

# Research on Network ideological and political education in Higher vocational colleges in the all-media era

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**Abstract:** With the continuous development of science and technology, the all-media era is officially coming. Under this background, how to rely on the Internet to innovate ideological and political education and build a new system of online ideological and political education has become an urgent problem for the majority of higher vocational colleges. Based on this, this paper analyzes the influence of the all-media era on ideological and political education in higher vocational colleges, and at the same time analyzes and discusses the reform strategy of network ideological and political education in higher vocational colleges, which is only for the reference of colleges and teachers.

**Key words:** all-media; Higher vocational colleges; Network thinking and politics; Influence; Reform strategy

At present, we have entered the era of all-media. Network technology not only provides convenience for people in every field of life, but also brings new opportunities and challenges to ideological and political education in higher vocational colleges. The Internet is like a “double-edged sword”, which can provide a lot of convenience and reform opportunities for the education management of higher vocational colleges, but also brings a huge impact on the ideological and political education work. In this regard, in the new era, it is necessary for higher vocational colleges to face squarely the influence of all media on ideological and political education, actively explore the reform path of online ideological and political education in higher vocational colleges, comprehensively improve the quality of ideological and political education, lay the foundation for the cultivation of ideological and political literacy of higher vocational college students, and help them better study, employment and development in the future.

## I. Analysis on the influence of ideological and political education in higher vocational colleges in the era of all-media

### 1. Practical significance

First of all, in the era of all-media, the effectiveness of ideological and political education in higher vocational colleges has been fully improved. Ideological and political educators can use rich network resources and various modern technologies to carry out ideological and political education, create a new pattern of networked and digital ideological and political education that students are happy to see, and fully improve the interest and effectiveness of ideological and political education. Secondly, in the era of all-media, the timeliness of higher vocational ideological and political education has been fully improved. For higher vocational ideological and political education, the improvement of timeliness is an important basis to safeguard its educational value. In the all-media era, ideological and political educators can make full use of the interactivity, timeliness and convenience of Internet technology to innovate ideological and political education, firmly grasp the opportunities of ideological and political education, timely and appropriate to carry out ideological and political education, fully deepen students' experience, promote their ideological and moral literacy and comprehensive quality training. The quality and effect of ideological and political education can be improved to a higher level.

### 2. Challenge analysis

First of all, in the all-media era, the authority of ideological and political educators has suffered a certain impact. In the past, ideological and political educators appeared as the leader in educational practice, and some ideas put forward by students were willing to accept and believe. However, in the era of omnimedia, college students can obtain the information and resources they want at any time through the Internet, which also challenges the authority of ideological and political educators. Secondly, in the all-media era, the adaptability of ideological and political educators also faces great challenges. Ideological and political education pays attention to “changing from time to time” and “new from time to time”. In the all-media era, ideological and political education methods of ideological and political educators are also in urgent need of innovation and change. The traditional mode of ideological and political education in the past has been outdated, and many ideological and political educators still have certain problems in adapting to new changes and new needs, affecting the quality of ideological and political education and educating people. Moreover, in the all-media era, the systematicness and standardization of ideological and political education have been impacted. The thoughts of higher vocational college students are also confronted with the impact of multiple ideological trends. They can access various thoughts and theories through the Internet, which directly increases the difficulty of promoting ideological and political education, and requires scientific treatment and solution by ideological and political educators.

## II. The reform strategy of the network ideological and political education in higher vocational colleges in the all-media era

### 1. Introduce rich resources to improve the interest of online ideological and political education

In the era of all-media, the online ideological and political work of higher vocational colleges has also ushered in a variety of resources.

In the specific practice of ideological and political education, ideological and political educators can introduce these online resources in combination with specific educational content, enrich the resource base of ideological and political education, improve the interest of ideological and political education, and enable students to gain more happiness and growth through learning in fun. For example, in the process of “values” education, ideological and political educators can introduce some real news from the Internet based on the background of the all-media era to stimulate students’ inner resonance and enhance their sense of learning experience; At the same time, ideological and political educators can show some real people and events happening around students through multimedia, so as to stimulate students’ inner identity and learning interest, effectively guide them to cultivate correct values, and promote the quality of ideological and political education.

#### 2. Innovate models and methods to improve the affinity of online ideological and political education

A good educational method is an important basis to guarantee the quality of ideological and political education. In this regard, in the era of all-media, the development of online ideological and political education in higher vocational colleges must be “changed by time” and “new by time”, and the use of Internet technology to innovate the mode of ideological and political education, create a network and modern pattern of ideological and political education, and effectively improve the affinity and effectiveness of ideological and political education. To be specific, first of all, ideological and political educators can be in line with the “information” education ideas, the use of information means to improve the quality of ideological and political education. Secondly, ideological and political educators can be in line with the “network” educational ideas, using the network technology that students are familiar with to innovate ideological and political education, so that students can learn ideological and political knowledge anytime and anywhere, so that ideological and political education is more suitable for students’ lives, improve the affinity of network ideological and political education, so that students into the brain into the heart.

#### 3. Build a fusion media to improve the influence of online ideological and political education

In the all-media era, ideological and political educators should give full play to their role in communicating and guiding students in ideological and political education, and play the important role of “opinion leaders”. Use modern means such as media to improve the communication power and influence of online ideological and political education, help higher vocational students establish correct values and Internet habits, improve their ability to distinguish information and resist bad ideas. Effectively improve the systematization and effectiveness of ideological and political education. First of all, ideological and political educators can carry out ideological and political education work on the Internet, and use network means to carry out a variety of online ideological and political practice education activities, so that students can show their ideological and political practice through live broadcasting or short video platforms, express their true feelings, build a modern and personalized online ideological and political practice education system, and promote the overall improvement of the quality of ideological and political education. Secondly, ideological and political educators can actively build a media for ideological and political education through campus network means. On the one hand, they can use wechat public account, Weibo and other network software popular with students to build an “online ideological and political education platform”. Teachers can become “big V” and cultivate a large number of students “fans” by sending videos, tweeting and other “ground” ways. Arouse students’ observation and learning, and promote the cultivation and improvement of students’ ideological and political literacy; On the other hand, we can rely on the campus network and campus public number to build a column of “network ideological and political interaction”, which provides a public space for the majority of vocational students to express their inner feelings, reveal life problems and understand the direction of employment. On this basis, combined with the problems faced by students in study, life and employment, targeted counseling and guidance are carried out, and actively communicate with them to help them solve doubts and answer doubts, straighten out their ideas and concepts, promote the cultivation of their professional quality, comprehensive quality and ideological and political quality, and comprehensively improve the systematic and effective ideological and political education.

#### 4. Improve the system construction and improve the standardization of online ideological and political education

In the all-media era, ideological and political education must pay attention to responding to the influence of the Internet. In this regard, the majority of ideological and political educators should make clear the influence of ideological and political education on their own authority and adaptability of ideological and political education, grasp the opportunities, face the challenges of the Internet, do a good job in network supervision, pay attention to the use of some institutional construction to strengthen the effect of online ideological and political education, help the majority of higher vocational college students to form a good habit of using the Internet, and promote their overall growth and development. First of all, ideological and political educators should do a good job of network filtering and purification. For example, they can hook up professionals, class cadres and other subjects, on the one hand, build an external control system, purify the school network through professional software, supervise students’ public opinion and give timely guidance; On the other hand, build an internal supervision mechanism to conduct real-time supervision on students’ Internet use, mental health and ideological conditions, timely education and counseling, and promote the positive cultivation of students’ physical, mental and moral qualities. Secondly, ideological and political educators can work with students to develop the Internet system under the all-media era, guide students to use the Internet green and safe, and regularly carry out some theme education and training to cultivate students’ good habits of using the Internet.

#### 5. Improve information literacy and improve the effectiveness of online ideological and political education

The key to education is teacher-oriented. Ideological and political educators undertake the mission of training outstanding successors and builders for the cause of socialist construction. In the all-media era, we should adhere to the spirit of reform and innovation, constantly improve our information literacy, actively learn new technologies and new knowledge, and better promote the work of online ideological

and political education. To be specific, we can start from the following aspects: First, we should strengthen our own information awareness and use a variety of means to improve information literacy. Ideological and political educators should correctly view and scientifically use network technology and information tools, effectively give full play to their advantages of being close to students, lead students to use the Internet reasonably to learn new knowledge and understand the new journey, help them shape a good habit of using the Internet, so that they can gradually establish a good idea of right and wrong, and correctly use their right to speak on the Internet. Reduce the impact of negative information on them, and help them learn and grow better. Secondly, we should actively use the Internet, learn network language, understand the network “new language” and “new state” of higher vocational college students in the new era, communicate with them by using the “language they can understand”, narrow the distance between each other, and further improve their own education authority and ideological and political influence. At the same time, ideological and political educators should base on the impact of multiple ideological trends, innovation and entrepreneurship problems, employment problems faced by vocational college students in the all-media era, timely communication with them, and combine ideological and political education to guide students to change their ideas, set up lofty ideals, and help their physical and mental sound development and effective cultivation of ideological and political literacy. In addition, we should consciously learn network skills and improve the ability of network ideological and political education. Ideological and political educators can use their spare time, through independent learning, Internet learning, professional training and other ways to improve their information, network ideological and political education ability, and constantly improve their educational skills, so as to improve the affinity and effectiveness of ideological and political education, while laying a solid foundation for the effective cultivation of students’ ideological and political literacy.

In short, in the era of all-media, ideological and political education in higher vocational colleges has also ushered in many opportunities and challenges. In the face of the new era and new changes, the majority of ideological and political educators should also be determined to innovate and constantly reform the ideological and political education concepts and methods, build a modern, scientific and efficient network ideological and political education work system, comprehensively improve the quality of ideological and political education work, promote the development of students’ ideological and political literacy and comprehensive quality, so that they can go further and fly higher in the future!

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