The Guiding Function of College Students' Ideological and Political Education Under the Background of the Whole Media

Yanhong Du

Abstract

The new media has a profound impact on people's thinking and behavior. In the context of the new media, increase the appeal of Ideological and political education, penetration and affinity, but there are also educational content new media is weakening, education method is not suitable for virtual space, students do not meet the information society and the lack of media literacy education. To strengthen the education content in the new media information in the attraction, deepen the education method and virtual space information dissemination characteristics fusion degree, to improve college students' ability to adapt to the information society, improve the media literacy education of college students to enhance the effectiveness of Ideological and political education and scientific level. All media era of rapid developed information flow on College Students' ideology caused great influence, but also to the ideological and political education has brought new challenges, put forward higher requirements on the ideological and political education of University students.

Keywords: All media, college students, ideological and political education

Introduction

In recent years, with the advent of the Internet, smart phones and other new media, human society is experiencing the earth shaking changes caused by the popularization of information technology. The development of new media on the social life of all aspects of the impact of the penetration of the increasingly wide and profound, the formation of a complex media field, the network of social space and the network of cultural life as a new media form, which is developed after the traditional media, such as newspapers, radio, television, etc., the new media is changing the spirit and behavior of college students with its unique influence. Under the background of new media, college students grow up with contradictory ideas and the pursuit of instant happiness. The new media has changed the political, economic, cultural and social life of human society, which has a great impact on all aspects of ideological and political education of college students. College students' ideological and political education workers should fully understand the opportunities and challenges brought by the new media to the ideological and political education of college students. To adapt to the change of students' way of thinking, new media bring behavior, communication and lifestyle, the study of ideological and political education in the new situation and new tasks, understanding of the students and improve their level of education, the content and form of ideological and political education innovation.

With the continuous development of the times, as well as the continuous progress of science and technology, people pay more and more attention to the development of education, pay

1Wuhan Donghu University, Wuhan, Hubei Province, China
attention to the quality of education to improve the demand. The development need of all media era is the traditional media application and improves application efficiency, through the effective combination of information technology and network information that realize the guidance and promotion of an interactive form of education. At present, people's living environment and living atmosphere is full of network and information technology, whether it is the way people communicate or work content, are inseparable from the network. This paper from the perspective of the whole media background, hope to be able to master and use the actual technical features in all media era, to achieve positive on the education campus ideological and political promotion, promote the work quality and efficiency of university ideological and political education to enhance the degree of social development in China, to meet the needs of the future lay a good foundation for our society to cultivate all-round talents. With the development of information technology, the whole media has become a popular form of media, which has played a very good role in people's learning and life.

Through the provision of a variety of media and a variety of ways to meet the needs of different levels of communication to meet the needs of different audiences, so that the audience segments in a timely manner to obtain multi angle, multi auditory and visual satisfaction of the media experience. The whole media is the inevitable outcome of the development of today's society, but also further promote the development of society

![Figure 1. All media.](image)

**The Proposed Methodology**

**The impact of all media on college students.** Along with the communication technology continues to mature, the information era gradually into the competition period of development, high-speed, digital, transparent, open interoperability is the main form of media gradually penetrated into all spheres of society. Similarly, the university campus is also affected. College students as the fastest to accept new things to bear the brunt of the whole media background is the most affected groups, both positive and negative effects. In the era of network, people
cannot live without the network, more serious may lead to abnormal psychology, the harm is naked in front of people.

Under the background of the whole media, the information sources of college students are more and more wide, and the channels are more and more. A variety of network information dissemination is not controlled by the school, teachers, all kinds of bad information can be spread freely on campus, different ideas, values, culture prevalent in the network. Especially some criminals spread some reactionary remarks, rumors and fallacies, ideological incitement. College students in the face of harmful information are not clear, easy to be confused by some of its gorgeous appearance. For is in the growth stage of the students, they continue to absorb knowledge of nutrition, in front of the information tends to lose discrimination of dragons and fishes jumbled together, self-control, loss of judgment, the outlook on life and values will be distorted, tortured and psychological damage, even walk on the path of crime. Some college students have been hurt in their thoughts and psychology, and their values, ways of thinking and behavior standards have changed. The correct standards, norms and systems that the college students have insisted on have been questioned. There are some college students will be used by the reactionaries, the temptation of money to work for them, or to become one of them, to collect some of the negative information, events, exaggerated propaganda, at home and abroad to spread unlimited. At the same time, the positive information was invented, students in public raving gibberish, and incite around some students to follow suit, this information can infiltrate, seriously affected the healthy development of students.

**Constructing campus culture of Ideological and political education with all media.** The construction of good ideological and political education campus culture atmosphere, to cultivate the correct outlook on life and values can play a positive influence and guidance, to meet the social development and the actual value of the actual target of personnel requirements, so the need for ideological and political education of the campus culture to study and thinking, hope to be able to achieve accessibility of information and data conversation mode. Accurately grasp the characteristics of the dissemination of information and data, in order to analyze the phenomenon of the existence of shielding network platform that we need to consider the time and environment factors. The mode of information dissemination has an important role in the construction of the ideological and political education.

At present, the democratic life concept in various exchanges in the world wide spread, in the actual process of development also needs in the impact of the western culture by running in a scientific way, so as to realize the integration of advanced concepts and ideas, observe the rejection elements of the integration of work adjustment.

**The construction system of college students’ ideological and political education.** In all media era background, mainly in order to allow students to better adapt to the education goal and plan content, correct guidance of relevant teaching work in the actual teaching work, ensure the quality of education degree, and can meet the development of university students and educators in the new requirements of the real. To study on quality oriented education system, hope to be able to use reasonable theories and viewpoints on educational work to enhance the cultivation of the University, also meet the comprehensive talents, promote the overall progress of our country's education, lay a good foundation for the future development of our society, also be contribution to China's comprehensive national strength level.

With the continuous development of the times, as well as the continuous progress of science and technology, network information technology in people's lives, work and learning more and more widely used. Pay attention to the development of the concept of social progress, and training to take a scientific approach to education of talent, also highlights the positive role is very important, given the support of information technology education for quality upgrading,
will need to take public scientific network platform for operation. This paper is based on the
campus of the university of ideological and political education systems for the objective
analysis and the research, found the importance of constructing the leading moral concept, a
detailed study on this work, in order to ensure the follow-up to lay a good foundation for the
education and guidance work. Through the virtual teaching and exploring the environment, to
meet the needs of college students' emotional catharsis, and to highlight the personality of
college students.

**Open concept of moral education.** Construction of moral education system is mainly in
order to break the traditional teaching mode is backward and guide the work, has a two-way
Teaching mechanism set, pre conception of the target in the process of teaching and design, can
be upgraded to teaching quality. Ensure the development work in all media era with the actual
needs of the construction and operation, design, system of network communication platform, to
ensure data and other information and related content of barrier free exchange and
communication improvement, to build a network platform interactive mode. The expression of
the traditional way of information exchange for students' ideas and viewpoints are hindered,
seriously affected the communication between teachers and students in the ideological and
political education and communication, and guide the specific aspects of the work appeared
serious deficiencies, affect the healthy growth of students' ideological needs.

The construction of an open teaching system of integrated teaching ideas and concepts
advanced, has a good effect and value for the university campus to carry out ideological and
political work and political education, to achieve the actual moral education needs, and can help
teachers better understand and master the learning situation of students in the actual operation
process, through scientific the work to guide the way to improve students' ideological and
political understanding, lay a good foundation for students' future assistance to participate in the
social work. The scientific research and analysis of the current media background, hoping this
brand-new idea and model applied to the education system, to provide long-term support
personnel for sustainable development in our country, also realize the reform on the current
society of our country and perfecting the system of demand. According to the requirements of
the development of the current social system, the optimization and improvement of the relevant
work content can ensure the timely action and the need of solving the problems of our society.
The reform of education mode and education work aiming at the problem of deletion was found
in the present, to meet the real needs of social development in the future, and to promote China's
social development is good, to a great extent on the realization of an important goal of college
education and guidance and needs.

**Improve the ideological quality and media literacy of college students.** Improving the
ideological quality and media literacy of college students is an important way to strengthen the
guiding force of ideological and political education in Colleges and universities. In the context
of the whole media, to enhance the ideological quality of students, can enhance the individual's
connotation and values, and guide them to respect the orthodox culture, not easy to be around
the network information. Enhance the media literacy can help them better distinguish all kinds
of information, strengthen the ability of personal media processing. To do this, we need to
achieve from the following angles: teachers should always be guided by students' ideological
and moral guidance, and the cultivation of media literacy.

In the context of new media, the information that can be felt and heard can be spread.
Perceptual information such as video and audio is more infectious than rational text information.
The emergence of new media adds vivid and interesting for the ideological and political
education, education to college students such as video and audio publicity to their correct
outlook on life and values, educating them. At the same time, the ideological and political
education emphasizes the values and outlook on life, ideal faith and patriotism education, can also be achieved through the example in the new media publicity, so that students will be the mainstream values truly internalized in the heart.

Under the background of new media, the content of ideological and political education of college students is extensive and targeted. In the era of network control, the main source of information for college students is the new media. Tens of thousands of college students in a very short period of time to become the recipient of new media information, in this open space to obtain and select information equally, only about the interests and hobbies. With the network convenient, close contact so that students can very timely access to international and domestic news information newsletter. The massive information in the new media provides a wealth of content for the ideological and political education of college students. In the new media to seize the attention of the students to carry out a scientific, effective and subtle guidance, can make the ideological and political education of college students run silent and very penetrating.

The new media provides a virtual space open for the ideological and political education, time limit and identity constraints on college students' ideological and political education can break the reality of space, enhance the affinity of ideological and political education of college students. From the new media information dissemination, communication channels and increase personal emotional communication efficiency, the establishment of a new platform for communication between educators and students, so that they can in real-time, virtual, break the limit of communication with each other more familiar, more trust, eventually merge into a circle.

Conclusion

In all media era, it has great influence on the ideological and political education, autonomy as the ideological and political education provides resources, multiple channels, rich development of students, but also have impact on the existing education teaching mode, is not conducive to the cultivation of students' healthy personality. Therefore, should continue to strengthen the guiding force of all media under the background of ideological and political education, ideological and political education from the build platform, realizing the diversification of education and teaching, improving students' ideological quality and media literacy.

Reference

