

INNOVATION AND PRACTICAL RESEARCH ON THE TEACHING REFORM OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON THE BACKGROUND OF THE NEW MEDIA ERA

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Abstract

Background: The conventional political and ideological education concept, education method, and education material can't completely adapt to the online environment, which is the primary position of students in college political and ideological learning. In the age of modern media, ideological and political education—particularly that provided in colleges and universities must deal with new regulations and challenges.

Aim: Provide and create cutting-edge instructional strategies that include new media tools and channels, making sure the techniques suit the inclinations and study habits of students of today.

Method: As research on new environmental media is still in its infancy, specific and targeted new media evaluation instruments are still lacking. Based on the social responsibility of journalism and the social function of contemporary media outlets, the article offers a set of index techniques to evaluate the efficacy of environmentally friendly news dissemination and offers related improvement strategies as a starting point.

Results: the Chinese social media site accessible numbers for ecological instruction performed low in terms of cognitive effectiveness and attitude efficiency, coming up at 60.7% & 71.5%, respectively. The study's results show that 81.3% is the optimal utilization rate for environmental learning Media. From a perspective of political and ideological education, college students may benefit from an environmental conservation class on WeChat, which can raise their level of ideological awareness and give them with political and ideological knowledge.

Conclusion: Through an examination of the assessment findings, this article highlights the issues with the existing environmental education new media's communication efficiency and offers recommendations for how to make it more effective in this area.

Keywords: Ideological And Political Education, Communication Efficiency, Environmental Education, New Media Tools, New Challenges, New Media Era, Social Function, College Students', WeChat, Innovative Teaching, Colleges And Universities.

I. INTRODUCTION

The information material in the context of new media is growing at a breakneck pace thanks to the quick development of new innovations like artificial intelligence, 5G, cloud computing, and others [1]. For college students, getting information from new media platforms has become second nature. The rise of different contemporary media outlets has had a subtle impact on the political,

humanistic, [1], psychological, and behavioural literacy of college students. It has also had an enormous effect on their worldview, [1, 2], outlook on life, and values. As a result, traditional political and ideological education in universities and colleges faces many new demands.

College and university ideologically and political educators need to lead the way for networked intellectual and political educating in light of new media [2, 3]. In addition to being important throughout China's period of ideological and political growth, actively building networks for this purpose is also a prerequisite for colleges and universities to provide ideological and political education [3].

The "six excellence and one top-notch" plan 2.0 was formally introduced at the end of April 2019 by 13 government agencies, including the Department of Education [4, 5]. It suggested that the development of new fields such as engineering, medicine, the agricultural sector, and liberal arts be thoroughly supported. Of these, [5], the New Liberal Arts are intended to advance the symbolic development of colleges and universities in China and triumph in the struggle to resurrect undergraduate learning in a comprehensive manner, while augmenting the educational contribution and service capacity to society [6].

The new liberal arts, in contrast to the conventional liberal arts, foster the creative advancement of liberal arts education via interdisciplinary integration and generate applied compound abilities to satisfy the demands of the country's social development [7]. Foreign language instruction has a unique place in the development of modern liberal arts, serving as a bridge between China and the rest of the world. Since language serves as the foundation of human civilization, studying a foreign language exposes pupils to Western values and beliefs while also serving as a means of communication with the outside world [7, 8].

Our emphasis is on integrating modern technologies with conventional teaching methods and educational concepts to keep up with the rapidly changing times. The primary goals of philosophical and political courses in institutions of higher learning are to clarify the three notions correctly and raise students' political and moral standards. The course on ideology and political philosophy aims to provide college students with a methodical education in Marxist theory [8, 9]. Maintaining the socialist school running direction and solidifying Marxism's guiding stance in the intellectual sphere of educational institutions are crucial positions to take. It is the Primary Avenue and essential route for carrying out the party's comprehensive educational program and the primary duty of fostering moral development in individuals. Realizing the connotative growth of higher education and fortifying and enhancing the philosophical and political endeavours being done in higher education institutions is the soul's mission. Since national policies have been implemented, [10], a lot of schools have concentrated on the political and ideological education curriculum.

The conventional educational approach and notion, however, are somewhat limited and cannot be more effectively incorporated into online thinking. If philosophy and conceptual political teaching at colleges and universities are based on erroneous material, then this will definitely have an influence on the effectiveness of education. Since the advent of information technology, a lot of schools have progressively shifted to using online instruction and incorporating knowledge from the Internet into their curriculum [11]. The use of the organization stage has further developed the

learning climate and dynamically improved the philosophical and political course material showed in schools and colleges.

1.1 New Media to College and University Ideological and Political Teaching

The "Implementation Outline of the Improvement of Quality Project of Ideological and Politics Work in Universities and Universities" was released by the Ministry of Education in 2017. This document included online education in the "Top Ten Education" system of ideologically and political work in higher education institutions.

As the essential stage for online political and philosophical training, new media has arisen as a critical misleading publicity and showing device for philosophical and political learning in schools and colleges as of late because of an exhaustive assessment of online instruction by philosophical and political specialists [11, 12]. Many teachers' hypothetical investigations and down to earth examinations demonstrate that new media stages altogether affect input change, misleading publicity and guidance, instructive contributions, and the sky is the limit from there.

1.1.1 The Function of Instructional Resources

Restructuring teaching techniques is a key component of the theological and political course design procedures in colleges and universities. New media platforms like Telligent Conference, Nailing, and Rain Classroom have improved the technological tools used to teach political and ideological courses [12, 13]. Ideological and political courses like Introductory to the Fundamental Concepts of Marxism, Ideology and Moral Basis, and Legal Cultivation are being taught in an increasing number of schools and institutions using both online and offline delivery methods. Students may be exposed to dull theoretical information via new media in the form of films, images, sounds, etc [13, 14].

Furthermore, the new media infrastructure services embodied by "acquiring knowledge to be a powerful country" has the capacity to disseminate the most recent national policies as well as theoretical advancements, [15], encourage students to remain vigilant about the nation's and society's progress at all times, enhance their comprehension of national circumstances and contemporary social advancements, strengthen their sense of mission and responsibility, and clarify their career planning and employment direction [16]. Universities may also provide students with guidance in their careers, mental health services, and professional information by using new media like campus service apps and WeChat official accounts.

1.1.2 The Function of Advice and Propaganda

By leveraging the ease of use and widespread distribution of new media, we may rapidly and efficiently raise awareness of the good works of progressive people and groups, as well as educate more college students about them. On ideological and political communication platforms like "ideological and political micro-course," "learning to strengthen the country," and "ideological and political cloud school," for instance, advanced typical acts may be recorded and made public; In addition, significant colleges have established themselves on popular social media platforms like Weibo, [17], Tik Tok, and other newly popular platforms with large user bases in order to conduct recruitment and advertising campaigns, job counselling, and political and ideological teaching.

In addition to spreading the word about advanced models, teacher-student word-of-mouth communication may also raise awareness of advanced instructional techniques, foster a positive learning environment, and strengthen the persuasive power of political and ideological instruction.

1.1.3 Regulation of Feedback

The growth of the collaborative educational model between the home and the school, the enhancement of the channels of contact between educators and students, and the evaluation of political and ideological instruction are all directly impacted by the usage of digital media platforms. In other words, via the new media platforms presentation, students may showcase their own cultural acts, [18], volunteer work, and dorm culture while also sharing their own experiences as learners.

First, it helps students learn more independently and enthusiastically by utilizing new media; second, it helps parents understand the dynamics of the classroom and pertinent college and school policies; and third, it helps teachers gain a more thorough understanding of the quality of their students by using the platform to better formulate lesson plans and make timely adjustments to the curriculum [19].

1.2 The Highlights of Political and Ideological Education at Universities and Colleges in the Age of New Media

1.2.1 Ideological and Political Education's Reputation in New Media

Current medical research demonstrates that multisensory perception has a superior learning impact than single sensory perception. College students now have access to more genuine and thorough information transmission that has a powerful feeling of resonance, [21], appeal, and enhanced learning outcomes thanks to the new media's full use of information methods that are full of noise and feelings, well-written texts, and attractive visuals.

The network's political and ideological education material is becoming increasingly vivid because of newly developed "multimedia" technology [21, 22]. In order to transform ideological and political education from mechanically enlightenment to learners and their engaged engagement, from single colour to multi-coloured, from abstract to building materials, from boring to sophisticated Darin platforms for media have processed the content of ideologically and political education and integrated it into images and music. This has resulted in the content of ideological and political courses becoming livelier in colleges and universities.

1.2.2 The relevance and liberty of political and ideological instruction in new media

The advent of laptop computers, smartphones, on-board computers, and other sophisticated mobile terminals has made it unnecessary for college students to follow the conventional schedule of attending classes at certain times and locations. Rather, individuals may use terminals to get the necessary information at any time and from any location, "listening" to the teacher's lessons and rapidly learning about social, political, and other events occurring both domestically and internationally [23]. People will be drawn to switch from conventional passive "indoctrination" schooling to active involvement in the exchange of ideas by the network's interactive interactions, and they will naturally gain direction in the collision of ideas.

Educational topics may naturally engage in the intellectual interchange among college students via the network's broadcast of political and ideological education material. Heart-to-heart talks characterize all encounters in this network, where all individuals are treated equally regardless of their position, identity, or age.

1.2.3 The Political and Ideological Education in New Media Is Open

Interactive distant learning offers a wide range of communication channels for political and ideological education over the backdrop of new media. It keeps away from the circumstance where understudies are constrained to choose the educational plan and method of guidance dependent just upon their inclinations, character, and level of information, and different contemplations, similarly as with ordinary philosophical and political training [24, 25]. On the one hand, and via the network, educators from various locations may invite elite specialists in political and ideological learning to participate in group discussions on values, the world, and their own perspectives on life. In order for educators and educates to really accomplish the purpose of political and ideological schooling in interaction, educators from various locations may converse with one another and share the educational ideas of the same ideologically and politically education expert at the same time [25].

1.3 Objectives of the study

- Look for creative methods to include new media tools and technology in political and ideological instruction.
- Create virtual experiences, online forums, and multimedia material to improve the political and ideological education process.
- Examine how new media affects students' motivation and involvement in ideological and political education.
- Examine how students interact with material and absorb information in the digital age.

II. LITERATURE REVIEW

[Ran, X. 2019] [26] In the age of new media, college students' everyday lives and studies need modern media tools. The perspectives, learning inclinations, and propensities for understudies are extraordinarily impacted by new media advances, which likewise offers a functional stage for the development and change of political and philosophical showing in higher professional organizations. The educational environment of ideologically and political programs in vocational institutions can be optimized with the creative educational channels provided by new media technology. This will make these courses more vibrant and realistic and will also increase the efficacy of ideological and political education. In this manner, in light of the current circumstances, the activity of political and philosophical instruction at higher vocational institutions may be supported.

[Wang, J. 2021] [27] Philosophical and political schooling at universities and colleges has a huge number of conceivable outcomes as well as deterrents in the cutting edge period. Creating innovative political and ideological education and improving its relevance and efficacy in the modern day are the main goals of political and ideological reforms to learning in colleges and

universities. The essential procedures for improving and advancing philosophical and political schooling in schools and colleges are to research the regulations overseeing the arrangement of youthful understudies' philosophical qualities in the new period, to foster new ideas around here, to upgrade the political and philosophical capability of teachers, to upgrade the degree and content of philosophical and political training, and to additionally adjust the course of instructive appraisals in the new time.

[Zhang, Y. 2023] [28] The emergence of the big data era has significantly altered college ideology and political thought processes, as well as the manner of instruction and management strategies. In this work, a B/S (browser/server) architectural system builds a new platform for the conceptual execution of political and ideological learning based on the backdrop of big data. The system accesses the server database first and then runs the application. Second, in order to implement the usage of remote learning systems, UML (Unified Modelling Linguistic) modelling is developed and static as well as dynamic modelling are employed. In the end, cluster transformation is used to optimize the issue utilizing the key components of FCM algorithm modelling, and the system is checked for data.

[Wang, M., 2020] [29] College students' political and ideological education is constantly influenced by their complex and ever-changing social and spiritual surroundings, which has a direct bearing on the educational process itself. Due to the wide range of values, college students are becoming more receptive and subjective while seeking information because of the strong advocacy for the reform of the market-based socialist economy.

[Wang, J., 2023] [30] Because internet technology is developing so quickly, big colleges are using new media more and more often. At addition to offering fantastic prospects for the advancement of political and ideological education at universities, new media also presents obstacles to its reform. Cultivating students' moral character and ideological ideals is a major obligation of university-based ideological and political education.

[Hui, L. 2019] [31] Self-media, a representation of new media technology, has shown a strong trend of development and has emerged as the primary means by which modern college students get information of all kinds and voice their opinions. Academic leaders and instructors involved in students' political and ideological education need to appropriately address the advantages and disadvantages presented by self-media. Self-media has brought new life to the work of political and ideological training at institutions of higher learning, bringing with it opportunities for growth and development, altering the conventional approach, and increasing the efficacy of the work.

[Liu, X., 2021] [32] In addition to altering social networks, the new media industry's explosive growth has also sparked changes in a wide range of other industries. The new media business has now permeated every aspect of society and prompted academics to consider creative educational reform. College students' learning and lifestyle have evolved as a result of the ongoing advancement of network technology, which not only increases the channels through which students can access outside information but also improves and deepens their relationship with their teachers.

[Huang, A. 2021] [33] In China, the focal point of political and philosophical training is schools and colleges. Philosophical and political instruction means to create new pioneers who will assume on the gigantic liability of reviving the country. In the enormous information age, the organization affects understudies' philosophical and political training, as well as the results of their schooling. One huge and imaginative method for showing political and philosophical ideas in colleges and schools is to utilize the organization stage. The test of giving philosophical and political guidance in Chinese schools and colleges is additionally how to completely understand the helpful impacts of organizations while dispensing with their negative impacts.

[Wang, W. 2019] [34] The Internet has been a leading indicator of the fast development of emergent media technologies since the dawn of the information era. The widespread use of new media in the political and ideological activity of colleges and universities has greatly facilitated model change and the advancement of educational work. While addressing the growth chances in the Internet era, colleges and universities confront tremendous obstacles due to the new media tools and the ongoing enhancement of the everyday life and instructional participation of college students. There are two options available to political and ideological instruction combined at colleges and universities with the new media landscape.

[Li, L. 2017] [35] The rapid development and widespread adoption of big data has not only led to the development of characteristics such as an extracurricular exchange the network, the exchange of ideas and information, and the time frame of classroom instruction, but it has also inevitably brought about negative effects on ideological and political education. These effects include the diminishing role of ideological and political theory, the weakening for conventional ideological and political education methods, and other new issues. At this sense, we should develop an unconventional approach to political and ideological teaching at universities by building a strong network environment, developing a team of highly qualified educators, and developing a distinctive network platform.

2.1 Hypothesis

H1: The communication impact of new environmental protection education medium may be enhanced by **contact efficiency**.

H2: The communicative impact of new environmental protection education medium may be enhanced by **cognitive efficacy**.

H3: Effect may enhance ecological protection education new media's communication impact.

III. METHOD

The use of environmentally conscious new media as a starting point for civic education and the creation of a system for evaluating the efficacy of its messaging. Next, communication success of new media in light of green teaching is analysed using the three perspectives of interaction efficaciousness, cognitive effectiveness, and attitude efficaciousness. An empirical study on how well it works of modern media in communication was conducted using new media of innovative environmental sorts that were selected, sample data collected and analysed, and an approach for evaluation used [36]. Based on both of the statistical evaluation, this study examines the

environmental news media's communication efficacy from the perspective of civic education [36, 37]. This paper provides a comprehensive assessment of the current influence of new media on communication from the perspective of empirical investigations and makes relevant recommendations and remedies.

This paper's primary technique of data analysis is questionnaire surveys of pertinent researchers to gather and compile relevant experts' opinions.

3.1 Expert Choosing

Using hierarchical analysis, which counts the scoring data of 20 experts and derives various geometric means, the inaccuracy resulting from extreme data was minimized [38]. The expert competence rankings for this research are listed in Table 1, and the results demonstrate the validity of the paper's conclusions.

Table 1 Coefficient of expert authority.

Round	Familiarity	Judgment basis	Authority coefficient
First Turn	0.691	0.497	0.591
Second Turn	0.597	0.269	0.269

3.2 Determining the Index Weight

The weighted average of each expert's rating vector is produced using Yapp software, which is based on the previously created evaluation index system of new media for environmental learning [39]. This makes it possible to decide ultimately how much weight each indicator should have in the overall evaluation system. Table 2 shows the proportional distribution of each indicator [40].

Table 2 The viewpoint of philosophical and political training, the loads of appraisal factors for the adequacy of ecological conservation schooling by means of new media.

1 Indicators	Weight Value	2 Indicators	Weight Value	3 Indicators	Weight Value
Contact efficiency	0.3690	Legal operation	0.4975	Platform certificate	0.6972
		Media impact	0.6497	Complete data	0.3494
Cognitive efficiency	0.4975	Cultural heritage	0.1975	Population of knowledge and skills	0.5975
				Ecological cultural communication	0.2364
		Social environment supervision	0.3649	Supervise government actions	0.9364

				Supervise schools behaviour	0.3496
				Supervise student behaviour	0.4960
Attitudinal efficiency	0.4961	Identification shaping	1.036	Partition of college student	0.5496
				Collage student's identification	0.3164

3.3 Information Sources

This paper utilizes the WCI record of the Qingbo huge information stage for the latest positioning, picks the WeChat, which official channels of each critical media association from the main 30 authority profiles, and chooses the positioning rundown of natural climate file and ecological assurance distributed by means of the Qingbo large information stage in 2018 [41]. Toward the finish of the accompanying organizations were picked: the Natural Appraisal fan organization, the E20 Water Organization Strong Waste Administration Organization, [42], the Climate of China, Polaris Natural Assurance, and the biological security Hydrosphere Table 3.

Table 3 The top five accounts on WeChat's weekly list of the environmental education WCI index.

Official Account	Release	Road	Headlines	Average	Likes	WCI
China's environment	40/59	251,26	181,15	6499	2164	796.66
Solid waste network and E20 water network	15/26	264,24	264,25	2168	2597	498.64
Hydrosphere protection of the environment	14/59	269,14	361,25	2498	1679	489.67
Polaris Environmental Protection Network	26/79	269,11	264,22	0892	2689	596.69
Website for EIA enthusiasts	26/49	894,12	594,26	2298	1103	856.99

IV. ANALYSIS

4.1 Analytical Findings

After harmonizing the gathered data, we assigned scores based on the previously created indicator systems model [43]. To get the general score and positioning displayed in Table 4, we expanded the score of every sign by the weight and afterward added the scores of each aspect.

Table 4 As indicated by philosophical and political schooling, the authority account correspondence proficiency is positioned and given a general score.

	Contact efficiency (0-29.6)	Cognitive efficiency (0-28.99)	Attitudinal efficiency (0-89.66)	Total score (0-112)	Ranking (1-5)

Polaris Natural Assurance Organization	15.33	59.69	6.97	81.99	1
Hydrosphere protection of the environment	19.98	64.99	29.69	114.66	3
China's environment	63.97	59.48	18.69	142.14	5
Solid waste network E20 Water network	46.59	23.47	26.99	97.05	2
Website for EIA enthusiasts	15.98	65.99	34.69	116.66	4

4.2 Comprehensive Scenario Evaluation

The total ranking differs significantly from the index of screenings outcomes based on the Clear Bridge platform's WCI index, as shown by the data in Table 5 [44]. As per the circulated association adequacy assessment framework worked in this article, the accompanying organizations have been requested arranged by diminishing WCI: China Climate, Ecological the hydrosphere, Natural Assessment Darlings Organization, [45, 46], E20 Water Imparting Strong Waste Organization, which is and Polaris the Climate Security Organization.

Table 5 Rate of main indicator scores.

Level indicators	1	Full score	Highest score	Minimum score	Average	Score Rate
Contact efficiency		69.6	26.98	29.69	96.66	98.69%
Cognitive efficiency		64.99	36.94	14.69	2.69	54.97%
Attitudinal efficiency		63.99	5.6	36.69	5.69	49.89%

4.3 Analysis of the Attitude Effectiveness Results

Attitude efficacy is the behavioural orientation and readiness to communicate knowledge following recognition, and it describes how people's beliefs or values affect their emotions. Identification modelling is included in the assessment indicators in this research, which include "college students' participation" and "college students' sense of identity." Table 6 displays a mind-set performance index score findings.

Table 6 Rating and Attitude Effectiveness Score.

Attitude Effectiveness	Shape identification (two-level weight)	College students' participation (three-level weighting)	Identification of college students (three-level weighting)	Ranking
Hydrosphere protection of the environment	36.98	59.61	29.99	1

Solid waste network and E20 water network	25.33	15.66	46.32	4
China's environment	56.3	14.36	56.79	2
Protection of EIA enthusiasts	63.45	14.88	56.36	5
Polaris Environmental Protection Network	6.35	1.5	2.98	3
Complete score	56.98	1.77	46.79	

V. CONCLUSION

Cultivating individuals by virtue is the central goal of political and ideological schooling even in the age of new media. This paper examines the importance for educating ecological civilization in the contemporary social context and evaluates the status of environmentally friendly media communication. It does this by examining how well new media are used in environmental education. Using the theory of communication's effect on "ecological society ideologically and political in nature learning," this paper develops a system for evaluating the effectiveness of contemporary media for environmental preservation learning. The system naturally combines the theories of the communication effect and media ideological and ideological learning”.

In this work, we used environmental instruction as an example. Using Qingbo's large data, we picked and ranked five of the most representative public figures for empirical investigation. To confirm that the index system was functional, it was compared simultaneously with the Weibo Promotions Index. This research discovered that environmental awareness education benefits from new media's effective communication.

The more eager college students are for interacting with the media, the more substantial the educational impact shown in the form of cognitive and attitudinal efficiency, as well as the greater the contact efficiency. In order to further promote college students' awareness of ecological civilization and the sustainable development of the ecological environment, universities and the government ought to expand the political and ideological education on the protection of the environment for college students, improve the publicity effect on environmental safeguarding new media, make the educational content of new media richer, and allow college students to take an active role in this activity.

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