great help to innovative ideological and political education. In the process of innovation in ideological and political education, teachers should not only establish innovative educational goals, but also adhere to the people-oriented work philosophy, clarify the position of students in education, impart knowledge through new media platforms, cultivate students' various qualities, and contribute to the sustainable development of higher education.

4.2 Determine the Entry Point for Innovation in Ideological and Political Education

To achieve innovation in ideological and political education, we should start from multiple different aspects and promote the deep integration of new media and ideological and political education. Firstly, deepen teachers' understanding of new media technology, enabling them to master the operating methods and application processes of the technology, and promote ideological and political education through new media. Secondly, control the direction of public opinion and pay attention to the thoughts of students. College students are immature in thought, easily affected by negative information in the Internet, and have negative learning and living attitudes. Teachers should do a good job in controlling public opinion, hold lectures around student concerns or social issues, encourage students to express themselves, make students aware of problems in communication and interaction, and form correct values. ^[5]Thirdly, strengthen the construction of new media platforms to provide a carrier for high-quality teaching. Fourthly, pay attention to guiding students' thinking. Strengthen the application of new media technology, periodically present content related to socialist core values to students, create a positive learning atmosphere, and improve their comprehensive quality.

5 Innovative Strategies for Ideological and Political Education in Universities from the Perspective of New Media

5.1 Building a Teacher Team and Teaching Platform

The widespread application of new media has raised the demand for ideological and political education in universities, promoted innovation in educational models and teaching concepts, and laid a solid foundation for personalized development of students. To promote the innovative development of ideological and political education, the following work should be done well: first, strengthen the construction of the ideological and political education team, enhance the understanding of new media among educators, and enable them to master modern teaching methods and methods. There are many personnel responsible for ideological and political education in universities, including counselors and ideological and political teachers. Schools can organize training and educational activities for teachers in different positions, share new media technology, information teaching thinking, and modern teaching models with participating learners, enrich the knowledge structure of the teaching staff, and improve teaching level. Secondly, build a platform for promoting ideological and political education. In order to promote the integration of ideological and political education and new media teaching, teachers can use the ideological and political education carriers such as WeChat official account and school Tiktok account to present information related to ideological and political education for students through a variety of media, so as to increase students' enthusiasm for learning. For example, a university has built a financial media center, optimized the management of the school's official website, WeChat, Weibo, Tiktok and other full media matrices, implemented the central kitchen model, actively explored and practiced the use of new media technology to promote ideological and political education, carried out ideological and political education using the expression of college students' happiness, enhanced the pertinence, timeliness and affinity of the school's ideological and political work, and did a good job of publicity and education around the school's ideological and political work, party building work, education and teaching, talent training, social services, and campus culture construction.

5.2 Enriching Teaching Resources

In the innovation of ideological and political education, it is necessary to update and integrate teaching resources, present various ideological and political related content to students, enrich their knowledge, and enhance their political awareness. There are many types of ideological and political content in new media, and teachers can present national events, social hotspots, and other information in a visual and textual manner, guiding students to conduct in-depth analysis, allowing them to understand ideological and political content through exploration, and form correct learning concepts. In addition, teachers can integrate ideological and political education into other disciplines, conduct curriculum ideological and political education based on new media, enrich student learning carriers, and improve the learning effectiveness of student textbook

knowledge. Firstly, based on the content of the textbook, choose suitable teaching resources. In the innovation of ideological and political education, teaching content should be the premise, with the goal of achieving curriculum teaching objectives, collecting and analyzing teaching resources, organizing online communication activities for students, and making them aware of their social and political responsibilities. Secondly, expand teaching to cultivate students' comprehensive qualities. In daily education, teachers can present relevant videos and pictures to students through WeChat official account on social hot issues, such as online fraud, the return of volunteer army martyrs in South Korea, etc.

Taking online fraud as an example, teachers can take the case of college students being defrauded by the Internet as a starting point and present it through WeChat official account, so that students can understand different fraud means in reading and establish risk prevention awareness. At the same time, we use the message function of WeChat official account to interact with students, let students share their problems in life, and give students some help to show the relevant national policies, laws and regulations, and improve students' awareness of fraud prevention and self-protection.

5.3 Innovative Carriers of Ideological and Political Education

Firstly, innovate teaching carriers. In the work of ideological and political education in universities, it is necessary to strengthen the use of various types of new media platforms and improve the level of ideological and political education. Utilize the interactivity of new media to communicate with students on ideological and political content, guide students to express their ideas, and deepen their understanding of China's policies and politics through communication. ^[6]In addition, teachers can apply modern teaching software to ideological and political education, and carry out teaching activities such as Rain Classroom, MOOCs, and Flipped Classroom, endowing ideological and political education with vitality and improving the learning effect of basic knowledge.

Secondly, innovate teaching models. The combination of online education mode and offline teaching mode makes up for the problems of insufficient traditional teaching resources and single teaching carriers, and provides convenience for students to obtain ideological and political knowledge. In the innovation of ideological and political education in universities, various advantages of new media should be utilized to increase interaction with students and enable them to experience the joy of learning. For example, teachers can assign learning tasks to students through classroom teaching, requiring them to search for materials related to China's rapid development in new media, and integrate and analyze them to reflect on the reasons for China's rapid development and the responsibilities that college students undertake in national development. In the classroom, students are guided to use new media platforms to showcase their learning outcomes and share their ideas with others. By connecting online and offline, students can increase their understanding of textbook content and stimulate their awareness of development and innovation.

6 Conclusion

In summary, the emergence of new media has had a significant impact on ideological and political education in universities, stimulating students' learning enthusiasm and improving the quality of classroom teaching. In the work of ideological and political education, we should strengthen the construction of the teacher team, build online teaching platforms, and use new media technology and platforms to present rich ideological and political teaching resources to students, so that they can benefit from learning. At the same time, innovating teaching carriers, updating teaching methods, creating a positive and interesting learning atmosphere for students, improving the quality of ideological and political education, and promoting efficient talent cultivation in universities.

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