

Analysis on the Innovative Path of College Students' Ideological and Political Theory Education in the Era of Integrating Media

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Abstract

The advent of the era of integrated media has changed people's traditional way of information dissemination, deepened the interactive experience between people, and provided a variety of possibilities for people to obtain effective information and deepen their information understanding ability. At the same time, integrating media communication has a subtle impact on the daily life of modern college students with its own unique diversified communication methods. In order to meet the needs of the development of information dissemination at this stage, further promote the form innovation of College Students' Ideological and political education and effectively carry out the work of Ideological and political education, colleges and universities should meet the new demands of college students for information dissemination at this stage, clarify the development objectives of ideological education and flexibly use the means of financial media communication to innovate the modern ideological and political education system without changing the main idea of education, So as to realize the modernization of Ideological Education in Colleges and universities and the popularization of political theory, which will have a sustained and healthy impact on the ideological and political theory education of college students.

Keywords

Integrating media; College student; Ideological and Political Theory Education.

1. Introduction

Economic development promotes changes of the times. Under the background of the rapid development of the Internet, the form of new media in China has emerged and developed continuously. The traditional mode of information communication has been changed. New media communication has gradually replaced the original form of information communication and become the mainstream of the development of the times. The communication mode of integrated media has also become the main means for the people to carry out information communication and realize information sharing at this stage. College students, as the backbone to promote the further development of China's economy, it is the responsibility and obligation of higher education to carry out ideological and political theory education for them. It is imperative to continuously strengthen the integration of new media and educational behavior, improve educational functions, realize the ideological education management of college students in innovative forms, and optimize and upgrade educational forms.

2. Understand the Current Situation of Ideological and Theoretical Research in the Era of Integrated Media

The application and development of Internet technology has caused great changes in the information pattern of modern society. The media of information acquisition has gradually moved towards "paperless", and has successfully entered the development stage of the financial era [1]. In the process of development, the state has also constantly stressed the need to integrate and innovate the forms of information transmission with the help of new ways of information transmission, so as to realize the diversification of information transmission. With the promotion of the form of financial media, the use and research of emerging media in various fields and industries in China have been deepened and successfully entered the era of financial media. In the process of promoting the development of financial media, China continues to use financial media as the media to transmit Marxist thought, which provides new possibilities for further promoting China's ideological and political education, promoting the transformation of China's educational supply structure and ideological behavior, and building a new educational structure. In terms of communication form, financial media breaks the previous "unitary" communication pattern, breaks through the scope of time and space, simplifies the way of information acquisition, makes informatization play a role to the greatest extent, realizes information integration and initiative, speeds up the communication speed of information among people, constantly changes the identity of communicators, constantly caters to the demands of people at all levels at all stages [2], and makes information sharing and communication possible. Colleges and universities and educators should fully clarify the development background of integrated media, and carry out educational "micro integration" for the purpose of developing ideological and political education and realizing effective transmission of information. Using the communication means of integrated media to effectively transmit educational ideas and educational information, so as to promote the innovation of College Students' Ideological and political education and teaching, and improve the influence of Ideological and political theory on College Students' thought and behavior.

3. Positioning the Innovation Direction of College Students' Ideological and Political Theory Education at the Present Stage

In the innovation of Ideological and political education theory, we should combine "establishment" and "breaking". The "establishment" is the purpose, which is to clarify the educational thought, establish the correct concept of ideological education, and do not change. "Breaking" is the method, which is to break the original educational form, innovate the communication channels of Ideological and political education, and serve the realization of educational objectives. "Establish" and "break" should be fully integrated to jointly serve the cultivation of talents with all-round development of thought and behavior.

3.1. Adhere to the Main Role of Educational Ideas in the Innovation of Educational Methods

Education should be people-oriented. The purpose of developing education is to cultivate high-quality and high-quality talents for the country. The educational concept of "humanization" is revealed in all the courses offered by college students. Therefore, in the innovation of Ideological and political theory education, colleges and universities should firmly grasp the concept of education and education. In the course of Ideological and political theory, teachers should clarify the ideological leading role of education for college students, adhere to the correct political position, clarify their educational responsibility and mission, and innovate the form of curriculum communication on this basis to make it meet the development needs of the times at this stage. At the same time, carry out the linkage of online resources and information,

change the transmission behavior, combine with innovative teaching methods such as communication teaching and expansion teaching, stimulate students' thinking and enable students to conduct independent research.

3.2. Find the Internal Relationship Between New Media Behavior and Education and Teaching

Education and teaching has its particularity and regularity in the development process, and the ideological and political education curriculum of college students also has its own development law. Colleges and universities should correctly understand the development law of Ideological and political theory, deeply explore the ideological commonness, combine the external means of education with the internal thought, realize the practicality of educational theory, truly integrate the integration of media technology into educational practice, build the internal relationship between media and education, and truly realize the invariable educational concept and changeable educational form, so as to give full play to the educational efficiency to the greatest extent and obtain the teaching effect of "1 + 1 > 2".

4. The Key Point of Effective Implementation of Ideological and Political Theory Education for College Students

4.1. Deeply Understand the Impact of the External Environment on People's Thoughts and Behaviors

In the era of integrated media, people's access to information is increasing, and everyone can be the promoter and beneficiary of new media. In the process of ideological, political and cultural infiltration, colleges and universities blindly stick to the traditional education mode and lengthen the acquisition cost of education, which will make students have negative psychology. If educators can not carry out knowledge infiltration by more innovative means of communication, they will be gradually replaced by modern fragmented backward ideas. Therefore, colleges and universities should actively study modern information technology, connect modern information technology with education and teaching, cater to the current information acquisition mode of college students, break through the barriers of traditional education forms, and realize the integrated development of educational thought and modern technology.

4.2. Pay Attention to the Transformation of Educational Forms

Traditional education and teaching methods mainly focus on unilateral knowledge transmission and lack of interaction with students, which leads to students' mastery of knowledge and can not achieve the expected effect. With the advent of the new forms of communication between the educational subject and the modern educational group, we should continuously optimize the traditional forms of knowledge exchange and the modern forms of communication between the educational workers and the modern educational groups, so as to achieve a profound understanding of the new forms of communication between the educational subject and the modern educational group, Give play to educational efficiency.

4.3. Understand the Disadvantages of Educational Content

Traditional education often focuses on the key points of education and ignores the overall mastery of educational knowledge, which leads to the uneven supply and demand of education and the lack of effective connection between knowledge and knowledge, resulting in the difference between supply and demand and the decline of students' cognitive interest in knowledge. At the same time, in the era of integrated media, people have multiple channels and forms to obtain knowledge. If educators can not meet the needs of students and teach with self-focus, they will further stimulate contradictions. Therefore, efficient workers should actively

understand the knowledge needs of students and provide them with effective knowledge "supply".

5. Innovate the Methods of College Students' Ideological and Political Theory Education in the Era of Integrating Media

5.1. Enhance the Cognition of Colleges and Universities on Educational Media

In the era of integrating media, promoting the internal relationship between traditional education forms and new media and further Innovating College Students' Ideological and political education methods are the inevitable requirements of social development. In order to optimize the educational level of colleges and universities and promote the educational process, we must explore the internal relationship between all media technology and the development of education and teaching with the help of the communication channel of integrated media, change the thinking mode of educational subjects, enhance their own Internet awareness and strengthen their thinking ability for modern information media.

5.2. Optimize the Teaching Content

The content of the ideological and political education course focuses on the dissemination of knowledge, fully understands the role and dissemination mode of financial media in education and teaching, explores the development characteristics of students, integrates resources and refines the content of Marxist thought, and "beautifully packages" its educational resources through financial media, so as to increase its ideological guidance on the basis of meeting the learning needs of college students. Through the discussion and research of network knowledge, strengthen its effective filtering ability for online information, truly integrate education into life, expand educational forms, realize the complementarity of online and offline education, and avoid the disconnection between education and the times.

5.3. Construction of College Education Platform

In the process of social development, financial media provides new choices for students' life and learning, and changes the original single concept of educational life. If colleges and universities want to promote the improvement of ideological education, they should actively change the teaching forms, promote the integration of offline teaching and online virtual communication forms, and give full play to the educational efficiency in a more life-oriented and convenient way. Build a new media application platform for college students in the form of student education and teaching, resource sharing, ideological and cultural communication, combine entertainment and teaching, change the educational position, and optimize the ideological and political theory education.

6. Conclusion

The era of integrated media has both impact and opportunity on College Students' Ideological and political theory education. In carrying out ideological and political work, colleges and universities should actively change the disadvantages of the traditional educational behavior mode, comply with the development needs of the times, actively integrate educational behavior with integrated media technology, build a new form of education with integrated media as the carrier under the guidance of educational thought, innovate the mode, give full play to the dynamic role of integrated media, and truly integrate ideological and political theory into and serve life, So as to truly realize the innovative development goal of College Students' Ideological and political theory education.

Acknowledgments

This work was financially supported by research Project number FYB2021008 fund.

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