Research on the Effective Model of Ideological and Political Classroom Teaching in Colleges and Universities under New Media Background

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Abstract

The emergence of new media has brought opportunities as well as challenges for the development of the university's ideological and political education. In this case, how to use the new media technology to improve the ideological and moral quality of college students has become an important task of the education in China. Based on the current situation of ideological and political education for current college students, the paper analyzes the effective model of ideological and political classroom teaching in colleges and universities under new media and finds ways to promote the reform and development of ideological and political education for college students so as to effectively improve the moral quality and personal accomplishment of college students.

Keywords: New Media Background, Ideological and Political Education in Colleges and Universities, ASIAS Model, Countermeasures.

1. INTRODUCTION

College period is the transitional period when students enter the society. Due to the age and personality characteristics, some college students don’t understand political knowledge enough and have enough value judgement ability, so they are easily tempted by fresh things from outside. The emergence of new media technology makes college students learn more convenient and quick, as long as there is a wireless network and mobile devices, they can conduct online learning, understand the hot news of the society and our latest international development of China at anytime and anywhere, and develop some cognitive ability to the social reality at this stage. In this way, the college students can improve their political judgment and sense of responsibility, arouse their patriotic feelings and devote themselves to the great cause of socialist development.

2. RESEARCH REVIEW

2.1 Research background

According to the latest statistics released by China Internet Network Information Center, as of June 2016, the number of netizens in China had reached 668 million, and the penetration rate of the Internet is 58.3%, among which 39.5% of the netizens are middle school students, mainly with junior college and above education. With the continuous development of new media technologies, the network platform has become popular in people's life, and new media is the main channel for college students to obtain information, and also has a profound impact on the formation of college students' values and daily behaviors. In the Internet, any information can be promoted and developed. However, at present, there are no sound laws and regulations for Internet contents in China. Therefore, these wrong values and vulgar contents seriously affect the physical and mental development and moral quality construction of college students (Wu, 2015). At the same time, colleges and universities don’t pay enough attention to college students' ideological and political education education, and adopt traditional ways of teaching and illustrating knowledge points in the books, but such boring teaching mode makes college students lost interest in ideological and political education education, which is not conducive to the growth and the development of college students and formation of world outlook, outlook on life and value. Therefore, colleges and universities should combine new media technologies with ideological and political education, stimulate college students' interest in learning and subjective initiative, and help them establish correct values, ideal and faith.
2.2 Literature review

Mass media

Mass media is a medium for spreading news and can also be understood as a tool of spreading news or as a carrier for delivering news and information. Common mass media include newspapers, news agencies, radio, television, magazines, and weeklies. In Western society, the mass media is also known as mass media of communication. In the history of news communication, there are mainly four development periods: primitive communication, copying by hand, printing transmission, and electronic communication currently. For example, in ancient times before the advent of paper and pen in China, the information was recorded through knot ropes and delivered through flames, which were limited in time and space (Yu, 2016). But the emergence of information technologies enables news communication with a wide impact on human society, and news communication tools have also become a tool for material production and spiritual civilization communication of human society. With the continuous development of social productive forces and technological progress, the way of media communication is also changing, with faster and faster speed, more and more extensive scope, and more and more obvious effects. Mass media can transcend the limitations of time and space to the greatest extent, collect news and information from all over the world, gradually show the strong function of mass communication in cultural transmission, communication and exchange, and become an important means of cultural communication and dissemination (Zhou, 2016).

Communication and journalism are closely related and interacting in the process of development and progress. Journalism plays an important role in promoting the emergence and development of communication, but the two are not exactly equal. Journalism is usually the product of the communication in the age of newspapers and magazines, with more emphasis on business or academic research while communication is the product of electronic news under the rapid development of information technologies in contemporary society. Therefore, it focuses more on the study of practical theory or on academic research (Zhao and Yang, 2016). For the research on communication, we should have sufficient material and real news contents with timeliness, and conduct a general scientific research on communication, so it plays a normative and guiding role in the development of journalism. Some experts also point out that journalism is a discipline that conducts professional researches on journalism, and communication is a kind of social research activities, so they are not completely unified and both have their own characteristics (Chai, 2016).

3. PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF NEW MEDIA

With the advent of the new media era, the ideological and political education for college students is also facing many problems. First of all, the effect of teaching is not obvious. Many college students have a little understanding of the ideological and political education with new media technologies and network platform, and few students pay attention to the learning platform of ideological and political education built by the university. At the same time, the teaching contents of ideological and political education platform in colleges and universities are too boring, and the teaching mode is too single. Therefore, students do not have interest and enthusiasm in learning, which makes the teaching efficiency of ideological and political education lower. Secondly, colleges and universities do not invest enough in ideological and political education. Under the background of new media, colleges and universities must invest more manpower, material and financial resources to better seize opportunities and face challenges. Therefore, colleges and universities should make the ideological and political education work more meticulous and perfect, and increase the investment of funds and resources (Chai, 2016). Thirdly, colleges and universities do not adequately control the process of using new media resources in ideological and political education and they are still in the traditional and passive modes of education. In view of the current college education activities conducted by new media in China, there is a general lack of interaction between teachers and students. The new media platform is just releasing knowledge, and colleges and universities haven't taken follow-up work and further control, so the effect is not good. Finally, through the survey of college students' outlook on life, world outlook and values, it is found that the ideological and political education in colleges and universities is not enough in terms of the process and result conversion, so there are still some big problems in students' ideas and concepts. Due to poor process control and less resource investment, it is difficult to convert the ideological and political education results in China's colleges and universities at this stage with poor results.
4. CONSTRUCTION OF IDEOLOGICAL AND POLITICAL CLASSROOM TEACHING MODEL BASED ON ASIAS MODEL

4.1 Theoretical basis

The ASIAS model is a new model proposed by Japan Telecom Corporation based on the behavioral characteristics of Internet consumers. This model is based on the AIDMA model. The establishment of AISAS model is divided into five stages, the first stage is to attract attention, the second stage is to generate interest, the third stage is to actively search for information, the fourth is to achieve the purchase, and the fifth is to share (Zhang, 2016). The establishment of this model will enable people to better understand the network marketing, WeChat marketing methods and channels, as well as online and offline activity path in the process of enterprise development. Therefore, mastering the ASIAS model can also grasp the characteristics and laws of communication under the new media background, so as to understand the path of the new media platform's impact on college students' ideology. It is also applicable to integrate the idea and theory of the model into the ideological and political education in colleges and universities, which can guide how to design links and contents of ideological and political education and face the opportunities and challenges brought by new media technologies.

4.2 Application of AISAS model in the ideological and political classroom in colleges and Universities

Based on the personality characteristics and mentality of modern college students, such as the high self-awareness and reading in fragment time and other habits, this study analyzes the transmission mode of ideological and political classroom teaching based on the ASIAS model under new media background with behavior pattern by using new media technologies for ideological and political education on the right, and different countermeasures by college students at different stages on the left, as shown in Figure I.

![Figure 1. Mode of Ideological and Political Teaching in Colleges and Universities](image)

4.2.1 First stage

In the first stage, we must do a good job in content construction and organize the contents of ideological and political education. Currently, the new media education platforms mainly used by colleges and universities in China include the Voices of Youth, E-Class, Official WeChat, Weibo Public Numbers, etc. It’s still very easy to popularize the contents of these platforms at first. However, as students deepen their understanding, there must be a lot of Zombies because the information on education platforms does not meet the needs and preferences of students (Wang, 2016). Therefore, colleges and universities should improve teaching contents and ways, add more interesting and directional social hot news to ideological and political content, which will attract students' interest in learning. Secondly, it’s necessary to add some pictures and videos in the teaching content, which will makes the content of ideological and political education more vivid and interesting, but also can stimulate students' desire
for communication. It’s essential to take into account the directivity and interest of the published contents, but also to improve the platform functions, for instance, E-Class gathers employment and entrepreneurship information, academic lectures, volunteer services and others that students generally focus on in the same functional interface, which is good for raising the convenience of students during the trial period, and thus cultivate a batch of user groups loyal to E-Class, who can also drive some new students into E-Class (Xia et al, 2014).

4.2.2 Second stage

In the second stage, the ideological and political education for college students should be combined with the online and offline education to facilitate the smooth communication with the students. It can be publicized and promoted via platforms like E-Class, WeChat Public Number and micro-blog. For example, WeChat can be used to push ideological and political knowledge and tips. Outstanding and excellent ideological and political education media platform cannot talk about education beyond the real life of students, and it’s necessary to timely integrate online and offline education, with online education platform for publicity and education and offline education for holding some activities that students are pleased to see such as the real-time information that appears in life and inspires students to resonate. The ideological and political education of students can be carried out with activities such as the Star of Civilization, looking for self-improved students around, and the Voices of Youth in a combination of online and offline education (Pei, 2015). Finally, the evaluation system is set up to make a specific evaluation of the students' work situation based on students' real learning situation. The platform of ideological and political work analyzes the work effect of students by using the analysis method in big data, then finds out the shortcomings in students’ ideological and political work, promptly guides the students to correct and increases the operational efficiency of the ideological and political work platform. After the analyses of the teachers and the school, a correct evaluation of their work is formed, and the students are given feedback to correct their shortcomings and promote their development.

4.2.3 Third stage

In the third stage, it is the stage to modify the new media platform, as well as the effect evaluation period. Under the background of new media, college students' thoughts and behaviors have also been influenced by the emerging culture. They can not only inquire new resources through new media, but also comment and forward sometimes as the main body of the audience. The rapid spread of news in new media makes news spread quickly and form a wave of spread (Wu, 2015). Therefore, ideological and political education workers in colleges and universities must attach importance to personal feelings and user experience of college students, and according to the use of students and feedback, adjust online and offline teaching content and activity forms, and sum up the experience of ideological and political education for developing more students’ favorite teaching content and methods. From the perspective of ideological and political workers in colleges and universities, it’s necessary to continue to focus on students' information feedback contents, sort out and archive students' feedback information, and then carry out targeted ideological and political education in colleges and universities under the background of new media (Xu and Ma, 2017).

4.3 Research conclusions

In building the effective model of ideological and political classroom teaching model in colleges and universities based on the AISAS model, it is necessary to pay attention to the guarantee system and integrate the resources. It’s a systematic project to develop ideological and political education with new media technologies for college students, which requires a sound process and guarantee mechanism, with a clear division of labor management. The collective labor division can be divided into such main modes as "school leaders, Secretary of the Party committee of the university - online ideological and political instructors - student ideological and political development department, and ideological and political network education leader of the class (He and Zhang, 2017). It is necessary to improve the guarantee mechanism of ideological and political teachers, with an emphasis on strengthening the training of teachers in the front line of education in professional skills so as to create a contingent of teachers who master the new media technologies and the core values of socialism. The most faithful formulation of a reasonable incentive mechanism makes teachers more passionate about innovative ideological and political education. After the completion of the new media education platform, it’s crucial to enhance the frequency of students' use and carry out continuous ideological and political education, so the resources should be integrated. The application of network technologies may help realize communication and exchanges of the ideological and political consciousness among the subjects.
For example, the establishment of learning platform for ideological and political education, mobile terminal media of mobile phone used for newspaper design, opening class ideological and political learning communication group, opening official campus micro-blog, etc., are effective ways of ideological and political education (Huang, 2013). Making full use of modern scientific and technological resources is a balanced development between subjects and objects in the process of ideological and political education, so as to build high-quality learning environment for students, create a good atmosphere for ideological and political education, and make ideological and political education really play a leading role.

5. CONCLUSIONS

Colleges and universities are the most important stage of education before college students enter the society. They should ensure the quality of learning contents of college students in colleges and universities, integrate the overall thinking and educational resources of the teaching, and pay attention to the development of college students' ideology. In recent years, the continuous development of information technologies and the popularization of Internet media have promoted the reform and innovation of ideological and political education in colleges and universities, and found the ideological and political education mode that keeps pace with the times. College students often pay much attention to current hot topics. Many activities may reflect the hot issues and sensitive problems in life, which not only meet the needs of students' times, but also stimulate students' interest and enthusiasm in participating in sports associations (Jia, 2012). However, the continuous improvement of the development of college associations not only has a greater impact within the university, but also involves the society and the government, which also lead to the hot issues that the sports associations in colleges and universities have paid attention to, and have become a common concern in society, reflecting the characteristics of the times.

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