Research on University Ideological and Political Education Based on New Media Platform

Lutong Li

ABSTRACT

With the increasing development of new media platform, which has brought various kinds of audio-visual feast to the audience. Young students are natives of the Internet. The purpose of this paper is to analyze the advantages and characteristics of the new media platform and combine examples, exploring how to apply the new media platform in Ideological and political education in Colleges and universities.

INTRODUCTION

"2017 China Internet development statistics report" which is jointly published by China Internet Information Center (CNNIC) and related Internet units shows that, as of June 2017, the scale of Internet users in China has reached 751 million, the proportion of the student group is 24.8% which is still the highest among Chinese Internet users. [1] It means that not only do students use the Internet to study and live, but the Internet also has a great impact on student groups. Therefore, the Internet, especially the new media platform, has become an indispensable and important path for university ideological and political education.

THE NECESSITY OF THE NEW MEDIA PLATFORM IN THE UNIVERSITY'S IDEOLOGICAL AND POLITICAL EDUCATION

New media platform combines audio, video, animation, text and other forms of elements in one. The communication process has flexibility, timeliness and

1Lutong Li, Beijing Polytechnic, Beijing, China.
effectiveness. The application of new media platform to the education process of colleges and universities will inject fresh blood into the ideological and political teaching of colleges and universities, and can effectively make up for the lack and difficulties in the knowledge transfer of ideological and political classes. Under the background of Internet is becoming the main battlefield and main position of college ideology, the new media platform has emerged as a tool to improve the effect of college students’ ideological and political education.

THE APPLICATION AND COUNTERMEASURES OF NEW MEDIA PLATFORM IN THE WORK OF EDUCATION

Take Advantage of Diversification of the Network Communication, Make the Form Varied and Colorful

Young students are the main subject of education in the school. At the same time, young people are also the most loyal and largest group of fans of Internet media. They are the "natives" of the Internet. They are active and know new media network technology and have strong network discourse ability. Vast amounts of information are abstracted out, or presented in short headlines and hyperlinks in front of the audience. The audience gradually formed fragmented reading habits and network language habits in use.

According to the communication characteristics of fragmentation, personalization, multimedia of the new media platform, In the process of ideological and political education, It is necessary to disseminate new and varied multimedia contents: more close to students in the content and avoiding long discourse in the formal, Enhancing visibility and participatory and interactivity, Transforming obscure terms through audio, video, cartoons, animation and etc. This makes the monotonous text lively, readable, interesting and attractive.

On the Premise of Precise Audience and King Content, Improving the Interest of Network Ideological and Political

Both traditional media and new media, the content is king. When colleges and universities are using the network new media platform for ideological and political education, we need to put content first too. In terms of content composition, first of all, be newsworthy. Only content with authenticity and journalism can win credibility and attention of students. Secondly, the content of online ideological and political education must be close and interesting.

The information of online ideological and political education presented In a way that the student community is happy to hear and must be relevant to them, easy to read, easy to understand, easy to grasp and easy to participate in.

Take WeChat public number of Beijing Polytechnic youth league committee as an example, image-text "spring warm sun out of the room and feeling the campus"
issued in April 13, 2018, which is about the scenery, people and things around the campus in spring is created by the students themselves.

Figure 1. Total number of readers.

Figure 2. Analysis of reading sources.

As shown in the picture, the picture and text messages were issued in April 13, 2018, but that day was not the peak reading period. The peak reading period was April 14th. According to figure 2, we can see that the reading source of the picture
and text is second shared by 82.52% from the circle of friends. From this, the content of the new media platform is more suitable for the target audience, the more CTR (click-through rate) and forwarding rate can be obtained. Consequently, in the context of the new media era, content of Internet ideology and politics need to be integrated.

**Promoting the Overall Construction of Team of the Network Ideological and Political Education, Cultivating Students' Autonomy "Gatekeeper-Retransmission"**

There are some gatekeepers in these channels. Only information conforming to group norms or gatekeeper values can enter the channel of communication. "In the traditional media era, only communicators are "gatekeepers"[2]. But in the Internet age, especially in the era of new media interaction, Communication is no longer a one-way linear transmission, but reflects the characteristics of interaction. That is, the disseminator is also the receiver, and the receiver is also the disseminator. As long as the audience is willing to disseminate and receive information, especially the re-dissemination of the "gatekeeper", when they receive the information they re-add it. That’s making information more conducive to the interpretation of the target audience and purposeful re-dissemination. Thus the fission mode of "Gatekeeper-retransmission" is formed.

Based on this communication characteristic, network ideological and political education needs to train "gatekeeper" team, the internet Student Leaders group, which is including student opinion leaders, network propagandists, network commentators, Internet civilization volunteers, etc. The internet Student Leaders group have to be political, mass, and progressiveness. They are playing an active role in the influence of the peer and responsible for checking, processing, evaluating, guiding, and Bridge functional work on campus network content, monitoring and identifying malicious information and harmful remarks on autonomous Cyberspace (i.e. WeChat public platform message area, post bar, micro-blog, etc.), doing "receive - spread - second receive - second spread" for Target content of Network ideological and Political Education and forming a virtuous circle and enhancing the effect of communication. Therefore, ideological and political education realizes online and offline infiltration communication, while Formed "Teachers led, students re-disseminate, teachers and students co-management and benign interaction" network ideological and political education team.

**REFERENCES**

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