On Methodology Innovation of College Students’ Main-stream Ideological Education in the New Media Era

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Abstract. Ideological work is of great importance to the Party, which means that in our country to carry on the college students’ ideological education is maintaining the leading position of socialistic ideology, Socialist core values are the essence and spirit of our mainstream ideology. At present, college students are mostly immersed in new media so that the latter has been an indispensable vehicle for their study and life. Therefore, main-stream ideological educators should make full use of new media to strengthen the main-stream ideological education of college students, which involves not only grasping thought spread of college students by means of micro-blog but also taking advantage of Wechat to spread mainstream ideology.

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At the recent national conference on ideological and political work, General secretary Xi Jinping has pointed out, that ideological work is of great importance to the Party. Marx had said that if from the view of concept, the disintegration of a certain consciousness form is enough to destruct the whole era.\cite{1} It’s thus clear that ideological work is very important, because it determines the nature and direction of the development and progress of contemporary China. In our country, mainstream ideology education of college student is to persevere in the leading socialist ideology. Socialist core values are the essence and spirit of our mainstream ideology, and the ideology is the ground and concept base of the socialist core values. Colleges and universities are the important position of correctly guiding and shaping the mainstream ideology of contemporary college students. However, at present multiple ideologies, such as the cultural trends of thought, the way of life and value conception, constantly infiltrate into every aspect of college students’ life by means of new media. Accordingly, how to make full use of the advantages of new media and innovate and improve the methods of college students’ main-stream ideological education is one of our pressing problems.

The New Media Era and College Students’ Main-Stream Ideological Education

As opposed to the traditional media namely the press, radio and television, new media is one which comprises providing users with contents of the audio and video, playing a role of spreading, and interacting with users, by utilizing internet and digital...
technologies and wired and wireless transmission networks. Because of its personalization, opening and sharing, immediacy and interactivity, new media has become a fashion among college students with its appearance, profoundly affecting their life and bringing about new changes in their thought and behavior.

College main-stream ideological education is such an important part of the ideological work of the Party that since the founding of New China we have regarded the main-stream ideological education and cultural construction as the key work of the Party and the country. To carry on the main-stream ideological education of college students is insisting on the leading position of socialistic ideology and educating college students to become constructors and successors of China’s future socialist cause. Thus, whether college students’ socialist ideal and belief is firm or not, whether they support the leadership of the Communist Party of China, whether they comprehend Chinese characteristic socialism deeply or not, directly relate to China’s future development, social stability, and enduring social order. Consequently, our higher education must meet the requirements of the Party and state, exert influence on the educated with the socialist main-stream ideology in an organized way, help them conscientiously establish their own world view, outlook on life, and values, enhance their capacity to rationally judge network information, hold to the correct political orientation, and foster healthy temperament and spiritual state appropriate to socialist modern construction.

At present, college students are mostly immersed in new media so that the latter has been an indispensable vehicle for their study and life. Thomas Meyer, Chairman of the Basic Value Committee of Germany Social Democratic Party, thinks that in reality modern media has become the biggest opponent to political parties and competed with the latter for fans (members) and for control of social main-stream ideology. Some of the parties’ traditional political functions such as propaganda and education have evaporated under the impact of media.[2] The rapid development and popularity of new media in college students have brought about evident and continuous changes in their recognition of the main-stream ideology. As the hub of spreading ideology, the new media not only expands the field of disseminating the main-stream ideology among college students, innovates dissemination carriers, enriches the relevant information, but also elevates their recognition. College students’ recognition of mainstream ideology has a significant influence on strengthening the cohesion and appeal of socialist ideology, enhancing college students' multicultural sensitivity and resolution as well as cultivating qualified builders and reliable successors.

While bringing about great changes to college students’ life style, new media has a negative impact upon the ideological education work in contemporary universities and brings a historical challenge to ideological and political workers. Today a variety of information and culture exists at any times, including negative, unhealthy and even reactionary information, while all kinds of forces struggle intensely in cyberspace, all of which interfere with and weaken college students’ recognition of main-stream ideology. Accordingly, colleges’ ideological education should confront the actual circumstances of the new media and arm college students with the latest achievements of Marxist chinalization and firmly occupy the position of public opinion on the internet, with the help of modern education means such as the internet. So we should make full use of new media to positively influence college students’ recognition of main–stream ideology and avoid its negative effects in order to effectively carry out college students’ main-stream ideological education.
The Necessity and Feasibility of Methodology Innovation of College Students’ Main-stream Ideological Education in the New Media Era

With the rapid development of the new media and its application forms, college students’ main-stream ideological education has been exposed to a new environment in which the new media has a great impact upon college students and their main-stream ideological education, including not only opportunities but also challenges.

The Drawbacks of College Students’ Main-stream Ideological Education Methods Are the Real Driving Force of Methodology Innovation

The ideological and political course is the major channel and position of college students’ socialist ideological education, but nearly all of the politics teachers adopt the lecture method which only emphasizes inculcation and didactics, and the content of the lectures is totally subordinated to politics, which reflects that our main-stream ideological education methods are too single and unitary. And the educators only pay attention to theoretical issues but ignore students’ concerns, topics of general interest, and academic frontier problems, without timely reflecting latest social changes. According to one investigation, 75% of college students surveyed express the above-mentioned problems. It follows that whether college students like ideological and political courses or not depends on teachers’ teaching level and especially on adoption of good teaching methods. Concurrent college students are positive and active, and curious about the world, so main-stream ideological education will place students in a passive and subordinate position if the teaching methods are too unitary, which leads to lack of equal communication between teachers and students. Therefore, the ideological education methods directly determine acceptance modes of students. At present, the situation at home and abroad is so changeable that any teaching method should change with the environment and practice and can’t not be immutable. Today, with the reform and opening, and with the increasing development of society, the traditional main-stream ideological education, which focuses on inculcation and argument, has increasingly aroused strong dissatisfaction and contradiction from students and produced little effect.

The Advantages of New Media Provide an Opportunity for Methodology Innovation of College Students’ Main-stream Ideological Education

With new media being college students’ new way of life, its development has made the concurrent college students’ main-stream ideological education different from the past and has brought about positive effects on college students’ recognition of main-stream ideology. Xi Jining emphasizes that the innovation of propaganda and ideological work is to give priority to that of ideas, means and grassroots work.[3] Hence, main-stream ideological education should fully utilize new media such as internet and effectively seize the commanding heights of disseminating information in order to better play the leading role. Taking advantage of advanced internet technologies, we can combine online words, pictures and audio visual materials together to make the pluralistic three-dimensional courseware which is informative, entertaining and ornamental, all of which help visualize and materialize the abstract content of main-stream ideological education. The traditional places of college students’ main-stream ideological education, such as classroom, conference room, cinema and education base, are relatively narrow and limited, while new media can break down the barriers of time, space and wired networks, helping college students interact with each other on the internet at all times and all places. It is thus obvious
that new media makes the previously narrow limited space become more open and broadens the communication channel between educators and college students and extends communication platforms. Teachers may utilize micro-blog and Wechat to answer the problems about which college students are concerned, and to promote the spread of ideology among college students. We conclude that it’s necessary for college students’ main-stream ideological educators to make full use of mobile phone, network, micro-blog and Wechat to enhance contemporaneity and efficiency of this education.

**Strategies for Methodology Innovation of College Students’ Main-stream Ideological Education in the New Media Era**

There are varied methods of college students’ main-stream ideological education and with the development of society these methods are being steadily improved, which in any case can’t do without main-stream ideological educators. Only when teachers believe in main-stream ideology can students believe and the educators should unswervingly carry out education of Marxism-Leninism, Maoism, Deng Xiao-ping theory, Three Represents, and Scientific Development Concept, to college students. At present, new media has become an important factor that affects college students’ cognitive styles and behavior patterns, so the educators should take advantage of new media to strengthen college students’ main-stream ideological education.

**Grasping College Students’ Thought Thread by Means of Micro-blog**

With the emergence of micro-blogging sites, micro-blog has gradually penetrated into every aspect of concurrent colleges and has been a means for college students to get and exchange information and to express their emotion. Up to the end of December 2012, the number of micro-blog users reaches 309 million, an increase of 58.73 million over the previous year, the micro-blog access and delivery of a significant number of users occurs in the mobile phone terminal. By the end of 2012, the number of mobile phone micro-blog users has amounted to 202 million and up to 65.6% of the micro-blog users utilize mobile phone terminal to land micro-blog. For college main-stream ideological education, micro-blog not only is an advanced media but also changes the ideas of ideological education. Micro-blog may help users publish instant messages and facilitate their one-to-many interaction with others, which has extended the time and space of ideological education. And micro-blog makes an average person source of information that will be quickly spread throughout the world. Colleges and universities ought to make great efforts to develop their own micro-blog information messaging platform systems, to know and master college students’ ideological and political state, and to open channels of transmitting main-stream ideological information by micro-blog. For example, on the two conferences, delegates and representatives collect public opinion and carry out researches. Therefore, colleges should make use of new media to carry out main-stream ideological education and capture the commanding heights of college students’ main-stream ideological education as well as conforming to the trend of rapid new media development. They ought to grasp college students’ thought thread, promote the method and style of ideological education by utilizing the micro-blog advantages of convenience, speediness and wide sphere of influence, and expend the impact of main-stream ideology on college students by micro-blog.
Taking Advantage of Wechat in the Spread of Main-Stream Ideology

Today, on campus, as an emerging instant mobile phone application, wechat is so enthusiastically pursued by college students that nearly all of them use micro-blog. As a new social media, the number of micro-blog users in China has amounted to 500 million up to the end of 2014, only second to QQ. In theory, the development of micro-blog provides main-stream ideology with a new channel which may transmit and strengthen main-stream ideology with the help of every micro-blog account, every micro-blog public platform, and even every mobile terminal participant. It is clear that micro-blog has strongly influenced our life and become the forefront of ideological competition. Main-stream culture and elite culture have been effectively replaced by information culture which, as daily ideology, becomes the main carrier after diluting and selecting mainstream ideology.[5] Nowadays, many government departments communicate with the masses by micro-blog, which means that main-stream ideology makes full use of mass unconsciousness and broad coverage in order to fundamentally strengthen the recognition of main-stream ideology. College educators may communicate with students by micro-blog at all times and places and students may express their ideas, thoughts, experiences and feelings in the same way. Micro-blog has become a way of our life which expands the effective coverage of main-stream ideology. As a result, for adapting to the times and the social development, dealing with the western anti-China forces, and transmitting socialist ideology, colleges must construct the position of Marxism in the field of micro-blog and adhere to the leading role of socialist core values.

References


