Study on the Ideological and Political Education in Universities in New Media Era

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Abstract. The model to construct a sharing community is a new way to strengthen ideological and political education in universities in the new media era. In order to improve ideological and political education effect, it is necessary to take internet tool of new media era. This kind of carrier embodies sharing of knowledge, life, resource and process, which is type of moral cultural circle in universities in the new media era, and which is new model for the realization of ideological political education. In this paper, the construction is to adapt to the objective requirements of the new media era and to function as a new innovation for ideological and political education.

Keywords: Ideological and political education, new media era, innovation.

Introduction
The information published by traditional media (newspapers, radio, television, etc.) is generally provided by professionals whose contents are subject to review by the functional departments, in addition to being influenced by the value of the group represented by the professionals, between the emergence of a certain degree of inequality. The new media is widely used, except that some of the dissemination of information is provided by professionals, the more information (SMS, micro blogging, forums, etc.) are provided by the public, anyone can through the network, micro blogging, QQ, Fetion and WeChat and other new media tools, free to express personal opinions, to express their own ideas. Different individuals to publish information, express their views, express their views are equal and have a personality. Everyone is both a publisher of information and a recipient of information. And so on, it also means that everyone is both an educator and an educator. The virtual information dissemination of new media also refers to the virtual nature of communication relationship, in this virtual interpersonal relationship, we can easily hide their identity, only the use of professional tools or professional and technical means to be able to effectively break this hidden. Concealment also increases the sense

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of security of both parties, can reduce the traditional communication process of various possible objective interference factors, for the exchange of free release or acceptance of information provided by the conditions.

Because the sending of information is not limited by the objective factors such as printing, transportation and distribution, the immediacy and the mass become the typical characteristics of the new media communication process. Such as mobile phone text messages, micro blogging, shoot off, etc., the sending information can be carried out almost simultaneously with the incident, and non-linear state of transmission. From the social point of view, relying on new media to disseminate the information of government agencies for public information published by the public, there are schools or teachers to students and parents published educational information, but also business to consumers or other business information. As well as individual information about work, life and recreation, which are organized by organizations, groups and individuals.

The Value of New Media on Ideological and Political Education

"Compared to traditional media, new media digests the boundaries between traditional media (television, radio, newspapers, communications), digests between countries and countries, between communities, between industries, digests and senders The boundary between them. " 'Since March 1994, China was allowed to become a member of the Internet, college students can not wait to enter the virtual world, the virtual world of college students are free access to information and knowledge, to create and disseminate information. New media greatly shortened the speed of information exchange, and even realized the information "zero time" instantly spread, reducing the time and space bounds. This is for the self-awareness and enthusiastic innovation of college students, the network media will undoubtedly become their information and knowledge of the best way and channels. This kind of abatement force is also beneficial to the elimination of the gap between the ideological and political education workers and the students in the university. It is more convenient and effective to carry out the ideological education work and improve the educational efficiency.

New media attracts a large audience with its hypermedia features. This hypermedia is a non-linear organization and presentation of information in a variety of media. Such as mobile media, from the beginning of the SMS / "MMS (such as picture news, weather forecasts and video delivery) to mobile phone users can QQ chat, online news/cell phone novels, listen to mobile radio, watch mobile TV movie games and other multimedia information, And anytime, anywhere information can be quickly sent to other mobile phone users or Internet mail. Mobile phone, digital TV and other computer chips with new media to become the Internet information terminal .In November 2006, the national news agency Xinhua opened the "Xinhua mobile phone Newspaper, "as long as the thumb gently press, the user can watch free of charge, the news in the" palm "grip for the national mobile phone users to bring a new newspaper experience," Xinhua Mobile newspaper "the first time broadcast Xinhua News
Network released important news, 5 minutes a day, you can view the world situation. New media like a very rich information encyclopedia, from a variety of different information channels, the number of information according to the geometric level of continuous growth. As the new media provides a lot of text, images, audio and video and other information in the new media to obtain knowledge more convenient, fast. The majority of college students use the new media is the first purpose only to chase fashion or reading needs, but ultimately the new media are deeply attracted by the advantages, and some even unable to extricate themselves from the new media. To some extent, the new media opened the door to the world for a college student, and opened the door to knowledge.

The Dilemma and Modern Transformation of Thinking Mode of Ideological and Political Education in Colleges and Universities

Ideological and political education because of the development and change of the times and put forward new opportunities and challenges, from the difficulties in the breakout, we need to rely on philosophy, because philosophy as a world view and methodology of knowledge, can reflect the essence of the times. In the new media era, the ideological and political education in colleges and universities needs to guide the philosophy of the times as the theoretical guidance. Only under the guidance of the philosophical theory which conforms to the spirit of the times, the new rationale and mode should be constructed, and the ideological and political education should be guided according to the change of philosophical thinking. In the change, in order to promote the times, philosophy and ideological and political education benign interaction, will show strong vitality.

The way of thinking in this way is the philosophical level of thinking, from the logic rather than the time sense, that is, "is a certain era of people's rational way of thinking, is a variety of human thinking elements and their combination, according to certain methods and procedures. It is the basic mechanism and the process of thinking about the philosophical problem by simply thinking that the philosophical way of thinking is the basic mechanism of thinking and thinking about the philosophical problem. A particular way of thinking can only be used to ask a specific object. Different from the general sense of thinking mode of operation of specific methods and operational skills, philosophical thinking tends to people's cognitive orientation and practical attitude. There are two possibilities for a philosophical question: one is a ready-made object; a non-off-the-shelf object. In the way of philosophical thinking, philosophy can be divided into two categories: the classical philosophy of acting as the dominant mode of thinking and the modern philosophy of the way of thinking. The key words of ready-made thinking are perfect. That is "what it is", the question is "what it is." In the way of thinking in ready-made theory, everything is done, there is an essence, this essence determines the object of the "is its", with a certain degree of presupposition, with the tendency of absolute. In fact, the way of thinking contains the "essence of the first set, all into both" essentiality thinking.
The Construction of the Mode of Ideological and Political Education
Sharing Community in the New Media

In the new media era, the realization of ideological and political education in colleges and universities needs to be "shared" as the basic way, "community" as the community, this "shared community" is the new media era of a moral culture circle, is to achieve ideological and political The new model of education is also a new way to strengthen ideological and political education in colleges and universities in the new media era. The construction of such a new model is not only to meet the objective requirements of the new media era, but also the new media era of ideological and political education innovation foothold.

Its positioning is based on a deep analysis of the reality of the background on the basis of. In the new media era, the realistic background of ideological and political education in colleges and universities is unprecedented: both positive and negative factors; both opportunities and challenges. In the face of such a realistic background, as Hegel said: "Personally, everyone is the child of his time, philosophy is the same, it is grasped in the era of its thinking. Kind of philosophy can go beyond that era, which with the delusion of individuals can jump out of his time, jump out of the island of Luosuo is equally stupid. "Marx at first failed to" jump out of his time ", but he was able to decisively Beyond the Hegel this spell, it is derived from his deep understanding of human nature and society, but also his deep grasp of the spirit of the times and the precise positioning of the philosophical revolution.

Similarly, for the ideological and political education workers in colleges and universities in the new media era today, it is necessary to profoundly comprehend the realistic background of ideological and political education in colleges and universities in the new media era. Grasp the new media era of ideological and political education in colleges and universities of the characteristics and requirements, the only way to be able to identify positioning, clear direction and way. Therefore, this article is based on the new media era of ideological and political education environment, work object, model, team and college students life, study, psychology and values and other aspects of the double impact of detailed and comprehensive analysis, Quasi-positioning needs and considerations.

For a structural system, only a new state is far from enough, the key to have intrinsic relevance. On the basis of comprehensively analyzing the realistic background of ideological and political education in the era of new media, this paper puts forward a more complete structural system, that is, taking transnational thinking as a new starting point for the transformation of ideological and political education in the new media era. Strengthen the new media era of ideological and political education in the effectiveness of a new means of content structure optimization as a new media era to strengthen the ideological and political education in the new needs, "carrier together" as a new media era to strengthen the ideological and political education platform, Model as a new way to strengthen the ideological and political education in the new media era, establish and perfect the evaluation mechanism as a guarantee of the
effective operation of the shared community model. They constitute a complete structural system, which embodies a new type of ideological and political education in colleges and universities with strict inner logic and relevance.

Conclusion
In the new media era, ideological and political education in colleges and universities is a new research field. There are still many shortcomings in this paper: First, some basic problems involved in the theory of ideological and political education in the new media era should be further combed. The "carrier of the force" of the joint problem of in-depth discussion is not enough, the content structure optimization needs to be further improved and so on. Second, it is necessary to make a more scientific and comprehensive analysis of the connotation, characteristics and functions of the ideological and political education in the new media era in order to grasp the essence of ideological and political education in the new media era and to distinguish it from other ideological and political education. Thirdly, the process of ideological and political education in colleges and universities in the new media era should be more comprehensive and thorough, and try to reveal the law of contradictory development so as to better reflect the significance of the theoretical research perspective. Fourth, the operation of the "shared community" model of ideological and political education in the new media era still needs to be tested. Fifth, the problem of the construction of the evaluation mechanism of ideological and political education in colleges and universities in the new media era needs to be further improved and developed.

In short, as a new state, the new media era of ideological and political education research has great theoretical significance and practical value, but also a spiral system engineering. At the forefront of the new media era, the ideological and political education workers in colleges and universities need to constantly cooperate with the new situation and new problems for long-term and unremitting research, and strive to apply the research results to practice, to produce a strong guiding role in practice, In order to grasp the guidance in the wave of the times, to carry out the mission, so as to better improve the effectiveness of ideological and political education in the new media era.

References

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