

Facing the New Era: Supply-side Structural Reform of Civic Education in Private Colleges and Universities under the Environment of Integrated Media

Ke Wang

School of Marxism, Geely University of China, Chengdu, Sichuan, China

Abstract

With the rapid development of information technology, the blended media environment has evolved into a new stage for ideological and political education. This transformation urgently requires structural reforms in the supply side of ideological and political education at private universities to meet the demands of the era. Through an in-depth analysis of the current status of ideological and political education at private universities in the blended media environment, this article reveals the profound impact of technological changes on ideological and political education, as well as the main issues and challenges faced by private universities in this field. Aligning with the theoretical framework of supply-side structural reform, the article discusses the specific pathway for the reform of ideological and political education at private universities, including the construction of the teaching staff, innovation in educational content and forms, and the improvement of evaluation mechanisms. Furthermore, in terms of implementation approaches, the article puts forward strategies such as policy support, financial management, and institutional innovation. These explorations aim to enhance the adaptability and effectiveness of ideological and political education at private universities, thereby cultivating high-quality talents that meet the needs of the new era.

Keywords

Integrated Media; Private Colleges and Universities; Civic Education; Supply-side Structural Reform.

1. Introduction

In the new era of China, private universities bear the important mission of cultivating innovative talents. Ideological and political education, as an important way to improve students' comprehensive quality and guide young students to establish correct values, is increasingly prominent in its importance. The digitalization of content, the diversification of forms, and the instantaneity of interactions brought by the integrated media environment are changing the way students access information and their thinking habits. In this context, private universities urgently need to adapt to the trend of thought and political education, promote structural reform from the supply side. This is not only a change in the traditional teaching model but also a systematic project to comprehensively improve the quality and effectiveness of education. By deepening the integration of theory and practice, innovating the ideological and political education model, private universities can cultivate high-quality talents that are more adaptable to social development and make positive contributions to the country's modernization.

2. Analysis of the Current Situation of Civic and Political Education in Private Colleges and Universities under the Melting Media Environment

2.1. Influence of Integrated Media Environment on Civic and Political Education

In the context of the new era, within the integrated media environment, the structural reform of the supply side of ideological and political education in private colleges has become an urgent task. The integrated media environment refers to the convergence and communication between traditional media and new media, different media and platforms, achieved through modern information technologies such as the Internet, mobile terminals, big data, and cloud computing. Such an environment has a profound impact on the practice of ideological and political education. Currently, how should ideological and political education in private colleges adapt and innovate amidst this wave is a major issue facing educational professionals. The integrated media environment provides abundant resources and flexible channels for ideological and political education. The convergence of diverse dimensions of information on online platforms allows educators to draw upon different cultural elements to enrich teaching content. The diversity and openness of this environment inject vitality into the innovation of ideological and political education, driving traditional educational models towards a more vivid and interactive direction. However, the integrated media environment also poses challenges to ideological and political education. The diversification and fragmentation of information in the online space can easily lead to a dispersion of students' values and a weakening of their sense of identity. Many students in private colleges, especially adult learners, possess strong autonomy, and their ability for self-selection of information and critical thinking is often more intense, hindering the dissemination of a unified ideological and political education concept. In response to this phenomenon, what strategies should private colleges adopt? The answer lies in a deeper understanding and practice of the structural reform on the supply side. The supply side refers to the structure and quality of goods and services provided by producers to consumers within a specific economic system. Applying this concept to ideological and political education involves adjusting and optimizing educational content, form, and methods to make them more pertinent to students' reality and better able to stimulate their learning interests [1]. To achieve this goal, private colleges should thoroughly analyze students' learning needs in the integrated media environment, harness big data analysis technology to unearth points of interest among students, and use this information to design courses and activities. Additionally, appropriately leveraging integrated media technologies, such as creating micro-courses, interactive Q&A sessions, and learning communities, can imbue ideological and political education with a stronger sense of participation and practicality, thereby improving the quality of education. Furthermore, the ideological and political education efforts in private colleges also need to cultivate an educational environment that is enjoyable for all, holistic, and comprehensive. This requires educators to not only utilize integrated media resources in classroom teaching but also extend the reach of ideological and political education into students' daily lives through activities such as clubs, voluntary services, to enhance the targeting and effectiveness of ideological and political education. In conclusion, the structural reform of the supply side of ideological and political education in private colleges within the integrated media environment is a process that requires comprehensive strategies, continuous research, and exploration. Through such reforms, not only can the quality of ideological and political education be enhanced, but it can also promote students' comprehensive development and the establishment of socialist core values.

2.2. Problems and Challenges of Civic Education in Private Colleges and Universities

In the era of convergent media, private colleges' ideological and political education is facing unprecedented opportunities and challenges. With the rapid development of new media technologies and the diversification of information dissemination channels, the traditional model of ideological and political education is undergoing major changes. The diverse sources of information have introduced new points of divergence in the establishment of values and ethical norms among teachers and students. The traditional teaching mode and content are proving inadequate in the era of convergent media, failing to meet the diverse needs of students. Faced with a multitude of voices and information from the internet, students' ideological concepts have become more diverse, while private colleges are often constrained in the allocation of ideological and political education resources, making it difficult to provide education support at the same level as public colleges. Under the impact of the internet public opinion environment, ideological and political education in private colleges tends to be marginalized. In the era of convergent media, where information is timely and interactive, traditional ideological and political education content is not updated in a timely manner, making it difficult to form teaching realities closely connected to students' daily lives. The growing personalized needs and critical thinking of students also present new requirements for ideological and political education. Moreover, the lack of a targeted information screening and processing mechanism is another major challenge faced by private colleges. In the vast online world, students encounter a large amount of information, not all of which is positive. Without an effective information filtering and guidance mechanism, students are likely to be exposed to content that contradicts the goals of ideological and political education, leading to wavering in their ideals and beliefs. In the backdrop of convergent media, these issues are more prominent, as they not only affect the effectiveness of curriculum content but also the accessibility and credibility of ideological and political education [2].

3. Theoretical Framework of Supply-side Structural Reform

In the midst of rapid development of new media technologies today, private colleges' ideological and political education is embracing unprecedented opportunities for transformation. The structural reform of supply side, as a key economic strategy, has been widely embraced and interpreted in the field of education in recent years, especially in terms of the content and methods of ideological and political education. In the era of integrated media, the structural reform of the supply side of ideological and political education in private colleges should be based on content enhancement, innovative approaches, and the improvement of interactive mechanisms, in order to enhance the coverage, effectiveness, and quality of education. Content enhancement involves reinforcing theoretical knowledge under the premise of telling the "Chinese story", emphasizing not only understanding the grand narrative of national development, but also integrating social hot topics, historical heritage, and students' daily lives. By incorporating the modern context of national development and an international perspective into theoretical education, the educational content is enriched, fostering students' national awareness and historical responsibility. Ideological and political courses should reflect the spirit of the times, continuously update teaching materials, embody contemporaneity, and guide students to accurately grasp the direction of national development. Innovative approaches refer to the deep integration of ideological and political education with advanced media technologies. By utilizing modern information technologies such as big data, artificial intelligence, educational channels and approaches are innovated to meet the personalized needs of students while fully leveraging the advantages of traditional education. Through a combination of online and offline teaching models, exploring more interactive and engaging

ways of ideological and political education is vital. This includes, but is not limited to, online classrooms, online discussions, virtual reality experiences, to break the constraints of time and space, increasing the attractiveness and appeal of education. The improvement of interactive mechanisms is reflected in the establishment of multidimensional interactive networks between students and teachers, students, schools, and society. Emphasizing equal dialogue in teacher-student relationships, encouraging students to express themselves actively, and fostering a constructive atmosphere of speculation. By advocating a teaching logic that promotes critical thinking and creative thinking, students' learning interests are stimulated, enhancing their level of participation in ideological and political education. Additionally, private colleges should establish an open academic environment, encourage students to step out of the campus, feel the pulse of society, and aid the deepening of theoretical learning through practical activities. In an ever-evolving media environment, the structural reform of the supply side of ideological and political education in private colleges should focus on meeting the spiritual needs of contemporary students, grasping the learning characteristics, and information acquisition habits of the younger generation. By continuously optimizing supply, improving the quality of ideological and political education, private colleges will effectively establish a strong fortress for nurturing builders and successors of socialism.

4. Discussion on the Supply-side Reform Path of Civic and Political Education in Private Colleges and Universities under the Integrated Media Environment for the New Era

4.1. Strengthening Teachers and Teaching Staff to Enhance the Teaching Level of Civic and Political Education

In the backdrop of the new era, the convergence media technology, like a gentle spring breeze and nourishing rain, silently transforms the ecology of national education. As active players within our country's higher education system, private colleges hold a vital position in the contemporary development of ideological and political education, requiring urgent adaptation to the wave of convergence media. Strengthening the construction of the teaching staff is a crucial aspect in enhancing the level of ideological and political education. Quality and efficient education rely on well-rounded teachers. Private colleges should focus on the development of their teaching staff, drawing inspiration from advanced educational philosophies domestically and internationally [3]. Through regular training and learning, teachers' theoretical knowledge and pedagogical methodologies should be deepened. Amidst the surging waves of convergence media, ideological and political teachers should also proficiently grasp the skills of network information technology, adeptly utilizing new media formats such as Weibo, WeChat, short videos, etc., to engage interactively with students. This enlivens the teaching of ideological and political education, aligning more closely with the learning habits and cognitive characteristics of students in the digital age. Innovation in the content of ideological and political courses is also indispensable. Traditional courses in ideological and political theory are often perceived as dull and uninteresting. With the amplification of convergence media and the diversity in information consumption, private colleges must adjust and optimize course content, integrating current hot topics, extracting educational implications, and employing multimedia and internet resources to conduct lively and vivid teaching activities. This not only enhances the appeal and infectiousness of teaching but also allows students to receive ideological and political education in a relaxed and pleasurable atmosphere, achieving an imperceptible nurturing effect. Furthermore, establishing a normalized platform for interaction between teachers and students, through setting up dedicated discussion groups on ideological and political education, online Q&A sessions, simulated courtrooms, etc., can stimulate students' enthusiasm for participation, enabling them to learn through engagement and think through

discussions, thus ingraining ideological and political education more deeply into their hearts. Additionally, the improvement of the evaluation mechanism is particularly crucial. A scientifically sound evaluation system can effectively supervise and guide the quality of the construction of the teaching staff, ensuring the practicality of various reform measures. The evaluation mechanism needs to surpass traditional pen-and-paper exams, adopting diversified assessment methods such as showcasing achievements, case analysis, and classroom discussions, motivating teachers to innovate in teaching methods while facilitating students to comprehensively and deeply understand and grasp ideological and political knowledge. In the environment of convergence media, private colleges' structural reform of ideological and political education on the supply side urgently requires strengthening the construction of the teaching staff to elevate the level of education and teaching. By embracing a more open perspective to incorporate diverse cultures and responding flexibly to the challenges of informatization, and by earnestly grasping the pulse of the new era, only then can private colleges in the wave of change pinpoint the development positioning of ideological and political education and nurture outstanding talents required by the times. Fusion and innovation are inexhaustible driving forces propelling progress and solid means to touch the pulse of the era.

4.2. Innovating the content and form of civic education and adapting to the development trend of integrated media

In the new era of integrated media environment, private universities' ideological and political education faces unprecedented challenges and opportunities. The structural reform of the supply side holds profound significance for the development of ideological and political education, as it not only relates to the strategic task of cultivating qualified socialist constructors and successors but also affects the improvement of the educational quality and social image of private universities. In the context of integrated media environment, innovating both the content and format of ideological and political education is not just a breakthrough from traditional teaching models, but a necessary requirement to adapt to the trends of technological progress and media integration. With the rapid development of the Internet and mobile communication technologies, the integrated media environment has become the mainstream trend of contemporary societal communication. Consequently, diversified and highly interactive methods of information dissemination have transformed the traditional paths of ideological and political education and the audience's reception habits. Students are no longer passive recipients of knowledge but active filters of information. In such a backdrop, private universities need to seize the opportunity, update their educational concepts, and actively explore new models of ideological and political education that are suitable for the integrated media environment. In terms of content innovation, it is essential to integrate era themes and actual students, excavate practical educational resources. Core contents of ideological and political education should be tightly intertwined with the national development strategy, major social contradictions, and the growth needs of young students, not only vividly narrating the Chinese stories to inspire patriotic sentiments but also encompassing socialist core values such as the rule of law, integrity, and responsibility, thus creating an organic connection between theory and practice, history and reality, nation and individual. Innovations in form necessitate seizing the features of interactivity and personalization, utilizing emerging media vehicles like Weibo, WeChat, short videos, to develop diverse teaching methods and platforms [4]. By employing live classrooms, online discussions, virtual situational simulations, it enhances the appeal and interactivity of teaching, aligning with the cognitive characteristics and habits of the younger generation. Beyond making ideological and political education lively, it must deeply resonate with students, touch their innermost feelings, stimulate their contemplation and pursuit of ideal beliefs. Furthermore, to enhance the pertinence and effectiveness of ideological and political education, reforms in both content and form cannot be

done in isolation; they require the establishment of personalized educational schemes through in-depth study of the diversified characteristics of student groups. Educators can leverage data analysis tools to grasp the learning conditions and personal characteristics of students, thereby implementing precise education to ensure that the ideological and political teaching contents and methods align closely with student needs. Establishing and optimizing feedback mechanisms are also crucial in achieving innovation in content and form of ideological and political education. Through various means such as surveys, online feedback, classroom interactions, collecting timely feedback from students on ideological and political courses, carefully interpreting their feedback information, continuously adjusting and optimizing teaching strategies to achieve ongoing improvement and deepening of ideological and political education. In the integrated media environment, ideological and political education must actively explore new communication channels and educational practice fields, strengthen interactive exchanges and emotional resonances, allowing theoretical education and value guidance to reciprocally support each other. By delicately engaging in soul communication with students, when encountering innovative and diverse ideological and political contents, they will feel the warmth of ideological and political education, guiding them to correctly handle online information, nurturing good network cultural literacy and critical thinking. Against the backdrop of the new era, facing the challenges and opportunities brought by the integrated media environment, the ideological and political education of private universities must be courageous in reform and innovation. Through innovation in content and form, with a more open-minded attitude and more flexible strategies, guiding students to form correct worldviews, outlook on life, and values, establishing a solid foundation for fostering modern citizens who possess both integrity and talent.

4.3. Establishing a sound evaluation mechanism to promote the continuous improvement of the quality of civic education

In the context of the new era of integrated media, the ideological and political education of private colleges faces unprecedented challenges and opportunities. The diversification, interactivity, and immediacy of integrated media require private colleges to continuously innovate the supply-side structure of ideological and political education, ensuring the effectiveness and inclusiveness of education. To promote the continuous improvement of the quality of ideological and political education, it is particularly important to establish a sound evaluation mechanism. The evaluation mechanism refers to continuous, multi-faceted monitoring and assessment of various aspects of ideological and political education. Through precise and effective evaluation measures, the alignment of curriculum content, teaching methods, and learning outcomes with the pace of the times can be ensured, while adjusting and optimizing strategies in a timely manner to meet the needs of students. To achieve this goal, it is necessary to construct an evaluation system using scientific methods, focusing on the comprehensive quality of education. A scientific evaluation mechanism should include the integration of formative assessment and summative assessment. Formative assessment emphasizes process monitoring, encouraging students to actively explore and participate in ideological and political learning, while summative assessment focuses on determining results, evaluating the impact of ideological and political courses on students' values and ways of thinking. When implementing evaluations, modern information technologies such as big data analysis and artificial intelligence should be utilized to deeply explore student feedback and learning data, and objectively analyze the teaching process and its effects. Through technological means, learning trajectories, participation levels, and feedback from students on online platforms and social media can be collected and analyzed in real time to provide a basis for teaching adjustments and optimizations. Evaluation content should revolve around three dimensions: internalization of knowledge, enhancement of abilities, and construction of values.

In terms of internalization of knowledge, evaluations should focus on whether students have acquired necessary political theoretical knowledge. Enhancement of abilities examines whether students' ability to analyze and solve problems has been strengthened. Assessment of value construction delves deeper, investigating whether students have gained ideological awareness through ideological and political education, and whether they can internalize and externalize socialist core values in their thoughts and actions. Therefore, in the ever-changing media environment, this profound structural reform on the supply side will inject sustained vitality into the ideological and political education of private colleges, and play an irreplaceable role in cultivating a new generation capable of shouldering the great task of national rejuvenation [5].

5. Conclusion

Through an examination of the specific application of close-ups, wide shots, long shots, and montages in Chinese women-focused documentary films, this study reveals how these visual elements effectively enhance storytelling, enrich emotional expression, and deepen thematic exploration. They not only serve as tools of artistic expression in documentary filmmaking, but also offer a subtle glimpse into the living situations and psychological landscapes of Chinese women. With the aid of visual language, documentaries abstract individual experiences into universal female encounters, advocating for their pursuit of self-realization and equal rights. These visual strategies not only demonstrate the profound insights of documentary filmmakers into Chinese women's subjects but also reflect the demands of audiences and the creative logic within the societal and cultural context. Furthermore, the analysis of these visual languages not only advances research on documentary filmmaking from a feminist perspective but also provides valuable references and insights for future studies in related fields, highlighting the unique value of visual art in exploring gender issues in society.

Acknowledgments

2023 Research Project of The Sichuan Association for Non-Government Education; A Study on the Supply Side Reform Path of Ideological and Political Courses in Private Universities in the Era of Integrated Media: A Case Study of the Basic Principles of Marxism Course at Geely University: Project Number: MBXH23YB96

References

- [1] Luo Y ,Zhang J ,Yu H , et al.Lean Management Analysis of Iron and Steel Enterprises under the Supply-side Reform[J].Accounting, Auditing and Finance,2023,4(2):22-24.
- [2] CHEN B .Research on the path of collaborative education between curriculum education and civic education in colleges and universities under the perspective of curriculum civic education[J].Region - Educational Research and Reviews,2024,5(6):12-14.
- [3] Wang Q ,Zhang Q .Financial Risk Evaluation of Real Estate Enterprises under Supply-Side Reform [J]. Accounting and Corporate Management, 2023,5(5):44-46.
- [4] Shi Y ,Osewe M ,Anastacia C , et al.Agricultural Supply-Side Structural Reform and Path Optimization: Evidence from China[J].International Journal of Environmental Research and Public Health, 2023, 20(1): 11-13.
- [5] Trott D C ,Weinberg E A ,Frame M S , et al.Civic science education for youth-driven water security: A behavioral development approach to strengthening climate resilience[J].International Journal of Behavioral Development,2024,48(2):145-155.