

Research on Method of College Ideology and Politics Course in the View of New Media

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Abstract

In era of new media, method research of ideology and politics education in advanced college focuses on “construction based on character of new media” to achieve purpose of ideological and political education, which is “relationship between you and I”, and to think. Educators of ideology and politics courses in advanced colleges can construct equal, interactive, timely “You and I online” relationship base on wide, fast and convenient propagation characteristics of new media. At the same time, based on objective disadvantages of new media, deepen accompanying type of offline relationship. However, no matter how to utilize properties of new media, one should not forget the basic principle that “reason of value is the most basic pursue” is the method of college ideological and political education. Thus revolution on methods and tools won’t replace nature content.

Key words: New media; Advanced college ideology and politic education method; Value reason

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INTRODUCTION

What is the “new” of “new media age”?

As early as in May 1998, United Nations Information Committee defined new media of “internet”, comparing with “radio, newspaper, TV”. It also emphasized that the new part of new media is that communication platform or carrier of it is “internet application terminal”. In addition, the nature of this “new” in that human thinking has the scope and impact of interactive relations that reaches an unprecedented breadth and depth.

In the new media age, waves of social agitation thoughts are intensive, ideological and political education in college is facing many challenges. In order to achieve a certain ideological and political educational purposes, research on ideological and political education methods has been deeply studied (Zhang, 2013). Especially, the thought of innovation on the ideological and political education method in the background of the network is a hot in recent fifteen years (Hu, 2014). Education “is the activity to pass culture based on spirit matching among people. Social between people is mutual (you and me) communication and an open mind. This relationship between you and me is the cultural core of human history.” (Jaspers, 1991, p.2) Thus, one should think from construction of “relationship between you and me in purpose of achieving ideological and political education” based on characters of new media.

1. BUILD “ONLINE RELATIONSHIP BETWEEN YOU AND ME” BASED ON THE PROPAGATION CHARACTERISTICS OF THE NEW MEDIA

1.1 The Propagation Characteristics of the New Media

Currently, some new media carriers which college students have the maximum exposures to be mainly WeChat, Weibo and blog. Comparing with traditional

media, the propagation characteristics of the new media are obvious. First of all, information spreads fast. With the development of 4G, information spreading through the new media is without geographical restrictions. No matter where they are, the public can, in a short time, quickly know the latest news. Secondly, information dissemination is simple. Cities with many universities and colleges have wireless internet access and strong technical supports so that people have wireless Internet access everywhere without any hindrances. For example, in the 35th *Statistical Report on the Internet Development in China*, the Chinese Internet Network Information Center has pointed out that the proportion of mobile phone access to Internet in 2014 has improved by 4.8% compared to the end of 2013. Lastly, accessing information is free of charge. College teachers and students can freely choose the time to follow any news, and there is a wide range of choices for them and their choices are done independently.

1.2 Build Equal, Interactive and Timely “Online Relationship Between You And Me”

Ideology and politics education by the ideology and politics educators in colleges and universities practical activities according to certain social and political requirements, ideas and ethics, using a variety of environments, mechanisms, carriers and other means of education to have purposeful, planned, organized practice effects of political education, ideological and moral education and psychological education on the students. (Ji, 2013)

Ultimately, ideology and political education is activities which spread in the form of political, ideological, moral, psychological and social information in order to shape members in the community and citizens of this country. Hence, characteristics of the new media, immediacy, simplicity and freedom, have to provide a new path for the dissemination of information on ideology and political education.

First of all, in the Internet world, “communities with strangers” are relatively easy to form. Since users are all strangers, identities of teachers and students can be taken into account. Ideology and political education workers can use the internet privacy of anonymous, with a sincere attitude, concealing their identities of teachers, to communicate equally with students in order to receive first-hand information on students’ ideological thoughts. During the establishment of this equality relationship between you and me, the ideology and political educators need to change their “self-centered” opinion, with full respect for students’ freedom to express their ideas, in order to maintain a harmonious proactive network communication environment.

Secondly, colleges and universities ideology and political education workers should pay attention to invisible guidance on the Internet.

During the implementation process of ideology and politics education, intentions and thoughts, which educators trying

to teach the students, are hidden in their living and learning environment. Let the students gradually accept the content of education while they are off campus. (Hong, 2012)

Ideology and politics education workers in colleges and universities can exceed the mainstream topics on life, values, ethics and lawful concepts by carrying out various interactions during professional learning, entertainments, participations of management on campus and other aspects, with a more flexible combination of exchange of ideas and practical operation for ideological guidance on college students, to establish adequate pluralistic “online relationship between you and me”.

Finally, ideology and politic course teachers can use the internet spreading freedom its convenience features to make up for the dissemination of information in the traditional classroom teaching and the drawback their feedback is not immediate. Both inside and outside the classroom, the information students mastered or influences received by the information online are such as to exceed the number teachers can count or the degree teachers can control. Therefore, ideology and politics course teachers cannot and should not only pay attention to collect the information online or know and communicate with students, but also must have better analyzing ability and better judgment on values than students. In this way, when they find any student is in trouble, they can respond to student’s confusion based on the information online, help the student solve the problem independently and rationally and guide him properly immediately. Of course, the establishment of this timely “relationship between you and me” needs to have an equal, interactive “online relationship between you and me” as a condition.

2. DEEPENING THE “OFFLINE RELATIONSHIP BETWEEN YOU AND ME” BASED ON THE OBJECTIVE DISADVANTAGES OF THE NEW MEDIA

2.1 The Objective Disadvantages of the New Media

In 2015, male university students unfortunately committed suicide, but the police was unable to identify the reason for his suicide in real life because none of his teachers or classmates knows about the victim’s idea of world or his details of life. Indeed, the online virtual world, to a certain extent, could most likely to alienate people in real life within reachable distance. The communication and social ability of college students with various online friends has become worse. They do not even know how listen and communicate with others. And once they encountered practical difficulties, they are likely to dispose of trust issues and psychological problems such as personality disorders, etc.. “Web language violence”, “Internet

addiction”, “network autism”, “interpersonal trust crisis”, “online dating”, “computer crime” (Jin, 2011) and so on are the most typical representatives of the disadvantages of the new media. In addition, there are always blank spaces within the construction of restriction power of the public and associated rules. The values of college students are easily alienated and irritated, causing some negative behaviors to occur.

2.2 To Deepen Accompanying “Offline Relationship Between You and Me”

It does not matter how advanced communication technology and Internet have grown, the nature of the human beings and our society cannot be changed. The growing up process of each individual in this society is always a process of socialization. College students are at a critical time of socialization, and the reality of social life and interaction with others have very large and important effect on their personalities. Using face-to-face communication between the educators and students as the main form of work, taking the role of offline spiritual guidance on ideology and political education in order to deepen accompanying “offline relationship between you and me”, is the path which is worth exploring.

Every 95’ college students have his unique personality and way of thinking. Although there are common ideological problems among them, each individual has a different inner world, which means the cause and the solution to the problems will need to be different. The responsibility of the university is not quite to cultivate talented students, but also to provide developing opportunities for students to experience and to change and promote students’ self-teaching fundamentally. Therefore, it is important and necessary for the offline ideology and political educators to pay attention to each student’s growth and help them find the path to self-development and more. Currently, college students’ spiritual world is very rich. Only suffering of teenagers’ growth, tangled emotions, dealing with relationships, locating the youthful ideals, college life problems and so on can impact and disrupt their spiritual world. College ideology and political education workers, especially ideology and politics course teachers, need to be trustable, having a cordial and sincere attitude when listening to the students, to accompany them all the way during their growth. Here, “accompany” is being emphasized because human socialization, a transformation process from being a natural person to social person in real social life, is also a process of imitation. In the process of interpersonal contacts between students and teachers, the teachers have invisible effects on students’ behaviors and values.

To some extent, neither the teaching in the first class nor the ideological guide could have such an intangible effect of education. However, in practical work, ideology and politics education can use richer and more flexible model to build accompanying “offline relationship

between you and me”, guiding students to attempt to solve problems on their own under the influence of teachers and to receive growth on both ideology and personality.

3. THE PRINCIPLE OF DEVELOPING IDEOLOGY AND POLITICS EDUCATION METHODS IN VOCATIONAL COLLEGE DURING THE NEW MEDIA ERA

Value rationality is defined as “for a particular behavior—ethical, aesthetical, religious or any other interpretation—to have an unconditional pure faith of its intrinsic value, regardless if its achievements.” (Weber, 1998, p.56) In the age of new media, meaning of value rationality can be easily marginalized again.

Indeed, the rational development of instruments has promoted the progress of human society, and the improvement of social productivity has promoted economic, political, cultural and science and technology to leap forward. Human social life, therefore, has a solid material foundation. New media is the typical representative of broaden of the human thought and social activity space; however, a direct consequence of this great expansion of rational instruments is that people are driven by the pursuit of efficiency and interests and, at the same time, they use their rational as a tool which enslaves mostly human beings, because the position of human beings is no longer prominent in a world overflowed by technology. Their behaviors and activities still exist, whereas their souls are overhead by the pursuit of material enjoyment and sensations. In the age of new media, no matter how the ideology and political education methods adopt for the dissemination advantages of the new media, we should not forget to follow the principle that “value rationality is the fundamental pursuance.” Since all the updates and changes brought by the new media are the outward manifestation of thoughts, the nature of the content cannot be replaced by any revolution of the means and tools.

CONCLUSION

People cannot abandon their pursuit of values, once they lose the initiation in the spiritual world, they also lose the personal independence, which means, and they lose themselves. Values and meanings of life will become puzzles easily, not to mention the order in life. In this sense, during the “online and offline, you and me” activities between ideology and politics education workers and students constructed under the new media age background, the formation of the relationship is only the appearance of another step in the exploration of method for ideology and politics education, and the formation

of purport valuable relationship is the ultimate goal of methods of ideology and politics education.

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