

Ways of Integrating Media Literacy Education into Ideological and Political Education for College Students in the New Media Era

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Abstract

In the new media age, the rapid quantity growth of media and the unlimited increasing of media information content have promoted the media's influence to people's daily life. In the college and university, it is not only changing greatly the university student's life, it also shaping university student's life, value and the world outlook. Thus, it has become the necessity that improving media literacy of the ideological and political workers to make media literacy education being integrated into the ideological and political workers and teach students carry out a scientific, rational contact and use with media. Based on all these, this paper discusses the inevitability and feasibility of the combination of media literacy education and ideological and political education, and puts forward some proposed means of their integrations.

Key words: new media age; university students; media literacy, ideological and political education; integration

Introduction:

In new media age, all kinds of new media forms are affecting college students' learning and life. Therefore, facing the rapid growth of media quantity and the unlimited increase of media information, it is becoming a real problem how to guide or to create the conditions for college students to make them contact and use media scientifically and rationally and it also requires the staff doing ideological and political work should have not only a solid theoretical foundation, but also rich network of knowledge, skilled ability to use network technology in order to improve the effect of Ideological and political education of students. Media literacy education which aims to cultivate the ability of obtaining, analyzing, evaluating and transmitting all kinds of information of the masses is valuable and it meets the needs of the times incorporating it into ideological and political education.

1. The negative impact in ideological and political education from the new media era

The so-called new media refers to a kind of communication patterns being built on the basis of the digital technology which provides service information for people through the computer network, wireless communication network and the satellite medium and using computer, digital TV, mobile phones and other terminal. College students have become the first recipient, user and promoter of the new media because of their strong curiosities and the identity for the new things. Although they benefited from a lot from new media, but the negative impact is self-evident. Therefore, It is important for University Ideological and political workers to get the impacts from the new media age, especially the negative impact.

1.1 The negative impact on ideological and political education environment

First, the bad information is polluting the ideological and political education environment. Under the impetus of newspapers, magazines, movies, radio, TV, computer, telephone, mobile phone, web, QQ, BBS, and blog media technology, College is no longer socially isolated paradise and the students, not the nerds deaf to the outer world but the consumers of all kinds of information are being influenced by mass media at the degree of “full aspects”. These information whether progressive, healthy and positive or backward, corrupt and negative is infecting the organism of campus culture, constantly bringing an effect to people's senses and eroding people's psychological environment. The information pollutions are shown mainly in three aspects: first, the harmful and toxic information, such as pornography and violence; the second is false and fake information; the third one is repeatability and image information. It is easy to create a sense of emptiness, often feel at a loss and difficult to make a correct value judgment for the young students with unstable value concept in the face of overwhelming information production, even leading to crime for long-term invasion of prostitution in the bad information. According to statistics, the juvenile crime rate because of being affected by bad information has reached 30% in recent years.

1.2 “The orthodox culture” was pushed into embarrassing state of “crisis of legitimacy” and “three vulgar” culture is filled with information market.

They advocate chasing fly benefit regarding money as the worship, use wretched words with low style and fawn upon the rich and powerful persons.

Their main harms lie in that it is not conducive to shape the young students' world outlook, life outlook and value outlook. On the one hand, it induces students to develop egoism and make them self-centered, indifferent to the interests of the state, the collective and the others; second it induces students to chase money worship and hedonism regarding the amount of money as the criteria of self-value and success; the third is advocating “reality” principle and regarding “whether can get benefit from others” as the guideline for establishing relationship with others. All these negative impacts eventually led to the youth lack of faith, lose ambition and form vacant and decadent life attitude.

1.3 The cognition for the national culture is being threatened.

The development of the mass media has narrowed the geographical space, and has created a pluralistic and open dialogue channel for the wide exchange and intermediation of different cultures and ideas. However, some powerful countries are occupying long-term and dominant position in information dissemination market and they make use of the characteristics of network communication of “open, fast and hidden” to hype their concept of value, behavior modes, system and way of life, slander and attack different social or political systems by means of “democracy, freedom and human rights” and at last cause some student's inclined ideology. It is easy for the young students to create the illusion, lack of critical awareness for the foreign culture criticism and even think the nation's traditional culture has been out of date. Thus, the ideological and political education of our country is being suffered a strong impact and is facing severe challenges.

1.4. The status of Ideological and political education staff is negatively affected.

On the one hand, the superiority position of the ideological and political workers for grasping information is shaken. In the traditional ideological and political education in colleges, educators occupy the absolute superiority and control not only the content of education, but also the whole implementation process of education. However, in the new media era, this pattern has been broken. Because the sensitive degree of the students for social phenomena and their proficiency degree for the operation of new media information tool can be bypass the traditional education of media, main body of thought political education and capture their the

content of their interest in the network world information, the education subjectivity and dominant position of the ideological and political workers has been shaken. The position of the educator and the educated is gradually changed into the equality relationship at present. Second, the quality of Ideological and political workers is facing challenges. In the equal and interactive platform constructed by new media, the traditional one-way to impart knowledge pattern has been broken and the student's main body consciousness is greatly mobilized. Multi-directional information provides a wide choice of space for them and they no longer passively accept education indoctrination and arrangement like before that, but select the relevant information according to their own values, idea and ability to judge.

1.5. The educated of ideological and political Education is negatively affected.

Firstly, cause the deviation of student values and the behavior disorder. The mass media lack of active and effective “gatekeeper” which not only undermines the filtering capacity of pornography, violence, crime and other bad information but also makes the choice of communication content, media, media time has certain value orientation because of gatekeeper's subjective intervention and also negative values and philosophy will make individual deviating from social leading values and ethics. Especially the developed countries use mass media and information technology carry out strong implementation of the “cultural imperialism”, output and infiltrate ideology capital and values to other countries and dispel other national culture and value concept with the so-called “universal value”.

Secondly, the mass media makes the students’ thinking mode unitary and weakens their critical ability. Mass media constructs social knowledge and social imagery through images, sounds, text and other technology. However, this superior technology effect creates a standardized cognitive model and it is easy to eliminate the individual value judgment and the selecting ability by superficiality lifestyle, consumer behavior and the aesthetic taste, which directly leads to mechanization thinking of educational object and the loss and subjectivity. New media has the advantages of rapid transmission, openness, universality, etc., making the student information acquisition from traditional reading a book or newspaper in the past to get vast amounts of information on internet at present.

Thirdly, the new media makes a variety of communication modes of college students, at the same time leading to interpersonal desalination. Through the new media technology, the traditional face-to-face communication turns into interactive mode. Through all media QQ, micro-log, we-chat and so on, college students are often exchanging information and communicating in anonymous way which is helpful to express their personal feelings and expanding their interpersonal category. However, excessive dependence on the media, it would decrease the frequency and shorten the time to stay with friends and get along with family and it is also not easy to directly transfer facial expressions, gestures and posture which contains rich emotional, resulting in the interpersonal alienation. The covert features of the media transmission also allow some students to cover up the real personality, refuse to contact with the interpersonal communication, and easily make the individual form unhealthy mentality of loneliness, anxiety and depression.

2. The necessity and feasibility of strengthening the media literacy education in ideological and political education in the new media age

The functions of the mass media includes the transmission of information, publicity and education, culture, services providing and entertainment etc. in which each one can has a positive or negative effect. For example, the dissemination of false information, the wrong policy propaganda will mislead the audience harmful to the society and pornographic violence content will poison the young people. However, it cannot go on for long just to prevent college students to accept the bad information with “blocking”. Therefore, it is the urgent need to do things that improving the media literacy of college students and enhancing their abilities of correct choice and

effective use of the media, receiving a better education through modern information technology. The so-called quality of media, saying it popularly, it is to raise people is selection ability, understanding ability, and questioning ability, evaluation ability, creation and production capacity and speculative reaction ability. in the face of all kinds of information from the media.

It is the basic purpose of media literacy education to obtain those abilities. Therefore, it is the inevitable choice for the students to develop their media literacy skills in the new media age. Furthermore, Ideological and political education and media literacy education share some important common connotations, so it is possible to apply the latter into the former.

2.1 The necessity of strengthening media literacy education in ideological and political education in the new media age

Firstly, Carrying out media literacy education is the inherent requirement of developing and enhancing the realistic pertinence of the ideological and political education in Colleges and universities. The permanent vitality of Ideological and political education lies in being related to reality and the life closely, and carrying out effective guidance and education has aiming at the practical problems in the university Spirit and the students' thinking. In fact, now the largest reality is that all sorts of problems are being brought out by mass media era. Therefore, it is no doubt a meaningful attempt and innovation that applying the concept of media literacy education into understanding and solving the problems that have existed and need to be solved urgently in practical ideological and political education of colleges and universities. Therefore, the media literacy education in our country should pay more attention to "thought" education, and should become the new carrier of ideological and political education for college students.

Secondly, Carrying out media literacy education is not only the objective need of the subject of college students' ideological and political education but also the urgent need of the object of ideological and political education for college students. On the one hand, in the mass media era, diversification of information dissemination way has shaken the monopoly position of traditional ideological and political education worker and the "glance" media makes the information has become unable to control and can always be provided directly to the students which increases the difficulty of controlling and managing ideological and political education activities; in addition, equal access to information resources, weakens the advantage of ideological and political worker and asks higher requirements for their own qualities. Therefore, the promotion of ideological and political education must depend on improving the media literacy of the staffs their selves. On the other hand, young students have not yet been forming the fixed judgment standard to media information and their abilities of inadequate cognition and distinguishing determine them easily affected by the negative factors of the mass media. Therefore, the media literacy education can improve their cognitive structures, improve their cognitive abilities, optimize their thinking modes and strengthens their thinking abilities in order to make them deal with all kinds of positive or negative information correctly in the end.

2.2 The feasibility of strengthening media literacy education in ideological and political education in the new media age

The media literacy education is suitable for the College Students' Ideological and political education in the new media era because they share a strong consistency in the target, the connotation and the implementation method. First, they both take the cultivating students and improving their qualities as the common target. To realize the cultivation of the students, media literacy education should not only simply limited to basic literacy, also pass on the philosophy of life adaptable to development of the times, create a new way of life and give a corresponding increase in people's happiness.

Second, both of them have common connotation. On one hand, colleges and universities ideological and

political education aims to influence the ideology of college students, to change their ideas, and guide the social behavior of college students. In this sense, the essence of Ideological and political education in Colleges and universities is a process of ideological communication, which takes the ideological ideas as content takes the students as the object. On the other hand, the ideological and political factor must be involved in the media literacy education. Whether it is the choice of information, or the information interpretation, needs a certain value view as the judgment standard, and cultivating the value is the common concern both in ideological and political education and in media literacy. It can be said that there is an essential link between the two.

Third, the implementation methods are common: either media literacy education or ideological and political education of college students is a complex and systematic engineering which needs a long-term concern from all sectors of society and an education system built by the college, family and society. Furthermore, its implementation channel is often by the classroom teaching and the extracurricular practice activities. This shows that both college students' Ideological and political education and media literacy education own the amalgamation in the implementation method. For example, it is easy to accomplish that establishing a separate chapter on media literacy education, in the existing ideological theory teaching in the classroom.

3. The ways that putting media literacy education into ideological work of colleges and universities

3.1 Constructing the theory of media literacy training for University ideological and political workers

Media literacy education as a new educational activities, reflects the new education idea and education mode and integrates various theories of journalism, communication science, pedagogy, psychology, aesthetics etc.. College Ideological and political workers ought to recognize the importance of improving their own media literacy to carry out ideological and political work , take the initiative in depth study of theory related to media literacy training, continue to explore the best model of media literacy training for ideological and political teachers in the colleges , strive to build the media literacy training theory system for ideological and political education teachers suitable for China's national conditions and school conditions of colleges and universities and then better guide practice and continuously improve the effectiveness of ideological and political education in new media era. Whether the media literacy training theory for ideological and political teachers in colleges and universities is correct lies in that if it is conducive to the improvement of scientific research innovation ability of college Ideological and political education, beneficial to improve effectiveness of the ideological and political education work and conducive to promote the comprehensive development of ideological and political education work. In the process of construction the media literacy cultivation theory for college ideological and political teachers, the "people-oriented" principal should be adhered to, closely around the reality of college Ideological and political work to carry out theoretical research and practical work and implementation the goals of education, encouraging and guiding students. College Ideological and political workers' research on media literacy cultivation theory ought to be combined with professional features, analyze deeply the hot and focus issues coming from society or campus and highlight the ideological and political education.

3.2 Establishing a complete and systematic work mechanism of media literacy education

Appropriate agencies should be established to arrange, layout and coordinate the work unitarily and specialized personnel should be equipped with to guarantee promoting media literacy education in the ideological and political education from the human, material and financial resources.

First, the university should set up the special media literacy training institution for the ideological and political workers according to their own realities. The training institutions should be in the charge of the college leader directly who presides over ideological and political work responsible for the arrangement of the curriculum,

design of teaching contents, teachers coordination providing necessary guarantee for classroom, media equipment, books and funds.

Second, the construction of the teacher team in the media literacy education curriculum should be emphasized. Although the teachers engaged in the media education should not be required to own professional background, it is necessary for them with certain knowledge of the media which can be gotten through on-the-job training courses or summer courses and so on. The short-term training for school teachers mainly consists of some professional knowledge training, and its content can include the media basic knowledge, the media operation principle and simple media product production. The teacher training program of the media literacy education can be completely opened by the college journalism and Communication Institute.

Third, to set up media literacy courses should be regarded as the important channels media for literacy education. The first, the media literacy education curriculum pattern suitable to our country can be designed according to the current situation of the Western University. Second, it is unnecessary to complete setting up media literacy courses in short term spreading out over a large area and it should be opened as a public elective course, checking the students' actual learning firstly and then make corresponding adjustments, thus gradually turned it into a university professional public courses or basic quality courses. In addition, it's necessary to regularly hire media practitioners to carry out lectures, seminars, academic reports and other activities. However, it is necessary to see that if all of this can be carried out smoothly, it needs two basic conditions: the construction of media quality education teachers in Colleges and universities and the compiling of teaching materials.

3.3 The practice activities of media literacy should be carried out actively.

Firstly, the existing resources and infrastructure should be made full use of, namely based on the original quality education; the contents of the media literacy education in can be integrated into extracurricular activities, caucus activities and social practice activities. Secondly, the college should actively promote external media to provide a broad platform and talent for the cultivation of college students' media literacy and skills, provide a stage for their social practice and social services, let them constantly expand their knowledge by editing, shooting, news planning and other forms and at last enhance their immunity abilities for the bad information. Third, interpretation of the hot news to help students to establish a correct "Three Outlooks" is the central task of Ideological and political theory course. Therefore, it is necessary to fully and reasonably explain current or current social rapid change occurring in the process of major events, because they are all the main factors affecting the students' world outlook, outlook on life and values formation.

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