

Optimizing Media Context of Ideological and Political Education Discourse

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ABSTRACT

Context is the set of circumstances surrounding an act of speech, media working as a context has great influence on the ideological and political education discourse. Behind the rigorous media technology system is the conception of the world, social norms and perception patterns, which provide people with the way and discourse to understand the world. It is the interaction between media, information and people that mass media enter into the discourse of ideological and political education. However, there are still various challenges in the application of the media such as the ability of educators to use media needs to be strengthened, the media has lack of attraction, and all kinds of media fight as an independent unit, without realizing the resultant force. The ideological and political education discourse media context should be optimized under the following principles: both theoretical and practical principles, the combination of purpose and permeability principles, the combination of knowledge and interest principles. With the guidance of these principles, many measures should be taken to optimize the media context: Firstly, the cross-border thinking should be held and the shackles of traditional thinking should be transcended when choosing and designing the media. Secondly, media tends to be the optimal blending of oral media, text media and image media based on the utilization of various media carriers to achieve complementary advantages. Thirdly, educators should treat the new media of network education platform with an open and inclusive attitude and the courage of innovation and change.

INTRODUCTION

Context refers to the set of circumstances surrounding the occurrence of an act of renunciation (whether written or oral) is known as the speech situation[1]. Analysis of the use of a language form cannot be separated from context. Media, as the

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carrier of discourse communication, has an important influence on the communication and development of ideological and political education discourse as one of its contexts. Marshall McLuhan has put forward the conclusion that media is the message[2], which holds that mass media has evolved from information carrying tools to information itself, and constructs the way people understand and regard the world. Every change of mass media form leads to the change of information communication mode, information itself and people's communication way so as to realize the balance between the three. The application of media technology is closely related to the occurrence of events. The real-time performance of media can not only release information in real time, but also feedback information with strong effectiveness. In this information age, the effectiveness of information is very important, the more new information, the better the competitiveness of the media. With the advent of the third media era, all kinds of media have been playing its role and integration has become an inevitable trend. With the development of the information technology revolution, the mass media present new forms such as the whole process media, holographic media and all-staff media. It is necessary to grasp the law of mass media and the practice of ideological and political education, and to use media integration to promote the communication and development of ideological and political education discourse.

THE EXISTING PROBLEMS IN THE MEDIA CONTEXT

Behind the rigorous media technology system is the conception of the world, social norms and perception patterns, which provide people with the way and discourse to understand the world. The media use the isomorphism of image and sound to transmit information. Its essence is to construct new social relations and communication mode. It has evolved from individual entertainment to collective activities, political participation and cultural communication. It is the interaction between media, information and people that mass media enter into ideological and political education. After the investigation the teachers of Wuchang University of Technology, we have found that there are various challenges in the application of the media. It is difficult to enhance the good experience of the discourse audience, and then affect the effect of ideological and political education discourse (see table 1). First of all, the ability of educators to use media needs to be strengthened. Some educators do not exactly realize the role of new media and self-media in place, pay no enough attention to its importance and urgency, do not fully study the media, and are obviously insufficient in making good use of it. Secondly, the media has lack of attraction. Some network media content is out of date and isn't updated in time. As a result, it lacks of readability, sustainability, and low degree of freedom, and it has poor effectiveness, so that young audience cannot get excellent network resources. It hasn't brought visual impact and friendly feelings to audience yet. What's more, the ideological and political education discourse expression is too rigid, lacking of warmth, and it is difficult to resonate and to arouse the audience's interest in browsing. Thirdly, all kinds of media fight as an independent unit, without realizing the resultant force and the complementary advantages of network resources, co-construction and sharing.

TABLE I. INVESTIGATION DATA OF USING MEDIA.

Contents	Yes	No
1. Do you think it is important to use the media in the ideological and political education discourse?	83%	17%
2. Have you used some media in the the ideological and political education discourse?	92%	8%
3. Have you often used media to communicate with your students after class?	67%	33%
4. Have you often offered any discourse about the ideological and political education on the media?	47%	53%
5. Have your students often read the discourse you offered on media?	26%	74%
6. Can you list any more new media except QQ, Wechat, Weibo?	37%	63%
7. Do you think it is necessary to integrate the media in the ideological and political education discourse?	89%	19%
8. Do the media promote the effect of ideological and political education discourse?	85%	15%

THE PRINCIPLES OF OPTIMIZING THE MEDIA CONTEXT

Facing these challenges, there is an urgent need to optimize the media context. The ideological and political education discourse media context should be optimized under the following principles. Firstly, both theoretical and practical principles. The media context should have a certain theoretical height in order to help the audience see the essence through the superficial phenomenon of things. If the media context is persuasive and explanatory in theory, it can give the young audience great deterrence, wide rallying point and long-lasting infectivity. At the same time, the media context is the element and way of the discourse practice of network ideological and political education, and its design and use have outstanding practical nature. Media context should be closely connected with reality and facts, pay attention to integrating theory with practice, and combine theory learning with solving practical problems and puzzles in reality. Secondly, the combination of purpose and permeability principles. when we encounter the public opinion viewpoint which deviates from the mainstream values in the media context, we should take a clear-cut debate with it and oppose it with great fanfare. Meanwhile, we should focus on the design of invisible media and the use of moisturizing, silent, and osmotic modes of education. Thirdly, the combination of knowledge and interest principles. The media are to provide the audience with rich knowledge resources to meet their needs for knowledge, which needs educators to carefully design and purposefully carry out the education to young audiences with a plan and an organization, correct their ideological understanding, moral level deviation, so that they establish a correct world outlook, views on life and values. At the same time, the media should be increasingly interesting and fashionable, enhancing its attraction to the audience, actively creating a relaxed and harmonious learning atmosphere, and then mobilizing their enthusiasm to study.

THE MEASURES OF OPTIMAZING THE MEDIA CONTEXT

With the guidance of these principles, the media context will be improved. Many measures should be taken to optimize the media context. First of all, the cross-border thinking should be held and the shackles of traditional thinking should be

transcended when choosing and designing the media. The traditional ideological and political education discourse rigid and serious thinking mode should be got rid of, the boundary and barrier of discipline should be broken, to draw lessons from all advanced Internet thinking and ideas, and promote audience experience. With the support of mobile Internet, big data, cloud computing and other high-tech, the micro-platform of the ideological and political education discourse is a real-time interactive platform which is based on digital technology and utilizes mobile intelligence terminal and which is constructed and used through texts, pictures, audios, videos, so on and so forth. Discourse is mainly disseminated through micro-media, including Weibo, We-chat, QQ, App and other platforms. The spreading speed and wide range of the micro-class and MOOC have a huge impact and influence. The ideological and political education discourse should be expressed not only the story of the ordinary men, but also the deeds of the great heroes, not only with the emotional warmth, but also in the theoretical depth, not only in the historical direction but also in life dimension. What's more, the ideological and political education discourse should be devoted to solving the problems of the audience and improving its ideological and theoretical levels. It needs to realize the resonance of on-line and off-line discourse practice and the new mechanism of educating people reasonably. Secondly, media tends to be integrated. Chairman Xi Jinping pointed out: We accelerate the development of media integration, so that mainstream media have strong power of dissemination, guidance, influence, credibility, and form a concentric circle on and off network, so that all people tightly United in ideals, beliefs, values, moral concepts, and so that positive energy is stronger, the main melody is higher. Media integration refers to the optimal blending of oral media, text media and image media based on the utilization of various media carriers to achieve complementary advantages. In this information age, the effectiveness of information is very important. The more new the information is, the better the competitiveness of the media will be. The integration of mass media promotes the development of ideological and political education discourse from single discourse mode to multiple discourse modes. It can not only realize face-to-face propaganda among the subjects of ideological and political education discourse, but also make discourse more microcosmic by using graphic media, and it can form the accurate narration by character symbols. It needs to form the integration of the ideological and political education discourse by oral media, image media and text media. Mass media combines sound and image, online and offline, live and off-site, real and virtual, static and dynamic narrative modes. Thirdly, educators should treat the new media of network education platform with an open and inclusive attitude and the courage of innovation and change. We cannot ignore the impact of MOOC and micro-class on traditional classroom, and cannot merely rely on network media to give up traditional classroom. As an important carrier of ideological and political education discourse, network media should realize the organic combination with traditional classroom, make online and offline education complement each other, enrich learning forms, and promote students' autonomous learning ability and innovative spirit.

CONCLUSIONS

In a word, media have been playing key role in and brought pros and cons to the ideological and political education discourse. It is urgent to optimize the media context under some principles to enhance the effectiveness of the ideological and political education discourse.

REFERENCES

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