Study of Ideological and Political Education from the Media Age

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Abstract

With the new media is both an ideological and political education in different disciplines intersect theoretical proposition, but also has a distinct times and practicality. We must clearly recognize that the impact of new media forms of ideological and political education, research challenges the ideological and political education in the new media era faced, explore new ways of new media era ideological and political education work, new methods to further strengthen and improve ideological and political education under the new situation.

Keywords: Since the media; Political; Education

1 INTRODUCTION

Since the media as an important carrier of ideological and political education of college students, its advantage lies in its ability to give full play the advantages of network information, so that information resources are always open, regardless of time limits. Students can achieve the learning content selection autonomy, individuality, so that the original form of teaching to teach the main changes to the school-based.

2 The Present Situation of Contemporary College Students

First, college students as young, open-minded about new things easily interest. However, due to their mental level is still in the growth phase, the self-control is not strong, vulnerable to the temptation of the outside world. As a new society high-quality talent, college students are receptive to new ideas and concepts, not rigidly adhere to old things, old concepts of perseverance, innovation, bold practice.

Secondly, although the majority of adult college students, but that did not experience honed social thinking is not mature enough, the lack of self-discipline, values blur. On the one hand, they insist on personal independence, I believe that self-judgment, advocates independent thinking, independent choice; on the other hand, they easily lost our sense of right and wrong, others, blindly follow the trend.

Finally, there are now college students stress and negative emotions come from many areas of family, social, personal and emotional, and very easy and because extreme emotional, psychological suppressed if it is not a good catharsis and guidance, is likely to become incorrect ideas, or psychological problems, and some may be on the road to delinquency. In a nutshell: the ideological and both mature side, but also immature side; both independent and easy to trust others, there is a great shortage in right and wrong, the ability to think rationally.

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3 Challenge new media era of ideological and political education

Under the background of the new media era, people's social life had a tremendous change. Open new media technology, concealment and interactive features for both ideological and political education has brought a rare opportunity, but it is these features increase the difficulty of ideological and political education work, making the ideological and political education under the new situation work is facing new challenges.

Philosophy ideological and political education challenges. With the transition between the way people communicate, and Intersubjectivity Philosophy rise of the concept, the main ideological and political education into a new political ideological education research in China. The famous scholar Zhang Yaocan intersubjectivity ideological and political education is defined as: "inter-subjectivity of ideological and political education refers to the subject - unified object relationship between these two, so that ideological and political education is the so-called inter-subjectivity - the body and the body politics education."

In the new media environment, the main ideological and political education among the more prominent. How to use new media to carry out a good ideological and political education, ideological and political education to realize the concept of the one-way to two-way interaction instill change is a major challenge currently faced by ideological and political education.

Background of ideological and political education work is facing changes and new media age, the dissemination of information on the time, space and content in a "barrier-free" state, in which the anonymity and the relevant legal construction imperfect information dissemination, but also lead to a new era of media disorderly development of information, people have access to information from the new media controlled randomness and difficult, a lot of bad information to the traditional values and moral thought posed a serious challenge, and even had a negative impact on social life. This situation is not conducive to people, especially young people are in the shape of college students a firm Marxist stand, establish a scientific outlook on life and values, to the ideological and political education has posed a serious challenge.

Job requirements faced by ideological and political education reform, to break the traditional ideological and political education, the use of new media and the educated were equal freedom of communication, so as to ensure the effectiveness of ideological and political education, ideological and political education under the new situation in terms of work ethic, work methods and other new requirements for the ideological and political education workers raised. Therefore, the ideological and political education workers adhere to the times, familiar with the new media, update an existing idea, reform work, to improve the work of thinking, the ability to use new media to improve the ideological and political education work is to meet the inevitable challenges of the new media era Claim.

4 Opportunities Ideological and Political Education Work facing from media
4.1 Since the media broke the ideological and political education of the limitations of time and space

Since the media rich content in addition to the Internet age, open to the environment,
spread fast, wide coverage and other characteristics, personalized, randomness, interactivity and popularity is its self-evident advantages. With these advantages, the media has provided a new position for the ideological and political education, the platform. Since the media broke the ideological and political education work space boundaries, quick and easy, as long as there is from the media where students are free online consultation to teachers to discuss their concerns, they can also exchange ideas with classmates. Moreover, by obtaining from the media or publish information in operation more simple, more concise content also spread more acceptable. At the same time, the original is relatively small, a single educational space into an open, pluralistic education space, and more time-sensitive and broad resistance, which for the student to access information quickly and efficiently create a good environment in the era of information explosion. In this sense, time and space and speed with ideological and political education from the media time and space and speed for forward relations.

4.2 Two-way channels of information on the impact of student values

In the traditional media platforms, students get information mainly from newspapers, television media, the family, the school's one-way transport. With the development of the network, the establishment of various types of network communication platform, access to information and of expression and pluralism Students channels showing two-way. Compared with traditional media, since the media the biggest feature is the transmission of information from the past into a one-way transmission two-way transmission. Ordinary people cannot understand the information through the network, but also as the main broadcast information, which allows ordinary people to become not just recipients of information, but also has become a disseminator of information and the ability of the manufacturer. When traditional media platform release information, we usually refer to the mainstream media or official media generally have reasonably content control information, dissemination of information has a positive and authority as an information publisher, the media will broadcast information bear the responsibility.

4.3 The physical and mental health of college students are affected from the media affect

On the one hand, since the media to obtain new information for students, it provides a convenient new thing; on the other hand have to meet the individual needs of students easily lead to temptation and unable to extricate themselves addicted to online. Students interested in pursuing new things, the online world to meet this demand, some students dependent on network gradually deepened, the classroom collective college students play mobile phone phenomenon has been common, microblogging, qq, visiting forums, online shopping has become a university campus pop culture, some students will be the virtual online games and chat as their own spiritual sustenance, some students indulge in the network of long-term neglect their studies and be expelled or, worse, sudden death due to prolonged addiction network, which seriously affected their physical and mental health.

College students’ access to information content. Since the media provides a way for college students a wealth of information resources and communication fast become an important way to college students to acquire knowledge and conduct of interpersonal
communication. However, since the low credibility of the media, everyone is a publisher's characteristics determine the information content of biased or distorted, due to lack of additional information on regulatory and public media literacy is not high, resulting from the media in order to meet the demands of society and the public curiosity, social abandon the pursuit of responsibility will focus on negative news, some spoof, blame the crowd out of the network using the Internet to carry out cultural dissemination and fast "through" in the virtual world, they continue to imagine the romance fiction or history, so deeply Students from the media in which you do not see the true history of the original ecosystem, even give some harbor bad intentions of the political forces to infiltrate the opportunity, should be vigilant.

5 Improve the ideological and political awareness strategies of students
5.1 Improve the media literacy of college students, ideological and political education content update

Media literacy is the ability and knowledge mode, through certain means of education and life experiences gradually built up access to information media and independent judgment of the significance of information valuable knowledge structure, is to train up to complex media selection information, understanding, question, evaluate, expression, ability speculative strain, the ability to create and produce media messages, but also a learning for all citizens. School should be a new media literacy education in the school context of quality education by organizing lectures and new media offer elective courses, popularizing knowledge of new media, new media applications related to infiltrate Course. At the same time, strengthen students' media ethics awareness and legal awareness, encourage students to establish self-awareness and the correct new media concepts, training and awareness-raising and capacity Students harmful information consciously resist, and consciously abide by the media and Ethics, the rational use of new media resources.

Ideological and political education has expanded and builds new positions. College Cultural Building of new media era requires new media and cultural construction of campus culture construction closely, including the cultural construction of campus network culture, cell phone culture, etc., into the overall pattern of harmonious campus culture, campus culture rich content, expanding campus culture, extending function of campus culture. Relying on the positive atmosphere and the advantages of College Campus Culture Construction in the current ideological and political education should also take the "real" and "virtual" a combination of front and strategies, the educational function of the new media into a large system of ideological and political education, and continue to improve and enhanced information technology, digitization, networking and multi-channel construction ideological and political education, and promote coordination ideological and political education and new media value impacts the formation of the information loop and resource integration construction of campus culture and Ideological and political Education between better to create a healthy, lively campus culture.

5.2 Innovation in the new media environment Political Education

In the new media environment, in order to enhance the ideological and political education
in rural schools of effectiveness, the key is to have a well-established, ideological and political education in rural areas in line with the characteristics of students, which requires the continuous ideological and political workers innovate. On the one hand, to innovate the traditional ideological and political education to make it meet the needs of the new media environment, efficient use of network technology to adapt to modern features, such as in the QQ group, using a mobile phone text messages and so on; on the other hand, to create new ideological and political education, the use of modern high-tech platform, effective ideological and political work, such as using a mobile phone Short message feature to carry out theoretical study and counseling to understand the students' ideological status.

5.3 Innovative forms, enhance the attractiveness

In the new media environment, innovative forms of ideological and political education must adhere to three principles: First, the combination of inheritance and innovation. To traditional ideological and political education in the form of fully reserved and appropriate injection modern elements; the second is the principle of form follows content. The new media environment is the result of scientific and technological development is the result of the impact of science and technology culture that, to some extent, is cultural development disaster. Ideological and political education bears too much history and social responsibility, which cannot influence the development of science and technology and on other considerations. "Therefore, the ideological and political education does not cater to the development of science and technology, at the expense of their own education law in exchange for temporary sought after, should adhere to educational and scientific content of the right guide to ideological and political education; third is the sound principles of ideological and political education in the form of innovation, not blindly pursue new, unique, singular, physical and mental development of students should meet the needs of society in line with the mainstream values. , in line with the law of development of human society, let the students become the cradle of new media partners and growth.

6 CONCLUSIONS

New media, traditional media do not have the characteristics, which make ideological and political education with a more broad prospects for development, reform and innovation for the ideological and political education work is of great importance, a careful analysis of the new features and new trends of new media, change the traditional concepts of education, good combination of personality characteristics and growth law of contemporary college students, new media organically bound to ideological and political education were to go in order to give full play to new media advantage, targeted to carry out ideological and political education, so that students in interaction with new media were constantly enhance their media literacy, enhance the effectiveness of ideological and political education.

References


