

# Research on the Construction and Development of New Media Platform for Network Ideological and Political Education in Colleges and Universities

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## Abstract

Ideological and political education can effectively improve students' personal quality and promote their better growth and development. Therefore, it is of great significance to strengthen the research on ideological and political education. At present, more and more colleges and universities have built a new media platform for online ideological and political education, which can effectively improve the effect and quality of ideological and political education. However, there are also some problems and shortcomings in the practical application process, such as insufficient quality of platform content output. Therefore, it is necessary to understand the current situation of the construction of new media platform for online ideological and political education in colleges and universities, and effectively explore the important factors affecting the construction of new media platform for online ideological and political education through literature review and data analysis, and explore effective ways to improve the construction and development of new media platform.

## Keywords

Colleges and universities; Ideological politics; New media platform.

## 1. Background

The school is a place for teaching and educating people. The school should not only teach students professional knowledge and improve their theoretical knowledge reserves, but also cultivate students to establish a correct world outlook and outlook on life and help them become talents with excellent moral character. Therefore, schools must pay full attention to ideological and political education, fully realize the importance of ideological and political education for students' personal growth and development, constantly highlight the status of ideological and political education in the teaching process, and help students grow and develop better. In particular, we should make full use of the new media platform to further deepen the teaching effect and quality of ideological and political education.

## 2. The Problems

First, the significance of the construction and development of new media platform for network ideological and political education in colleges and universities to attract students' interest. Strengthening the construction and development of new media platform for network ideological and political education can effectively attract students' interest in learning and improve their enthusiasm for learning. Under the traditional teaching mode, students lack enthusiasm and initiative in learning ideological and political content, and some students are not devoted enough in the classroom teaching process, and even use classroom time to do

things unrelated to ideological and political learning. This is mainly due to some students' lack of understanding and cognition of ideological and political content, and their failure to realize the importance of ideological and political learning. It is also difficult for ideological and political education to stimulate students' interest in learning and give them a better visual impact. By building a new media platform for ideological and political education, we can give students a brand-new learning experience, effectively improve their enthusiasm for learning, help students better understand and recognize the content of ideological and political education in the learning process, and feel the charm of ideological and political education, thus effectively mobilizing the enthusiasm and initiative of students.

Improve the teaching effect. Strengthening the construction of new media platform for network ideological and political education can also effectively improve the teaching effect and quality. In the traditional teaching mode, teachers are the masters of classroom teaching, and all teaching activities are carried out around teachers' will, which leads to students' lack of participation and immersive experience and affects the teaching effect and quality. At the same time, the teaching methods used by teachers in the teaching process are relatively simple, and most of them follow the textbook teaching content, which will seriously affect the charm of ideological and political courses to a certain extent, and will also affect students' understanding and absorption of knowledge. By building a new media platform for ideological and political education on the Internet, this dilemma can be effectively broken, and students can be given more diversified channels to help them better understand and learn the content of ideological and political education and meet their learning needs. At the same time, the application of the new media platform can also give students a richer teaching experience and improve their learning effect and quality.

Grasp the right to speak on the Internet. Strengthening the construction and development of new media platforms can also effectively ensure that colleges and universities have the right to speak on the Internet. At present, the network has deeply affected all aspects of people's lives and has far-reaching applications in all walks of life. For current students, the network is a very important part of their study and life, and it is also an important factor that affects students' thoughts and behaviors. Especially in the non-real-name registration system development environment, more and more people speak freely in the network, which further aggravates the complexity of the network environment without being responsible for their words and deeds. Students who spend a long time and energy in the network are easily influenced and interfered by network-related information, which may further affect students' personality, thoughts and even their future growth and development. Therefore, colleges and universities must further seize the right to speak online by building a new media platform for online ideological and political education, instill more positive information into students, and help them make better progress and development. In addition, it can also create a good campus atmosphere and ethos, reduce accidents and conflicts, effectively improve the image of the school, gain the trust of parents and students, and improve the competitiveness of the school.

Second, the status quo of the construction and development of new media platform for ideological and political education in colleges and universities the degree of integration is insufficient. The integration between ideological and political education content and new media platform is relatively shallow, which will also affect the effect and quality of ideological and political education to a certain extent. First of all, some teachers have some deviations in their understanding and cognition of the new media platform. Some teachers don't think it is necessary to apply new media platform in the process of ideological and political education, and don't realize the significance of new media platform and its importance to students' personal growth and development. In the teaching process, they still follow the traditional teaching methods and use traditional teaching tools, which further affects the teaching effect and quality. Although some teachers realize that the application of new media platform can

promote the effect and quality of ideological and political education to a certain extent, their understanding and cognition of the new media platform are not in place. They just rely on the new media platform to instill theoretical knowledge and content related to ideological and political education into students unilaterally, and the selected content is far from students' real life, which will also affect the effect and quality of the application of the new media platform to a certain extent. Secondly, some teachers' application ability and level of new media platform is relatively limited, which will also affect the effective integration of new media platform and ideological and political education to a certain extent. Some teachers are relatively older, and their ability to accept new things is relatively weak. Their understanding and cognition of new platforms such as Tik Tok, Weibo and Today Headlines are relatively limited, and they can't master the application methods of new media platforms. In the actual application process, they don't give full play to the characteristics and advantages of live chat interaction of new media platforms, which will affect the teaching effect and quality to some extent.

The mechanism is not perfect. The relevant system of new media platform construction is not scientific and perfect, which will also affect the teaching effect and quality to some extent. First of all, there are relatively many university systems, including the party group system, the student-worker system, the publicity system, etc. Each system has its own new media platform, which leads to the lack of integration of new media platforms, which seriously affects the effectiveness and quality of education. Secondly, the management system is not scientific and perfect, which will also affect the teaching effect and quality to a certain extent. Some schools have not formulated relevant systems for the construction and development of new media platforms, which leads to the lack of strong guidance and norms in the process of work development, which affects the efficiency and quality of work. The audit mechanism is not sound and perfect, and there are relatively many audit processes that need to be passed in content output, which affects the timeliness of content release and the education and guidance of students. Some schools don't have a mechanism to deal with emergencies, so they can't make effective supplements and improvements in time when they encounter special circumstances or public opinion events. In addition, the relatively strong mobility of the operation team will also affect the operation effect and quality of the platform to a certain extent. At present, most of the new media platform operation team members selected by some colleges and universities are students, and the students' academic pressure is relatively large, which leads to the operation time of the new media platform is not fixed enough. When students quit the operation team for personal reasons, it takes a long time for newly added students to get familiar with it. Because of the relatively strong mobility among students, the composition of the operation team is not stable enough. At the same time, the ability and quality of the operation team are relatively limited, which will also affect the operation effect and quality of the platform to a certain extent [3]. Due to the lack of necessary training for the teachers and students in charge of the platform operation, their working ability and quality are relatively lacking, especially they are not keen enough to capture hot information, do not respond in time and effectively, are not attractive to students, and lack a high level in content screening and output, which does not really play the guiding role and value of ideological and political education.

The content is not attractive enough. The content output by the new media platform is unattractive, which is also an important factor affecting the effect and quality of ideological and political education. The content introduced by colleges and universities is similar, and has not yet formed a unique development path and characteristic orientation, which leads to the lack of competitiveness of the content and can not meet the actual needs of students. The content form is relatively fixed and single, and most of them are launched in the form of graphic combination. However, in the current environment, the form of graphic combination is difficult to surpass the influence of short video, which will also affect the development and operation effect of the platform to a certain extent.

Third, the effective measures for the construction and development of new media platform for network ideological and political education in colleges and universities promoting integration. To effectively improve the effect and quality of ideological and political education, we should constantly promote the close integration of ideological and political education and new media platforms. Colleges and universities bear the burden of teaching and educating people. Strengthening ideological and political education is an important way to realize the responsibility and mission of colleges and universities. Colleges and universities must fully realize the importance of the integration of network platform construction and ideological and political education, make full use of network platform as an effective window of ideological and political education, break through the limitation of space and time, and continuously improve students' personal quality and thoughts. First of all, teachers should be fully aware of the importance of the application of new media platform to improve the effect and quality of ideological and political education, and should strengthen their understanding and cognition of the new media platform in the actual teaching process, and be good at using the new media platform to better convey ideological and political information and better help students gain and improve [4]. Secondly, teachers should strengthen their understanding and application of new media platforms. Only by fully understanding the style and application mode of the new media platform can we give full play to the characteristics of the new media platform in the actual teaching process, attract more students and effectively improve the enthusiasm and initiative of ideological and political education. For example, teachers can convey the contents related to ideological and political education through the fixed WeChat WeChat official account and write related manuscripts, thus expanding the influence scope of WeChat WeChat official account, attracting more people to understand and apply the contents of ideological and political education, truly strengthening the baptism of self-spirit and improving personal quality.

### 3. The Solutions

Improve the mechanism. To effectively improve the effect and quality of ideological and political education, we should also fully establish and improve the management mechanism of the new media platform. First of all, we should improve the management system and give full play to the leading role of party organizations. Party organizations in colleges and universities should fully realize the importance of the application of new media platforms, establish and improve related working mechanisms, build a scientific and reasonable management system, effectively implement the responsibility system, and improve management efficiency and quality. We should also strengthen information sharing and promote the interaction and communication between different platforms, so as to give full play to the influence, communication and cohesion of different platforms and promote the better development of ideological and political teaching. Colleges and universities should improve the new media filing system, fully incorporate the new media platform into the management system, and only after the audit can it be promoted and operated, and it needs to pass the annual review. The platforms that find problems in the annual review process should be dealt with and improved effectively in time. In order to effectively manage the information published by the platform, all the announcements published by the platform need to be within the scope permitted by laws and regulations and conform to the rules and regulations of the school. Secondly, a supervision mechanism should be established. The national laws and regulations on new media platforms are more and more informative, which can better guide the normal operation and development of new media platforms. Schools should pay full attention to the supervision mechanism, actively promote the hierarchical management mode, the school propaganda department should strengthen the overall planning and management of the school-level platform, and the heads of various departments need to manage and be responsible for the new media platforms

operated by their own departments, and continuously improve the management efficiency and quality of the new media platforms [5]. It is necessary to actively allocate supervision departments and supervision staff, implement reward and punishment mechanisms and audit mechanisms, better supervise the operation of new media platforms, create a good atmosphere and ethos, and better promote the effective development of online education. Finally, it is necessary to arm the team and effectively improve its working ability and level. It is necessary to strengthen the education and guidance of team members and constantly improve their literacy and ability. It is necessary to pay attention to the theoretical knowledge training for team members, improve their theoretical ability and level, and also strengthen their technical training to improve their technical strength, so as to better ensure the normal operation of the network platform. It is necessary to equip a supervision and management team to improve the management ability and theoretical level of the supervision and management team. In the network world, any little thing may ferment into a big event, which will have extremely bad influence. Therefore, we must fully realize the development status of the network society, equip a professional public opinion supervision team, monitor the possible problems and hidden dangers in the process of network platform in time, solve and deal with them in time, and ensure the normal operation of the network platform to the maximum extent [6]. It is necessary to organize relevant training in time to help team members to strengthen their understanding and mastery of new media technologies, and to better understand the current directions and trends that young students are interested in. It is necessary to push the content closely related to students' current learning in time to better meet their needs. It is necessary to continuously improve the stickiness between users and platforms, make full use of the specific characteristics of communication and interaction of new media platforms, strengthen the understanding of users, and constantly adjust the content and form according to the specific feedback of users, so as to continuously improve the effect and quality of teaching and educating people.

Improve the quality of content. To effectively improve the content quality of online ideological and political education, we should constantly enrich the content connotation and essence of online media platform. First of all, we should strengthen the export of mainstream values. It is necessary to fully combine the contents of intellectual, ideological and interesting ideological and political education, and strengthen the propaganda and guidance of mainstream values according to students' hobbies and specific characteristics, so that students can get full positive energy and improve their enthusiasm for learning. Secondly, we should balance quality and quantity. In order to get more traffic, some platforms output more content, covering almost all aspects of students' daily life and study. In order to get attention, the platform works are entertaining. Although it can attract students' attention to a certain extent, it is difficult to give students more substantive guidance. In the long run, it will affect students' recognition and evaluation of the platform. Therefore, the platform must bend down to engage in content output, fully combine the current political hotspots of the country, the school history and school situation, the daily life and study of students, and the concrete deeds of outstanding students, so as to effectively improve the value of the output works and help students better establish a correct world outlook, outlook on life and values. It is necessary to strengthen the integration of popular factors and improve students' enthusiasm and initiative in watching and learning. We should use more expressions that students are interested in, or hot words in the current network, so as to effectively attract students' attention, make students more interested in reading and ensure the effective development of ideological and political education. To strengthen the capture of hot events, the network platform should fully combine current events, hot topics, major festivals, etc. when expounding the content, so as to give students a more impactful display, thus effectively improving the vitality of the new media platform.

## 4. Conclusion

The construction and development of new media platform for ideological and political education in colleges and universities can effectively attract students' interest, improve students' learning effect and quality, and also effectively enhance colleges and universities' right to speak on the Internet, so as to avoid students being misled by wrong words and deeds on the Internet. However, we also need to realize that there are some problems and deficiencies in the construction and development of new media platforms in some schools, such as insufficient integration, imperfect mechanism, and insufficient content appeal. Therefore, we must constantly promote the effective integration of new media platforms and ideological and political education, improve the readability and influence of content, and help the effective development of ideological and political education. We must constantly improve the management mechanism of new media platforms, improve the operation effect and quality of new media platforms, and continuously improve the product quality of new media platforms and enhance their appeal to students.

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