

Explore the Way of Ideological and Political Education Given to College Students by Network Broadcast Mode

Asihan

Mongolian National Educational University, Mongolia

Abstract: In the new era, with the popularization of network broadcast mode, more and more college students begin to pay attention to the network celebrity live broadcast mode. As a communication platform, college students are willing to participate in and use network broadcast mode, which has become a daily part of college students. However, the redundancy of network broadcast mode has an impact on ideological and political education in colleges and universities. In addition to making full and reasonable use of the advantages of the network live broadcast mode, we should face the challenges brought by the network live broadcast mode to the ideological and political education of college students, and strive to create a new situation in the ideological and political education of college students. This paper holds that the combination of college ideological and political education and network live broadcast mode is in the exploratory stage, and educators should make breakthroughs in the ideological and political education of college students in the Internet field with the help of network live broadcast mode, and effectively promote the positive development of college ideological and political education on the Internet.

Keywords: Network Live Broadcast Mode; College Students; Ideology and Politics.

1. Introduction

Internet live streaming has taken off in China since 2014. According to the China Internet Development Report, the number of online live broadcast users in China will reach 716 million by 2022, an increase of 12.9 million over 2021. The number of online live broadcast users in China will reach 660 million in 2022. Especially after the outbreak of the novel coronavirus epidemic in 2020, higher vocational colleges actively carried out live online lectures in accordance with the requirement of the Ministry of Education to suspend classes without stopping classes.

1. The necessity of integrating network broadcast into online ideological and political education in colleges and universities

In 2016, domestic live broadcasting grew rapidly. As early as 2015, the number of online live broadcasting platforms in China was close to 200, and online live broadcasting has almost formed a nationwide live broadcasting boom in China [1]. After the spread of the novel coronavirus epidemic across the country in 2020, colleges and universities adopted online teaching mode to realize educational activities, and the new education mode ushered in the era of accelerated development. Although many problems have been exposed in this epidemic test, the overall good education effect has verified that this education model is the direction of future education development. The advantages of network broadcast provide an important practical basis for integrating network broadcast into online ideological and political education in colleges and universities.

2. The negative impact of network broadcast on students

Ideological and political educators in colleges and universities need to pay attention to the negative impact of network live broadcast on students. The development of network live broadcast not only brings opportunities for online ideological and political education in colleges and universities, but also brings many challenges. Ideological and political educators in colleges and universities need to pay attention to the negative impact of network live broadcast on

young students, seize the high ground of education in time, and ensure students' correct use of network live broadcast platform.

1.1. The Impact on the Cultivation of College Students' Values

In terms of the cultivation of college students' values, young students have a strong ability to accept new things and dare to try fresh entertainment methods, but they are also the group most vulnerable to the erosion of diversified values in the network broadcast industry. The entry threshold of the network live broadcast industry is low, and some anchors use extraordinary hype to win users' eyes, and sidestep the way to induce gifts and rewards. As young students' ability to distinguish right from wrong is relatively low, some groups will unconsciously imitate and spread vulgar culture, which is easy to fall into the huge trap of going astray.

Therefore, ideological and political educators in colleges and universities should occupy educational positions in time, escort young students to establish mainstream values, and guide young students to participate in network live broadcast correctly.

(1) The influence of public opinion management

Due to the openness and real-time characteristics of network broadcast, the words and deeds shown by anchors to users can be spread instantly and widely. Although inappropriate words and deeds will be timely controlled by network broadcast platforms, the post-event control has great lag and passive, which will cause further and wider adverse impacts than traditional media. This unforeseeable objective fact greatly increases the difficulty of the work of online ideological and political educators in colleges and universities.

(2) Interpersonal communication

Contemporary young students are a generation growing up with the development of the Internet, and new Internet media is an important carrier of communication for this generation. The rich and diverse content with labels in online life attracts young students to form different communication circles. Different groups of people gather together because of the

same interest points across time and space. It is easy for young students to distrust the real people around them due to lack of communication, and then produce a negative attitude of apathy and apathy in life.

If ideological and political educators in colleges and universities do not have network media literacy and cannot timely understand the interest and excitement of young students, it will affect the communication effect with students, and then weaken the educational function of ideological and political education.

Third, the feasibility of integrating network broadcast into college network ideological and political education

(1) The interactivity of network broadcast is conducive to the transformation of education paradigm

Traditional online ideological and political education in colleges and universities mainly displays images and texts to students through electronic media on the network platform, and teachers and students often interact by leaving messages on the platform. From the perspective of educational methods, although the mode of online recording and broadcasting has developed rapidly in recent years, it lacks timeliness and is still teacher-centered and instills education to students from top to bottom. The interactivity of the network broadcast platform can help stimulate the interest of college students in online communication. Some students have weak interpersonal skills, so they can put down their psychological burden and dare to actively interact with teachers through online "face-to-face" communication.

1.2. The Openness of Network Broadcast is Conducive to Enriching Educational Resources

In terms of educational content, network live broadcast provides more professional and abundant resources for online ideological and political educators in colleges and universities. It not only improves students' enthusiasm for learning, but also requires teachers to change their teaching ideas in combination with social development in educational materials and methods, and improve the new content of ideological and political education in colleges and universities. Beijing, March 9, 2020 In order to transform the teaching advantages of ideological and political courses in colleges and universities into a powerful force in the fight against epidemic prevention and control, the Social Science Department of the Ministry of Education jointly held the "National Ideological and Political Course on Epidemic Prevention and Control for College Students", which was broadcasted live on the education channel of People's Daily Online, the People's Intelligence Cloud client of People's Daily Online, and the Migu video client. Students in colleges and universities across the country learn on time through online live broadcasting, and the number of visits to relevant live broadcasting websites has reached 125 million ". The openness of network live broadcasting has promoted the formation of a new pattern of all-staff education in colleges and universities [2].

1.3. The Three-dimensional Network Live Broadcast

The trivialization of network broadcast is conducive to strengthening the educational effect mainly in the immediacy of presentation and the strong sense of on-site participation enjoyed by the audience. From the perspective of on-site participation, the trivialization of network broadcast can

improve the experience of teachers and students participating in the educational process and enhance the educational effect. Since most teachers and students in colleges and universities have computers and other mobile devices, students enjoy ideological and political education services in fragmented time such as after-school and weekend, and truly realize the goal of educating students in the whole process. Network broadcast makes it easier for students to accept the educational process, and assists ideological and political educators in colleges and universities to complete educational tasks efficiently.

2. The Network Live Broadcast Mode is Integrated into the Ideological and Political Education Path of College Students

2.1. Active Integration Can Improve the Media Literacy of Education Subjects

The purpose of using network live broadcast in online ideological and political education in colleges and universities is to give full play to the technical advantages of the platform, broaden the educational channels of online ideological and political education in colleges and universities, and enhance the value function of ideological and political education. Promote value rationality with instrumental rationality, give full play to the technical advantages of network live broadcast, sublimate instrumental rationality with value rationality, and enhance the value role contained in network live broadcast platform. At the same time, we should also cultivate value rational thinking, and always be alert to the fact that the educational value becomes vague and mere formality in the process of ideological and political education using the network live broadcast platform for education.

2.2. Keeping Pace with the Times Can Build a Rich Variety of Educational Content

Have the right ability to identify the negative social phenomena and social remarks.

2.3. Exert the Subject Power of the Object of Education

If the online ideological and political education in colleges and universities wants to make good use of the online live broadcast platform, college students need to actively participate in the whole process of education and give play to the main motivation of students. First of all, in the process of network broadcast education, educators should put an end to the top-down education, affirm the equal relationship between teachers and students, and carefully listen to the different needs of students; Secondly, cultivate college students' self-education ability. Therefore, it is necessary to strengthen students' learning ability of ideological and political education. There is more pan-entertainment content on network broadcast platforms. Students should improve their self-education ability, rationally use live broadcast platforms to obtain learning materials, and consciously resist vulgar and vulgarized live broadcast content.

3. Conclusion

As a new media platform, network broadcast has both

positive and negative effects. Colleges and universities should face squarely the influence of network live broadcast on college students' thought and behavior, and should neither blindly deny and reject, nor blindly pursue and imitate. On the other hand, the mode of network live broadcast should be integrated into the path of ideological and political education of college students from multiple aspects, and the correct and rational use of network live broadcast should be guided to become a beneficial way to promote the healthy development of ideological and political education of college students.

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