

# **The Value, Dilemma and Path of Strengthening College Students' Ideal and Belief Education in the New Media Era**

Xuan Zhou\*

School of Marxism, Anhui University of Finance and Economics, Bengbu 233000, China

\*858735545@qq.com

## **Abstract**

New media technology brings about social and technological revolution, providing technical support and possible space for the innovation of college students' ideal and belief education. At the same time, with the infiltration and integration of new media technology, the openness, interaction and mass fragmentation of information communication bring severe challenges to the ideal and belief education of college students. Therefore, in order to adhere to the ideological position of colleges and universities and realize the fundamental task of moral education, we should keep pace with the times and continuously enrich the educational content in the field of new media, adhere to the unity of knowledge and practice, continuously innovate the form of education, adhere to collaborative education and build a full participation education system, so as to promote the innovation of college students' ideal and belief education.

## **Keywords**

New media; College students; Ideal and belief education.

## **1. Introduction**

With the development of new media technology, people have formed an atmosphere of network communication, and cyberspace has become an important field for college students' daily communication and learning. New media technology has become a key influencing factor of ideal and belief education for college students. In a speech at the National Conference on Ideological and Political Work in Universities, president Xi Jinping pointed out: "We should make use of new media and new technologies to bring our work to life, promote a high degree of integration of the traditional advantages of ideological and political work with information technology, and enhance the sense of The Times and appeal." [1]

In the current severe situation at home and abroad, the deep intervention of new media technology is needed to improve the effectiveness of ideal and belief education for college students. Therefore, it is necessary to analyze the characteristics of new media technology information dissemination, and make scientific research and judgment on the challenges and opportunities faced by the current ideal and belief education for college students, so as to turn challenges into opportunities and improve the attractiveness and effectiveness of ideal and belief education.

## **2. The Value Implication of Strengthening the Ideal and Belief Education for College Students in the New Media Era**

### **2.1. Provide spiritual guarantee for the growth of college students in the new era**

President Xi Jinping once in Peking University inspection pointed out that: "The majority of young people should release their youthful passion and pursue their youthful ideals in their

struggle, and use their youth and struggle to pave the way for national rejuvenation and contribute to the construction of the motherland." [2] Just like a lighthouse guides the course of a ship, lofty and firm ideals and beliefs point out the direction for young college students to grow up and become successful. On the one hand, lofty life ideals and firm beliefs are the spiritual guarantee for the healthy growth of college students.

Youth is an important period for the growth and development of life, and also the establishment period of values. Their thoughts are easy to be disturbed by external factors, especially in the new media era, when all kinds of information are mixed together. If there is no correct guidance and education, it is easy to appear the "calcium deficiency" of ideals and beliefs and the "anemia" of spirit, which is not conducive to the healthy growth of college students. On the other hand, lofty ideals and beliefs are the spiritual pillars for college students to become pillars. College students shoulder the future of the motherland and the hope of the nation, and are the backbone of the sustainable development of the cause of the party and the state. Strengthen ideal and belief education for college students, with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, students will be guided to seek knowledge and understanding, with the "four histories" educational resources to infiltrate the minds of students, through the socialist core values to help students to cultivate their hearts and minds, devote themselves to the socialist modernization, and struggle in the practice of the great rejuvenation of the Chinese nation, only in order to achieve stability and become pillars of the people.

## **2.2. Provide talent support for the realization of the Chinese dream of great national rejuvenation**

President Xi Jinping pointed out that: "The Chinese dream is historical, realistic, and future, for our generation, but also for the young generation. The Chinese dream of the great rejuvenation of the Chinese nation will come true in the relay efforts of generations of young people." [3]. Whether college students achieve the ideal and belief of "calcium sufficient", whether to achieve the great rejuvenation of the Chinese nation "confidence explosion", whether to participate in the socialist modernization of the cause of "blood tank filled", directly related to whether college students can shoulder the historical responsibility of national rejuvenation.

The 100-year history of the Party tells us that the future and destiny of a country are closely related to the faith and persistence of young people, and what young people believe and adhere to determines what kind of development path a country will take. If young people have lofty ideals and firm beliefs, the future of a country will be bright. "The ideals and beliefs of the young people affect the future of the country. Young people, with lofty ideals and firm convictions, are the invincible driving force for a country and a nation to advance." [4] Therefore, only by strengthening the education of ideals and beliefs and deeply rooting the lofty ideals of communism, the belief in Marxism and the belief in socialism with Chinese characteristics in the hearts of students can the realization of the Chinese dream be supported by strong talents.

## **2.3. It is an inevitable requirement for responding to international risks and challenges**

The world today is undergoing profound changes unseen in a century, and the situation of instability has significantly increased. Especially with the continuous development of new media technologies, some Western countries have used the Internet to exert political oppression and cultural infiltration on China, seriously damaging China's international image and rights and interests. At present, China is in a crucial period of realizing the great rejuvenation of the Chinese nation, and is in a difficult period of comprehensively deepening reform. To successfully cope with the complex and changing international situation, prevent

and defuse various risks and challenges, it is crucial to strengthen the education of ideals and beliefs and improve the ability to cope with risks.

On the one hand, through strengthening the education of ideals and beliefs, college students can improve their learning and application of Marxist theory, so that they can master the ability to see the essence of problems from phenomena, master the ability to analyze and deal with problems dialectically, and deal with various risks and challenges rationally and calmly. On the other hand, through strengthening the education of ideals and beliefs, enhancing the political concentration of college students, improving the "four self-confidence", truly understanding and believing "why the Communist Party of China can, why socialism with Chinese characteristics is good, and why Marxism is practiced", and on the basis of understanding, actively explaining and disseminating "positive energy" through the network new media. We will raise the voice of China and strengthen the voice and initiative of the socialist ideology with Chinese characteristics.

### **3. The Realistic Dilemma of College Students' Ideal and Belief Education in the New Media Era**

#### **3.1. The openness of information dissemination overshadows the authority of the content of ideal and belief education**

"In the new media era, everyone has become a publisher of information and a potential subversive of authority." [5] Anyone can publish and disseminate all kinds of information at any time and place, and all kinds of complex information fill the network, overshadowing the attractiveness and authority of the educational content of ideals and beliefs. On the one hand, the openness of information dissemination makes it more convenient to acquire information. The "short, flat and fast" way of acquiring information affects the way of thinking and behavior of college students. They used to acquire knowledge from books and classes, but now they are more willing to acquire novel and popular information from the Internet, and they are less interested in serious and abstract content of ideal and belief education. The appeal of ideals and beliefs education has been severely impacted. On the other hand, the openness of information dissemination is inevitably accompanied by the uneven quality of information, hiding all kinds of bad information and wrong trends of thought, and the information of mainstream media is interfered with. Faced with massive information, college students can hardly distinguish right from wrong and are easily misled by bad information, and the authority of ideal and belief education content is impacted. At the same time, the possibility of "bad money driving out good money" in the network also poses a threat to ideal and belief education. The content of ideal and belief education is systematic and rigorous, which needs to be verified by long-term practice, but wrong information or ideas are often rendered by untested vivid stories, compared with the former, the latter seems to be more "convincing".

#### **3.2. The interactivity of information dissemination impacts the traditional form of ideal and belief education**

"Strong interactivity" is one of the characteristics of new media. The interactivity of information transmission has completely changed the teacher-student relationship in ideal and belief education, and made the disadvantages of traditional education mode prominent. For a long time, the traditional ideal and belief education model is "one-to-many" information dissemination, "you say I listen" theoretical preaching and "top-down" knowledge indoctrination. Educators are in the position of discourse authority in information dissemination, while college students are in the position of passive acceptance of information. The development of new media makes everyone become the "input" and "input" of information. Educators and college students have equal opportunities to obtain educational resources and

express their opinions. In this context, one-way communication has become two-way dialogue, top-down knowledge transfer has become equal communication, and people no longer accept the "unified" voice. Everyone can make their own voice, forming an interactive symbiosis of two-way communication in the process of ideal and belief education. Therefore, in the equal exchange of information, simple abstract knowledge teaching and pattern-based practical activities are far from enough. In order to obtain more right to speak, educators should take the initiative to grasp the new characteristics of information dissemination of new media technology, adapt to the new trend of the development of new media technology, and innovate the education forms of ideals and beliefs.

### **3.3. The massive fragmentation of information tests the integration and publicity ability of ideal and faith educators**

Due to the openness and "strong interactivity" of information communication in the new media era, information communication is characterized by mass and fragmentation. "Fragmented communication means that information communication in modern society presents a large number of highly differentiated information subjects and information groups, especially in the context of the vigorous development of new media, complete information is reprocessed and disseminated through Wechat, Weibo, Douyin, Toutiao and other media, forming a fragmented and dispersed form of presentation." [6] Anyone can access information resources at any time and anywhere, and they can express their views at any time and in any way.

Information dissemination presents a massive and fragmented form of communication. All kinds of information produced in the process of fragmented communication are often instantaneous and arbitrary, lack of coherence and logic, and some information has not even been tested in practice, lack of authenticity. These uncensored and unfiltered information flow into the field of vision of college students, and it is easy to induce them to have visual deviation, emotional impulse and verbal violence; In addition, Western countries use new media technology to strengthen their cultural penetration into China, and some wrong thoughts have impacted the dominant position of mainstream ideology, seriously affecting the formation of ideals and beliefs of college students. In the face of the adverse impact of massive fragmented information on ideal and belief education, whether ideal and belief educators have good political theoretical literacy and information acumen, whether they can screen and integrate massive information in a timely manner, and whether they can rationally use information materials to conduct timely publicity and education are directly related to whether ideal and belief education can play a role and achieve actual results.

## **4. The Improvement Path of College Students' Ideal and Belief Education in the New Media Era**

### **4.1. Keep abreast of the times and enhance the acceptability and attractiveness of the content of ideal and belief education**

The content of college students' ideal and belief education should keep up with the theme of The Times, be close to the reality of students, and enhance acceptance and attractiveness through continuous enrichment of educational content. First of all, we should highlight the important role of the latest theoretical achievements of the Sinicization of Marxism. Equip college students with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and consolidate the ideological foundation. Continue to promote the education of "Chinese dream", combine the "big dream" of national rejuvenation with the "small dream" of college students' personal success, and unify the goal of struggle; Continue to carry out the education of socialist core values, make the core values internalized into the guiding principles of college students' personal behavior, and clarify the value standards. Second, we should add vivid

achievements of socialism with Chinese characteristics in the new era and sum up vivid cases and successful experiences of China, such as China's "Chinese mind" in promoting the Belt and Road Initiative, and China's "Chinese vision" in promoting the building of a "community with a shared future for mankind".

Through a series of vivid examples and stories, it demonstrates the superiority of the socialist system with Chinese characteristics and makes college students feel more confident. Third, the content of ideal and belief education should be organically integrated with the life practice and personal development of college students to meet the realistic needs of college students. President Xi Jinping pointed out that: "For a value to really play a role, it must be integrated into social life, so that people can perceive it and understand it in practice." [7]

The ideal and belief education should be really small and subtle, such as combining the great ideal of communism with the job hunting and employment problem concerned by college students, combining the education of socialist core values with the interpersonal communication problem of college students, and focusing the content of ideal and belief education on the "small things" and "details" concerned by college students, so as to enhance the "temperature" of the content of ideal and belief education. Play the role of "moistening things silently".

#### **4.2. Adhere to the unity of knowledge and action, and enrich the education forms of ideals and beliefs**

The key of ideal and belief education is to adhere to the unity of knowledge and action. In the process of the unity of knowledge and action, there are four links of "knowledge, feeling, meaning and action". Only by firmly grasping these four links can we finally realize the "internalization of ideal and belief education in mind and practice in action". First of all, "knowledge" refers to the cognitive basis, which needs to be realized by strengthening theoretical education. President Xi Jinping pointed out that: "Our Party has always attached great importance to theoretical construction and education, and it is our specialty to use the basic principles of Marxism to guide China's affairs." [8] Use new media to carry out various forms of theoretical education and learning activities, learn advanced theories, learn classic original works, learn the history of the Party, and learn example stories, and consolidate the cognitive foundation of ideal and belief education.

Secondly, "love" refers to emotional identification, which needs to be achieved through emotional edification. To inspire people with scientific ideals and beliefs, and stimulate the spirit of struggle of college students; It infects people with the tragic and stirring party history and arouses the patriotic feelings of college students. To guide people with advanced example power, inspire college students to form emotional "empathy", and then condense into an "emotional community" that adheres to ideals and beliefs.

Thirdly, "will" refers to the will guarantee, which needs to be supported by value identification. By propagating and learning historical facts, example power and touching stories, students are guided to form the perceptual value identification of the content of ideal and belief education; Starting from the logic of history, theory and reality, the paper fully expounds the superiority of the socialist system, refutes the wrong understanding and trend of thought about ideals and beliefs in the network, helps college students deepen their value identification, and realizes the leap from the perceptual level to the rational level of value identification. From the perceptual to the rational, from the simple to the deep, to realize the value of college students to the content of ideal and belief education, strengthen the will guarantee. Finally, "behavior" refers to behavioral problems, which need to be guaranteed through practice. Ideal and belief education should pay more attention to practice, take major events and time nodes as an opportunity, rely on new media platforms, and use new media technology to carry out daily and everyday ideal

and belief education practice activities, enhance the appeal of ideal and belief education, so as to achieve students to establish and strengthen lofty ideals and beliefs in practice.

#### **4.3. Adhere to collaborative education and build a education system with full participation**

College students' ideal and belief education is an all-round and whole-process educational activity, which needs the cooperation of different educators. On the one hand, give play to the core role of ideological and political teachers and improve their network literacy.

Ideological and political teachers are the core strength of college students' ideal and belief education. President Xi Jinping pointed out that: "Ideological and political lessons should solve the problem of students' ideals and beliefs." [9]

For ideological and political teachers, a firm political stance, sufficient knowledge reserves, noble professional ethics and a strong love for national conditions are crucial, but in the era of new media, the ability to capture and integrate fragmented information is equally important. Ideological and political teachers, as the checking force of the ideal and belief education of college students, should, on the one hand, set up a keen sense of information, pay close attention to the hot topics of students, and timely state their positions to guide students; On the other hand, we should be familiar with the popular language of the network, make good use of the network media materials, and tell the big truth with small stories, so as to build the ideological and political classroom into the "incubation base" of the ideal and belief education of college students, and truly solve the problem of the ideal and belief of college students. Secondly, give play to the linkage role of various departments and establish an education system with full participation. While attaching importance to the role of ideological and political teachers, we should also play an important role in curriculum ideological and political, campus culture, social practice and media publicity. Explore the potential elements of ideal and belief education in each specialty curriculum, and integrate ideal and belief education into the professional classroom; Carefully design campus cultural practice activities with profound theoretical heritage and strong appeal to create a campus cultural atmosphere that is good for learning and traveling; To carry out social practice activities related to ideal and belief education, so that the majority of students can acquire knowledge and understand the way in practice; Explore all kinds of educational resources and sites to broaden the practice base of ideal and belief education activities; Use the discourse system familiar to college students to carry out media publicity, improve the appeal and affinity of ideal and belief education; Improve the ability of network thinking and network technology application, strengthen the construction of network position, maintain network security and so on. To do a good job in the work of college students' ideals and beliefs, it is necessary to "speak together" between ideological and political teachers and other teachers under the unified leadership of the school Party Committee, and to "go hand in hand" between various departments such as school league and publicity, in order to realize the education matrix of full participation and joint management.

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