

# Research on the Innovation Path of Network Ideological and Political Education in Colleges and Universities in the New Media Era

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**Abstract:** With the development of network information technology, new media technology has improved the disadvantages of the interaction and timeliness of traditional online ideological and political education, and improved the efficiency of college students' online ideological and political education. However, at the same time, under the impact of new media, online ideological and political education for college students presents new problems such as the urgent need for reform of the traditional ideological and political work model, the weakening of the discourse power of colleges and universities, and the imperfect public opinion supervision mechanism and response mechanism. In the face of the complex and changeable network environment, colleges and universities should dialectically use new media platforms, through adhering to the principles of party spirit, paying attention to positive publicity and value guidance for students, strengthening the construction of new media network ideological and political education platforms, optimizing ideological and political education teams, establishing and improving the network public opinion response mechanism of colleges and universities, etc., to promote the sharing of ideological and political education resources, improve the quality of ideological and political educators, create a healthy and harmonious campus network environment, and improve the quality and level of college students' online ideological and political education, so as to effectively guide college students to correctly understand society. Actively participate in social practice activities to promote the all-round development of college students.

**Keywords:** Network Civilization; New Media; Civic Education; Improvement Mechanism.

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## 1. Origin of the Problem: Challenges Facing Civic Education in Colleges and Universities under the Perspective of New Media

New media is a derivative of science and technology in the 21st century, and is a media form centered on Internet technology. New media realize information interaction, resource sharing and information communication through mobile network technology, and users can receive all kinds of pictures and audio information through mobile anytime and anywhere, while improving the reception efficiency and dissemination speed. Compared with traditional media, new media has the advantages of fast dissemination speed and strong interactivity [1]. Although the new media provides a convenient and fast platform with rich information resources for the ideological education in colleges and universities, at the same time, the development of the new media has brought about the problems of mixed contents of network information, lack of supervision and guidance measures, which have formed an impact on the ideological education of colleges and universities in China [2].

### 1.1. Exacerbating the Gap between Civic Educators and Students

On February 3, 2021, according to the 47th Statistical Report on the Development Status of the Internet in China released by the China Internet Network Information Center (CNNIC), as of December 2020, China's netizens were 989 million, with an Internet penetration rate of 70.4%, and the new media on the Internet are maturing and forming their own network discourse system. College students as the aborigines

of the Internet, the virtual dissemination of popular words has become a passport for college students to be active in the network, the language is updated quickly, and the form of meaning is dominated by the chronic and disorderly, and popular culture, which is completely different from the traditional discourse of seriousness, solemnity, stability, such as "yyds This is completely different from the seriousness, solemnity and stability of the traditional discourse, such as "yyds" and "happy" and so on. The special nature of the work of the ideological work so that the ideological workers are used to more serious, standardized expression, for the network buzzwords and network popular culture contact less, for the non-standardized expression will not produce interest in exploration, and even subconscious rejection, which will make the students feel that there is a discourse gap in the communication between the educators and the ideology of the lack of common topics, resulting in barriers to communication between the two sides, reducing the efficiency of communication, thus making it difficult to achieve the desired educational goals. Thus, it is difficult to realize the expected educational goals.

### 1.2. Catalyzing the Agitation and Collision of Multiple Ideologies

New media network content has the characteristics of spontaneity, user invisibility, and diversity of views, basically getting rid of the "gatekeepers" of the gatekeeper and control, with the development of network technology, the new media has become the main battlefield of ideological struggle [3]. Western developed countries are utilizing their absolute network resources to make China's cyberspace the focus of Western ideological infiltration and combat. At the technical level, the West firmly controls the global information network

and occupies an absolutely dominant position in the development of information technology; at the content level, English is the dominant language of the Internet, and about 90% of international news comes from the Western media, which occupies a monopoly position in the field of international news.

With the neutrality of network technology, the West promotes and popularizes Western values and culture, eroding the ideological independence and security of developing countries [4]. The spread of western culture in the student population is huge, and college students with undeveloped and mature thoughts are vulnerable to the nibbling of hedonism and money worship, which affects the physical and mental health of young students. In response to these erroneous public opinions and trends of thought, as a college student ideological and political educator, we should actively publicize the mainstream ideology from various channels and directions, and actively fight against the wrong ideology [5]. However, it must be seen that the ideological and political education of students in colleges and universities still has the problem of obvious traces of indoctrination.

### **1.3. Impact on the Working Mode of Traditional Ideological and Political Education**

The new media network is subconsciously affecting people's way of life and interaction, resulting in changes in students' cognitive thinking, and ideological education is facing an unprecedented impact. In traditional education, the educator takes the absolute initiative to screen out the wonderful and useful information and share it with the students. However, in the era of new media networks, information is everywhere, and there is zero threshold for free dissemination of free comments and reprints, so that students have new requirements for the content and form of education while receiving modernized information [6].

Compared with the new media, the traditional education model teaching method is single, lacks interest and interactivity, and the effectiveness is poorly predictable, so if the ideological and political educators continue to follow the rules, it is inevitable that the result will be the opposite of what it should be [7]. The free expression of students' wishes is not compatible with the previous unidirectional dissemination and indoctrination of education, which also puts forward a higher demand for Civic and political educators. Civics educators should change their working methods, update their theories, form unique teaching methods, and express their views in line with the trend of the times in order to attract the attention of students and make them their "fans", so that they can keep up with the pace of the times and not lose the right to speak on theories, propaganda, education, and other aspects [8].

## **2. The Value of Reflection: The Necessity of the Innovation of the Civic and Political Education in Colleges and Universities**

Ideological and political education in colleges and universities is a general term for a series of courses set up in colleges and universities to educate college students in systematic Marxist theory. The period of higher education is the most critical period before talents enter the society, and ideological and political education in colleges and

universities is one of the main teaching means to help students establish correct character and career concepts, and the education students receive in colleges and universities will have an extremely important impact on their outlook on life, values, and world outlook, and even play a decisive role in the choice of their future careers and the contribution of society. Therefore, under the trend of new media becoming more and more common and mature, it is of far-reaching significance for colleges and universities to combine the new media with the ideological education in colleges and universities.

### **2.1. Promote Educational Equity and Realize Resource Sharing**

The imbalance of educational resources has always been an inherent problem in the development process of China, and the problem of backwardness of educational resources in the central and western regions has never been properly solved. The imbalance of educational resources in China is not only reflected in the imbalance of the distribution of resources between east and west, but also in the imbalance of resource development. Civic and political education work in colleges and universities is ideological education for college student groups, which is a pivotal part of higher education.

The development of new media technology builds a knowledge platform accessible to anyone, and its interactivity makes anyone can be called the receiver of Civic and political education and the disseminator of Civic and political knowledge, which subverts the traditional mode of Civic and political education. New media provide massive information resources and a relatively fair platform for accessing resources for Civic and Political Education in colleges and universities. In terms of form, new media technology has changed the single form of Civic and Political Education teaching, so that the traditional classroom education has been transformed into a diversified and static and dynamic combination of teaching forms. In terms of teaching resources and information access, various resource platforms have also greatly facilitated educators and learners in obtaining information on Civic and Political Education, including thematic discussions, open classes, topics, etc. on major portals and platforms, which breaks down the limitations of time, geography, and identity, greatly expands the scope of dissemination of Civic and Political resources, promotes a balanced distribution of educational resources, and provides technical support for the realization of educational equity.

### **2.2. Enhancing the Effectiveness of Education and Increasing the Interest of Classroom**

According to the 51st Statistical Report on Internet Development in China issued by China Internet Network Information Center (CNNIC), as of December 2022, the number of Internet users in China reached 1.067 billion, and the number of mobile Internet users reached 1.065 billion. According to Questmobile statistics, as of March 2023, China's monthly active mobile Internet users reached 1.209 billion, and China's "Post-95" online active users amounted to 320 million, accounting for 28.1% of mobile Internet users. As the aborigines of the network, college students are more vulnerable to the influence of online media information dissemination, traditional ideological and political education, such as "teaching by word of mouth" and "teaching by text", can no longer meet the educational needs of college students in the new era, and cannot adapt to the development of ideological and political education in colleges and

universities under the perspective of new media. The development of ideological and political education in colleges and universities under the perspective of new media cannot be adapted.

In the network era, teachers can make use of new media technology to provide a more diversified, personalized, lively and interesting teaching mode. WeChat public number, microblogging and other social media provide a platform for carrying out online ideological and political education activities. Teachers can publish articles on civic and political themes, carry out civic and political knowledge quizzes, online discussions, etc., to attract student participation and improve the effect of civic and political education. With the help of online education platforms, colleges and universities can offer thematic classes on civic and political education, so that students can have a richer learning experience in online learning. At the same time, colleges and universities can also use the online education platform to record high-quality videos of Civic and Political courses, which can be used as preparation materials and teaching resources [9]. The new media technology in the category of mobile application can present the content of ideological and political education to students in an interactive way, and stimulate students' interest and curiosity more effectively through a variety of forms such as games, tests, and interactions, etc. The interactivity and virtuality of the new media are incomparable to traditional ideological and political classrooms.

### **2.3. Promoting the Innovation of Ideological and Political Work and Enhancing the Communication between Teachers and Students**

The development of the Internet is a new opportunity in the history of all walks of life, and the advanced nature of new media can provide a variety of possibilities for the innovation of the work of ideological and political education. Under the background of new media, the mode of ideological education in colleges and universities has been significantly improved, on the one hand, teachers can use new media equipment to enrich the teaching method, through the film watching, picture explanation, audio transmission way to adopt a more flexible teaching method for students to carry out the ideological education, compared with the traditional oral transmission of book knowledge, with the help of the new media education method is more novel, students accept the effect is better, and the network can break the space and time constraints. Teaching can break the space and time constraints, through WeChat, QQ and other online communication tools at any time to transfer knowledge, teachers and students can also be more direct communication and interaction. According to research, teachers and students' "face-to-face" communication is not easy to make both sides of the heart, through the new media platform, both sides of the communication is more sincere, the information transfer effect is better, the guidance is stronger. On the other hand, through the short video, animation, VR pavilion visit, can attract the attention of students, quickly resonate with students, to achieve the teaching purpose. Through the new media, students can obtain more resources for Civic and Political Education, which releases the vigor of education and guides students to learn actively and explore positively. In addition, with the increasing competitiveness of the market, the learning pressure of students is also increasing, the new media can realize the purpose of fragmented learning,

students do not need to take out special time for special Civics learning, but can take out more energy to pay attention to Civics education resources, greatly meet the diverse learning needs of students.

Comprehensively speaking, the new media is a platform for the transmission of network information with the help of the Internet, which has timeliness, interactivity, inclusiveness and flexibility compared with the traditional media, and the new media plays an extremely important role in promoting the development of society and the progress of science and technology. Introducing the new media technology into the Civic and Political Education in colleges and universities can significantly improve the teaching effect, enrich the teaching content, break the traditional teaching barriers, and make students more convenient and quicker to receive the Civic and Political Education. students to receive ideological and political education more conveniently and quickly [10]. New media technology has changed the way people get information, and at the same time, it has brought new opportunities and challenges to ideological and political education in colleges and universities.

## **3. Improvement Strategies: Innovative Path of Civic Education in Colleges and Universities under the Perspective of New Media**

### **3.1. Adhere to the Principle of Party Spirit and Focus on Positive Propaganda and Value Leadership for Students**

In the new media era, the content of college students' online ideological education should be optimized according to the characteristics of the network environment to meet the needs of college students.

Firstly, Marxist theory education should be strengthened. Strengthening Marxist theory education is not only the basic responsibility of ideological and political educators, but also the basic task of college students' online ideological and political education in the new media era [11]. Ideological and political education workers in colleges and universities should deeply recognize the importance of Marxist theory, and at the same time make good use of the new media technology means, combine Marxist theory with the current hot issues in society, and constantly enrich the content of college students' network ideological and political education.

Secondly, patriotism and collectivism education should be strengthened. Patriotism education and collectivism education is one of the important contents of the Chinese national spirit [12]. Ideological and political educators in colleges and universities should make good use of the new media platform in the new media era to tell a good Chinese story and inspire college students to love their motherland.

Finally, situation and policy education should be strengthened. Ideological and political educators in colleges and universities should guide college students to pay attention to national events, social hotspots, and changes in the development of the school, and keep abreast of the guidelines and policies of the Party and the country [13].

Ideological and political educators in colleges and universities should give full play to the role of campus media in guiding public opinion, adhere to the correct orientation of public opinion, vigorously promote the main theme, spread positive energy, and create a harmonious and stable campus

atmosphere. Campus media should be fully utilized as a platform to actively carry out related activities [14], such as organizing campus science and technology culture and art festivals, sports events, speech contests, essay contests, and opening special columns in campus media, such as "News Tracking", "Hot Spotlight", etc. These activities can effectively enliven the campus. These activities can effectively enliven the campus atmosphere and enrich campus life, and at the same time deepen college students' understanding of the policies and basic theories of the Party and the country. It is necessary to make full use of the advantages of the Internet to encourage college students to actively participate in various activities, such as organizing "three to the countryside" social practice activities, "red journey", "red book" and other online and offline activities, so that college students can have a better understanding of the Party and country policies and basic theories during their activities. We should make full use of the advantages of the Internet to encourage college students to actively participate in various activities, such as organizing "three trips to the countryside" social practice activities, "red journey", "red book" and other online and offline activities, so that college students can experience the hardships of the revolution and the hard-won good life in the activities, and thus treasure the present happy life.

### **3.2. Strengthening the Construction of New Media Network Platform for Civic Education**

The advantage of Civic and political education is that it is contemporary and can be adjusted at any time according to the changes of the times, so as to achieve the best educational effect. With the continuous development of network technology, college students can obtain knowledge and information through a variety of ways, which provides opportunities and conditions for the reform and innovation of civic education in colleges and universities, and the diversified and convenient new media platform. It not only meets the students' demand for network culture, but also improves the viscosity and activity of education. Extending the education channel to cyberspace allows more teachers to participate in the work of Civic and Political educators, solves the problem of their excessive workload, and enhances the enthusiasm and initiative of teachers to teach and educate people.

Efforts should be made to strengthen the construction of network information resource base and create a "central kitchen" for ideological and political education and teaching. Colleges and universities should establish a mechanism for resource enrichment and sharing, and realize the sharing and utilization of all kinds of high-quality ideological and political teaching resources through the information technology platform, so as to provide students with a richer, three-dimensional and vivid learning environment. Teachers should share the quality teaching resources they have mastered and collected with students in real time through the network platform, have a sense of the big picture and the overall concept, adjust the teaching strategy after analyzing and interpreting the course content in the classroom, encourage students to speak freely, express their opinions and suggestions, and actively guide the students to resonate with the same frequency and share the common construction. Finally, schools should improve the management of the network platform. Clearly define the responsibilities and

authority of managers, regularly update the content and equipment, establish a training mechanism for maintenance personnel, and strengthen the capacity building of the professional teaching team.

### **3.3. Optimize the Ideological and Political Education Team**

Ideological and political education is in the final analysis the work of people, but also the work that needs to be done by people, to continuously strengthen the construction of the ideological and political education team in colleges and universities, not only to build a team of quality and quantity of ideological and political teachers and full-time and part-time teachers, but also to cultivate a team of counselors and classroom teachers with excellent quality [15].

Firstly, colleges and universities should strengthen the training of relevant knowledge and skills of ideological and political educators through institutional requirements, training lectures, etc., and regularly organize educators of ideological and political courses in colleges and universities to participate in network teaching training, so as to improve the ability of the ideological and political workforce to use network resources for education and teaching in the new media environment.

Secondly, the establishment of online work groups such as WeChat and QQ groups for counselors and classroom teachers, real-time work scheduling and guidance for counselors and classroom teachers, the formation of a set of standardized workflow and work system, and the enhancement of online and offline management for the network of Civic and political education teams.

Thirdly, it attaches importance to the training and cultivation of teachers of ideological and political education, and improves the cognition and application level of teachers of ideological and political education on network information resources by regularly organizing intensive study, collective lesson preparation, observation and exchange, and special lectures.

Fourthly, continuously enriching the theoretical achievements of ideological and political education in colleges and universities, means of propaganda and forms of campus cultural activities, actively guiding college students to form correct values and mainstream ideological identity through various forms of displaying the results of ideological and political education and publicizing the culture of ideological and political education by teachers [16].

Fifthly, we build a platform for network teaching and practice, enrich the carriers and forms of education, improve the level of education and teaching, encourage students to actively participate in network courses, network classrooms and all kinds of network practice activities, and improve students' participation and creativity.

### **3.4. Improve the Network Public Opinion Response Mechanism**

Public opinion response mechanism can not only deal with the hazards of emergencies quickly and scientifically, but also predict the time of emergencies and provide forecasts for dealing with emergencies. However, the current public opinion response mechanism of universities in China is not mature, and it can be perfected through the following aspects.

Firstly, establish a public opinion database to scientifically solve emergencies by typifying emergencies by region, time and other elements. Integrate the strengths of all social parties

and establish a big data information platform with higher research institutions and local enterprises to quantitatively analyze the data of university emergencies in the region and in a specific period of time, predict the frequency of events and the prone groups, and grasp the reasons for the occurrence of public opinion and its development trend, so as to provide data support for the universities to deal with emergencies. The analysis of online public opinion data can adopt methods such as relevance extraction, background investigation, text segmentation, sentiment analysis and other methods to analyze the information in an all-round way and process it intelligently, so as to form a database of public opinion emergencies, and set up an intelligent public opinion trend prediction and early warning decision-making information system, which is convenient for colleges and universities to make predictions on emergencies.

Secondly, data sharing and building a cooperative management mechanism. After the formation of the big data platform, government departments take the lead to form a database sharing within the region to create a regional collaborative management. The database is not built by one party, it is a collection of forces from all parties, therefore, the utilization of database resources should be adhering to the development concept of "common construction, common governance, sharing", shared by the relevant government departments, regional colleges and universities, to break the deadlock of each side of the response to emergencies, and to build a collaborative management mechanism, and to better promote the exchange of information and resources among the regional colleges and universities. The exchange of information and resources among universities in the region can reduce the information asymmetry of emergencies, lower the cost of emergency management, and maximize the function of database resources.

Finally, strengthen guidance and emphasize the ideological education of college students after emergencies. At present, the scientific public opinion response mechanism is to prevent beforehand, control during the incident, and recover afterward. For the handling of emergencies after the occurrence of the incident, we can complete the upgrading of the emergency response capacity within the university through the top-down working mode within the university, focusing on targeted ideological and political education after the occurrence of the public opinion, reducing the emergence of panic, and creating a harmonious and safe environment for the teachers and students of the university, which will help to promote the school's stable and orderly development. It helps to promote the stable and orderly development of the university.

## 4. Conclusion

Under the new media environment, the civic education in colleges and universities will usher in more severe challenges, and the new media, as a double-edged sword, can both improve teaching efficiency and bring adverse effects. Therefore, Civic education in colleges and universities must be people-oriented, consider the needs of students, integrate new media technology, take advantage of the fragmentation and convenience of new media, constantly innovate the mode of Civic education, enrich the teaching content, play the role of Civic education, create a positive and healthy Civic education environment, and cultivate students' correct values, outlook on life and worldview.

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