Research on the Application Model of Western Communication Theory in Ideological and Political Practice in Universities

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Abstract
The development of new media technology expands the mode innovation of ideological education in colleges and universities. In this paper, the authors analyse the application model of western communication theory in ideological and political practice. In the process of communication activities of ideological and political education in colleges, the media play a link role between the elements of the process of communication. The new media has promoted the innovation of the means and methods of political education in colleges and universities, and strengthened the timeliness of college students' ideological and political education.

Key words: Communication idea, Network media, Diversified development, Social value

1. INTRODUCTION
Since the reform and opening up, China's ideological and political education work in the academic and practical circles have achieved great development, however, a problem needs to pay attention, but there are still some problems in practical activities. For example, part of the ideological and political education is not flexible, lagging, is the reason of this one, the related practical activities organized in the process, can not fully understand the specific characteristics of the object, to scientific application of various methods, basically through the "spoon" model, as can be imagined, it can not achieve good the effect of communication. With the development of society into the information age, various media to get rapid development, computer and network has become our daily life activities, to a great extent, the impact of the masses, the patterns of thought and behavior we appear obvious change, only through the past means of education, can not effectively meet the specific needs of the ideological and political work in the new situation under the. Therefore, the work must strengthen innovation, and gradually introduce the achievements of other fields, and take the road of integration and development. Among them, communication is very instructive. From this point of view, the main purpose of this work is to improve people's ideological consciousness and carry on a kind of dissemination. The communication mode and audience theory can be used to guide ideological and political work. For example, in accordance with the thought of communication, its mode mainly involves two types of one-way and two-way benign. Through the analysis of the two types of results, needless to say, the former is far behind. Therefore, workers of Ideological and political education of the contemporary reference communication theory update propagation thought, completely reverse the past, the old way, to make it into a two-way benign process, on this basis, to further improve the work of communication effect.

The phenomenon of Ideological and political education is very cumbersome, if only through an angle of analysis, through a model to deal with, also biased. Only from different angles, to maximize the role of each discipline, so as to effectively cater to the specific needs of the work. In fact, communication is closely related to the work. We know that education is one of the basic functions of communication. Therefore, it is consistent with the educational goal of this work. Second, the development of this work must involve communication, at the same time, this work has some characteristics of communication in essence. So, to explore this topic from a communication level, apply related methods to education, on the one hand is the dissemination of their own needs, on the other hand, the only way which must be passed also belong to the ideological and political education in Colleges and universities. In view of this, we will organically integrate the two, so as to further promote ideological and political education. The course of Ideological and political education in Colleges and universities is a subject that reflects the theme of contemporary politics and solves the contradiction between the development of College Students' Ideological and moral status and the requirements of social development. With the rapid development of science and technology, the Internet, radio and television and other modern media have gradually penetrated into the daily life of college students, and the mastery of information has become their unique capital and production factors.

From the theoretical level, in recent years, the spread of information technology and information technology has been rapid development, the former role in Ideological and political education is becoming more and more obvious. How to further enhance the effectiveness of this work by means of various communication techniques has aroused widespread attention in academic circles. The specific practice, there exists a very close correlation, analysis from the communication level, this work also belongs to the information communication activities, its methods and expression form and propagation are related very closely. First, in the final analysis,
the pure ideological and political education process is based on the government regulations, through its relevant theories, and at the same time using some methods to spread the process. Secondly, the current development has entered the information age, the media to the masses of the values of the formation of a violent impact. Therefore, it is helpful to enrich the relevant theories and enhance the quality and efficiency of this work. It is the inevitable choice of educational reform to analyze the problems existing in Ideological and political education from the perspective of practice and to explore the existing problems in Ideological and political education through the means of communication technology. Through the study of the latest communication methods, it has far-reaching practical significance for further broadening the educational model and field.

2. COMMUNICATION AND NEW MEDIA THEORY

Communication, also known as "biography" and "transmission of meaning", is a discipline that studies the occurrence and development of human communication behavior and the process of communication, as well as the dissemination of the relationship between human and society. In essence, communication studies how to use symbols to communicate social information. Communication came into being in the 30s of last century, which was formed in the process of interdisciplinary research. Therefore, there is a close relationship between communication studies and many social disciplines. Consider a basic social function of communication to man, so long as the relationship between people and people with related disciplines, such as economics, sociology, journalism, psychology, philosophy, political science, and communication are closely related.

![Figure 1](Communication Studies)

Media, meaning intermediary or intermediary, exists in the process of the development of things. From the perspective of communication, from the point of view, media refers to the material entity of transmitting information symbols. With the rapid development of new media technology, media carrier is constantly bringing forth the new, which not only affects people's way of life, but also changes the way of Ideological and political education in China. Therefore, the media related theoretical knowledge is fully applied to the dissemination of ideological and political education in Colleges and universities, which can effectively enhance the communication effect of ideological and political education in Colleges and universities. In addition, the media set in the aspects of the curriculum, put it into the ideological and political education course system, help to strengthen the cultivation of the media literacy of audience, prompting them to correct rational use of media, the dissemination of information to enhance their ability to choose.

The so-called "communication effect" refers to the extent to which an actor's behavior achieves his goals and intentions, as well as all the effects and consequences of actors and their surrounding social environment. At this stage, the specific understanding of it mainly includes two modes: (1) social and cultural model; (2) psychological motivation model. The former mainly focus on the social effect, pay attention to the overall effect, continue to spread, emphatically pointed out that "long-term, indirect, unplanned impact", is not the kind of individual effects and produce, such as mass media in China often play the children of filial piety, happy family, which helps promote social ethics issues guidance function. The latter emphasizes should focus on the individual communication effect, its influence is less than the social and cultural patterns, such as playing in
television advertising to remind the audience should pay attention to exercise, often go out to walk, this communication will help promote the audience

Think, that is, the audience has a direct impact. Today's society has entered the information society, everyone in daily life or busy learning work, can not do without the role of mass media. The fixed communication effect is the main purpose of all communicators however, a note is specific to the process of communication, the effect is often unsatisfactory, it may backfire, may also get. Therefore, the theory of communication effect holds that only when the law of communication is properly understood can the mass communication be brought into full play

![Communication effect](Figure 2)

3. THE THEORETICAL BASIS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1. The dissemination of Ideological and political education in Universities

Specifically, the communication process generally involves the following elements: communicators, content, media and audience and feedback, complement each other between the five core elements close to each other, indispensable role. Next, we will respectively elaborate the elements of Ideological and political education:

(1) disseminators

Here, that is, the ideological and political education workers in Colleges and universities, is the starting point in the process of communication, specifically responsible for the organization and transmission of content. Basically is to properly handle the "how to spread" and "spreading what" and other issues, in other words, it is to determine how to balance the ideological and political education information communication, mainly related to the quantity, quality and orientation and other factors, but also to the packet communication mode, and the means of education. This is the reason why it plays a particularly important role in this activity.

(2) content of communication

It refers to the specific information transmitted by the communicator to the audience in the ideological and political education activities in Colleges and universities. It reflects some political views, ideological and moral standards and moral norms of certain class requirements and social norms. In essence, it connects the disseminators and receivers of Ideological and political education in Colleges and universities, and it belongs to the link and media in the process of education and communication. Once the information is spread, if it is accepted by the majority of the audience, to achieve information sharing, and to promote the dissemination of the subject and object to meet the corresponding needs, then this process is effective.

(3) communication media

Mainly refers to the spread of communication tools or means of transmission. In the process of communication of Ideological and political education in Colleges and universities, the media mainly include textbooks, campus publications, lectures, radio, television programs, computers, campus networks, multimedia networks, etc.. They constitute the communication tools and channels of Ideological and political education, not only the “porters” of Ideological and political education information, but also play a link role between the various elements of the process of communication.

(4) audience

Here refers to the recipient of the dissemination of information and feedback, is actually in the process of the propagation of end point, the object function in the ideological and political education is in the process of communication, but this does not mean that all the audience are passively receive information, they may also
choose to send active disseminators of information, according to the understanding, education information accept and memory and feedback to the communicator. They are also the “second main bodies” in the process of communication, which influence the communicators in imperceptible influence.

(5) feedback

It not only includes the idea of receiving information received by the educated in the process of Ideological and political education, but also includes the feedback and treatment of this idea by the educators. This feedback is the dissemination of Ideological and political education in colleges is an important part of the output direction of Ideological and political education through collecting the feedback and adjustment of educational information, so that it can fully reflect the interaction and mechanism of bidirectional transmission.

Figure 3. Information dissemination process

3.2. The effectiveness of Ideological and political education in Universities

The spread of education subject in the new media era shows a diversified development trend, if the ideological and political education still adopt the single "propaganda machine" and "seeder" mode of transmission, so it may lose the advantage in the communication process, customer satisfaction is the target audience "". After years of efforts, the majority of colleges and universities have built their own campus network at this stage, China's universities have initially established the "Digital Campus" scale. However, a problem need to pay attention to is the value and significance to carry out ideological and political education with the network did not get consistent attention and recognition, which will hinder the effectiveness of network ideological and political education, the reasons mainly include the following points: first, a part of the dissemination of the concept of lack of education subject. In today's society has developed into the network society, in this case, subject to maintain and social environment to a certain extent, on the one hand, should strictly follow the guidance of Marx thought, on the other hand also need to master the skills of the dissemination of information. At present, the main body of Ideological and political education in Colleges and universities mainly includes counselors, politics and other related subjects of teachers, party and government and the leadership of the Communist Youth league. With the continuous improvement of the economic level, as well as the popularity of computers, computers have gradually become the daily consumer goods of college students, and the use of smart phones to search network information has become a common communication tool for college students. If our education management is not deep enough to master the main features and functions, the value of the network, there is not enough detailed analysis of the new situation under the new situation, and blindly adhering to the old concepts of education, the effectiveness of the ideological and political will hinder the use of the Internet to disseminate information. Secondly, part of the education subject lags behind in the application of information technology and technology. The state clearly expresses that the school counselor, the Communist Youth League and the party and government cadres belong to the educational subject of the course. Now, in the ideological and political class, the use of multimedia teaching means is not rare, if teachers use big screen courseware, to explain the process of theoretical knowledge in the pictures, just perfect spots related to audio and video data, then the students of the ideological and political theory course in degree and understanding of science knowledge will be improved.

4. ENHANCINGIDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES BY USING COMMUNICATION

4.1. Strengthening the cultivation of communication ability
In the cultural diversity, complex and diverse sources of information today, educators should actively learn from the communication in the "gatekeeper" theory, screening, selection of knowledge and information, to meet the requirements of the ideological and political education content show to the college students, to consolidate and strengthen the mainstream view of Marx's belief. First of all, educational communicators should seriously study the communication theory, correctly understand the spreading process and laws of Ideological and political education activities, and actively use the knowledge and skills of communication to guide the development of educational activities. Secondly, to strengthen the training and education communication capabilities, able to accurately grasp the education object information, the correct external shielding of negative information, rapid editing of educational information, feedback information timely access to education, stand firm, to keep pace with the times, with a high degree of political sensitivity and responsibility education, who can effectively establish Marx's belief, the eradication of the content of ideological thoughts spread to the students, so as to continuously consolidate and improve our public authority.

Figure 4. Effectiveness of Education

Ideological and political education is an art, education communicators can learn from the dissemination of skills and strategies, and constantly innovate and enhance the art of Ideological and political education. This communication can be used in the education popularization and the strange combination of strategies is to use plain language to reduce the student of unknown theory, knowledge and understanding of the difficulty, the use of new information and unique expression caused by college students attention, re stimulate them to know, known, known as the content of interest; can also use the reasonable blending method, pay attention to humanistic care, the use of strong emotional color words or render a certain atmosphere, "move, reason", get emotional resonance; from the distinctive position to combine perspectives on materials, abandon that blindly instill ideas, by looking at the data, facts and truth and give full play to their imagination and thirst for knowledge, guide them to actively apply the dialectical method to analyze the problem.

4.2. Common needs

In the process of carrying out ideological and political education communication, we must face and guide the communication object's individual needs, efforts to tap the common needs of media and communication between objects, if the communication activities of Ideological and political education from the specific needs of the communication object, will become dry, dogmatic, causing the spread of object of resentment and conflict. However, the need to spread object is usually fuzzy state, and the need to define is also more difficult to solve this problem, need to spread to do the following work: first, analysis of communication objects what are the practical needs, and the need is urgent, is selfish or social. Secondly, it is necessary to find a place where the two are consistent or contradictory in accordance with the needs of Ideological and political education, and to treat the different objects of communication differently. If it is reasonable, should be further inspired, to mobilize the initiative and creativity in the dissemination of the object of Ideological and political education communication activities; if it is not reasonable, need not sensible, then take measures to guide, to realize what is positive and correct and valuable; it is reasonable but need not realistic, to give appropriate intervention and control, the dissemination of the object of such transfer gradually unrealistic need attention, the weakening or shelved”. Thirdly, we should combine the specific needs of communication objects to improve the needs of communication objects. For the needs of low level and self interest, we should actively guide and transform it into the high level of social and collective needs, at the same time, we should pay attention to the unity and
coordination between individual needs and social needs. Therefore, to need to focus on the dissemination of the object to carry out the ideological and political education communication work, will spread the ideological and political education into the common needs of the disseminator and the dissemination of the object, the idea of dynamic and thus more systematically grasp the communication object, focus and key to highlight the ideological and political education communication activities, improve the acceptance of Ideological and political communication object education.

4.3. New media

China has entered the era of new media, mobile phone and network has become a new carrier and the media of the work, how to give full play to the role of new media, gradually improve the ideological and political education work in Colleges and universities in the communication mode of transmission, the industry has become a problem need to be resolved, the times especially far-reaching significance. Teachers and students can interact freely through this platform, but because the identity hidden characteristics, students may express their views freely (including moral views and psychological distress), it is a challenge to the ideological and political education communication. In addition, due to the virtual new media platform, educational communication can no longer limited by time and space, through the new media platform to search and organize educational materials they need, can whenever and wherever possible and pedagogue to communicate, then according to the moral problems they expressed put forward some countermeasures, greatly enhanced the effectiveness of the work. The rapid development of new media has a very significant impact on the ideological and political education in Colleges and universities. Especially in the new period of development of the information society and new media technology, the application of new media to explore how to effectively integrate various education resources play to further improve the ideological and political education communication quality and efficiency is the key role. The spread of education in their daily work, not only need to improve their professional level, on the other hand, should strengthen the new technology, new media can be flexibly used, it will be introduced to the work, the work of the full play the role of. It challenges some teachers, and schools need to organize special training to improve their professional skills.

5. CONCLUSIONS

Ideological and political education at the present stage of the effectiveness of the main features: independence education subject the dissemination of ideas behind the development needs, the realistic education audience is limited, educational content is difficult to obtain the audience's favor. There are many reasons for this situation, including the individual factors of the communication subject, the acceptance of the audience, and the lack of authenticity and timeliness of the content. The development of communication technology in the new era is not only a challenge, but also an opportunity for the ideological and political education in Colleges and universities. The challenge lies in: the leading position, open challenges educators mass information diversified values have an impact on the social values of college students; and new opportunities are embodied in the development of new media technology to expand the ideological and political education position, promote the means and methods of Ideological and political education innovation, enhance the timeliness of College Students Ideological and political.

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