

Ideal and Faith Education of College Students' Publicity Team

Xuanhan Zhou*, Wei Yang

Southwest Petroleum University, Chengdu, 610500, China

* Corresponding author

Abstract: Strengthening college students' ideals and beliefs is an important proposition in the new era. Communication and education of ideals and beliefs have a strong internal connection and agreement in the theoretical category and goal orientation. Combined with the characteristics of new media, this paper analyzes the opportunities and challenges brought by new media as a media to the education of contemporary college students' ideals and beliefs. Using the theory of communication for reference, this paper puts forward the connotation of ideal and belief education communication, and puts forward the practical path to improve the effect of ideal and belief education of contemporary college students from such elements as the media, process, environment, supervision and feedback of communication: building a new teaching communication mode of media integration, strengthening the agenda setting of education communication, innovating the discourse system of education communication, creating a good environment for education communication. Establish a supervision, management and feedback mechanism for information dissemination.

Keywords: New media, College student, Ideal and belief education, Spread.

1. The Importance of Strengthening College Students' Ideal and Belief Education in the New Era

From the revolutionary period to the new era, the CPC has always put the education of youth's ideals and beliefs in an important position. The education of ideals and beliefs is an important educational content in the Party's mass line education and practice activities, the special education of "Three Stricts and Three Realities", the learning education of "Two Studies and One Action", the theme education of "Do not forget the original intention and remember the mission", and the learning education of the Party history. In the Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning Adherence to and Improvement of the Socialist System with Chinese Characteristics and the Modernization of the National Governance System and Governance Capacity, it was proposed to "promote the normalization and institutionalization of ideal and belief education" [2], which promoted the institutional construction of ideal and belief education.

"This ideal and belief is the belief in Marxism, the lofty ideal of communism and the common ideal of socialism with Chinese characteristics." [3] A person's ideal and belief determine his world outlook, outlook on life, values and political position. The education of ideals and beliefs is an important content for universities in the new era to train students to become new people in the era of national rejuvenation. It is to guide students to understand, internalize, and practice "what is the correct ideal and belief", "why should we establish such ideal and belief", and "how to firm the correct ideal and belief". Especially since the outbreak of the COVID-19, the situation abroad has become more severe, and the domestic task has become more important. Only by further strengthening the education of college students' ideals and beliefs can we firmly build the ideological foundation,

pool the strength of youth, and better achieve the goals of the "two hundred years".

2. Communication Science and Education of Ideals and Beliefs Are Internally Consistent in Terms of Goal Orientation and Theoretical Categories

Communication in the study of communication is an activity in which people transmit, receive and feedback information through symbols and signals, and a process in which people exchange ideas, thoughts and emotions to express mutual understanding and influence [4]. The purpose of ideal and belief education is to realize the flow of mainstream ideological information. Through the transmission of educational information such as the principles of Marxism, the theory of socialism with Chinese characteristics, and the excellent traditional culture of the Chinese nation, it acts on the cognition of the educatees and affects their changes in ideology and action practice. The objects of the two researches are both people (audience), and both of them can guide or influence the audience through the transmission of certain information. Therefore, we can learn from the relevant research results of communication, especially mass communication, to improve the effect of ideal and belief education.

The theory of ideal and belief education has a certain theoretical connection with the theory of communication. Referring to the theory of "Lasswell Communication Model" in communication science, the communication elements of college students' ideal and belief education can be divided into: educators, communication content, communication media, educatees, feedback, etc. They interact and jointly affect the effectiveness of education. Drawing on the theory of "Shennong Weaver Model" in communication science, college students' ideal and belief education process should always pay attention to the impact of "noise" on each link, and

comprehensively optimize the "noise" to improve the communication effect. Drawing on the "Osgood Schramm Model" theory in communication studies, the role of educators and educatees in the education of college students' ideals and beliefs in the new media era is frequently switched, and the process of education is highly interactive and cyclical, not just the traditional one-way communication. In addition, from the theoretical perspective, we can also combine the coding, gatekeeper, audience satisfaction and other theories in communication with the elements and processes of ideal and belief education to optimize the effect of ideal and belief education.

At present, there are many problems in the education of ideals and beliefs in colleges and universities. For example, Zhou Xu divides the dilemma into value conflict, happy teaching conflict and virtual reality conflict, and points out that the popularity of new media provides a platform for college students to obtain information, which can promote the communication between teachers and students and the realization of innovative education. [1] In order to further understand the specific effects and difficulties of the ideal and belief education of college students in Guangzhou, this study took the college student groups and ideological and political teachers around Guangzhou University Town and Longdong as the survey objects, mainly from the five aspects of college students, families and schools, and carried out a survey on subjective factors (such as personal perception of ideal and belief) and objective factors (such as school education methods and national policies), and issued and recovered 377 valid questionnaires, Likert scale was used for statistical analysis. On the whole, 42.77% of college students said that "they have a deep understanding of their own ideals and beliefs, but there are still shortcomings", and 35.53% of college students said that "they do not have a deep understanding of their own ideals and beliefs, and lack of firm ideals and beliefs". At the same time, some college students have some problems, such as lack of adequate cognition of ideals and beliefs, wrong values, and lack of firm ideals and beliefs.

In the Internet era, the application of new media technology has penetrated into all fields of social development. The Internet has brought great convenience to college students' learning, daily life, entertainment and information acquisition, enabling them to easily obtain all kinds of massive and open information. At the same time, they can choose their favorite and familiar ways of communication and entertainment, and carry out supplementary learning on textbooks and extra-curricular content. However, the Internet era has also brought some challenges to college students' understanding of their ideals and beliefs. First of all, multiple cultures and values on the Internet collide, integrate and catalyze each other, gradually forming a variety of "different voices". This provides college students with the opportunity to explore the real world from the network, but also makes some college students have faith confusion. [2] At the same time, in the context of new media, college students are also easy to be deceived by false or bad information due to their immature minds and insufficient judgment ability. Secondly, some college students do not have the ability to think independently, and are easily misled by fragmented information on the Internet, thus doubting the original values and generating wrong cognition. In fact, in the questionnaire, 54.10% of college students believe that the negative impact of network information will bring very serious consequences. The spread

speed and content of network information are difficult to control. College students' ability to distinguish different information is not strong enough, and it is easy to have cognitive bias. For example, some network fraud information will have a serious impact on college students' right values. Finally, some college students have a strong dependence on the virtual network. They have been addicted to the virtual network for a long time and are hard to extricate themselves. They seek self and emotional venting in the virtual world, confusing the boundary between the virtual world and the real society, which leads to the weakening of the effect of ideal and belief education and the decline of the level of moral judgment. [3]

In the past, the main carriers of ideal and belief education in schools were related books, newspapers and periodicals. In today's society, new media has become an important means of information dissemination, but it carries less content of education of ideals and beliefs. According to the survey data, 62.20% of college students believe that the lack of relevant media to promote the content of ideal and belief education is one of the main challenges to carry out ideal and belief education. With the development of new media, its credibility and authority are being rapidly established and strengthened. Therefore, the new media should increase the propaganda of the education of ideals and beliefs, the important thoughts of the Party and other aspects, and give play to the advantages of the Party and the country in cultivating the development of college students' ideals and beliefs at this stage under the background of new media.

Education is a process from heteronomy to self-discipline. The purpose of carrying out ideal and belief education is to enable more college students to actively participate in classroom teaching, so as to make teaching more efficient. At present, some college teachers still use the traditional teaching method, and the teaching form is relatively simple. For example, in the course of preparing lessons, they still use large text and abstract theory as the main content, which makes the originally abstract theory more boring, deviates from the college students' expectations of classroom pluralism, and cannot achieve the ideal teaching effect. In fact, the timeliness and effectiveness of ideal and belief education feedback is not very high, and the form is relatively simple and boring. The survey shows that 48.40% of college students believe that the single teaching form of teachers has a negative impact on the teaching effect. However, for teachers, although they have realized that it is crucial to improve their hard ability to use new media platforms and technologies and to inject new media and ideal belief elements into the classroom, their concepts and knowledge reserves are facing certain challenges in the face of the information service system provided by the new media platform for college students. How to effectively impart the correct ideals and beliefs that meet the requirements of the development of the times to college students, and how to make college students more willing to accept, learn, and learn from each other actively rather than passively through effective education channels, so as to achieve the effect that both teachers and students are satisfied with, are the problems that college ideological and political teachers should pay more attention to in the process of education and teaching.

Colleges and universities are important places for ideological and personality education of college students. Although the current college students' ideal and belief

education has been greatly improved compared with the past, they do not pay enough attention to the new media platform facilities, integrate with the first classroom closely enough, and create insufficient campus cultural atmosphere to highlight the ideal and belief education, so they do not give full play to the pertinence of education. However, in recent years, some colleges and universities have significantly increased their investment in the construction of new media infrastructure, such as the upgrading of new media equipment, the opening of library self-service space, the introduction of personal reading kiosks, etc., which enable teachers to have strong technical support when using new media technology, innovate teaching methods, and activate the classroom atmosphere; Some colleges and universities still have problems such as aging and obsolete equipment. They also tend to choose more stable traditional teaching materials in the selection of classroom teaching materials. They have limited thinking about the combination of teaching materials and new media, which leads to their limited practical effectiveness in narrowing the distance between traditional teaching materials and life reality, ideal and belief education with the help of new media³, *The Influence of New Media on the Education of Ideals and Beliefs of Contemporary College Students from the Perspective of Communication*

Throughout the development process of communication, each new communication technology will bring profound influence on the communication process, communication effect, communication characteristics, etc. Compared with traditional media, new media is a kind of media that uses digital signals and Internet information technology, uses computers, mobile phones, digital TV and other intelligent devices as the media to spread information and services, and has strong interaction, rapidity, coexistence and other characteristics.

New technologies such as the Internet, big data, cloud computing, artificial intelligence and so on are driving the emergence of new communication formats. Weibo, QQ Space, WeChat official account, Zhihu, Tiktok, Kwai and other communication platforms are rapidly changing and innovating, constantly expanding the communication power and influence of new media. The types and coverage of new media platforms are expanding constantly, which has deeply affected the development of economic society and all aspects of people's life, and has permeated into the learning life on campus, subtly changing the behavior habits and values of college students. The young generation born after the millennium has become the main body of current college students. Their growth is accompanied by the process of Internet and various new media platforms from germination to popularization. The inherent network environment makes them more dependent on new media to broaden their vision, expand knowledge, display personality, reflect value, and seek and obtain a sense of identity and value. As a new media, the characteristics and functions of new media have been deeply integrated into the ideal and belief education in colleges and universities, and become an important channel to carry out the ideal and belief education of college students. Grasping the good opportunities brought by the new media and strengthening the response to the risks and challenges brought by the new media will have an important impact on the effect of college students' ideal and belief education.

2.1. Opportunities brought by new media as media

1. It is conducive to expanding the coverage of ideal and belief education

The behavior habit and thinking mode of contemporary college students are affected by the new media communication mode and characteristics. Compared with traditional media, new media provides instant messaging, information search, learning promotion and other services through websites, APP and other application platforms. With extensive information and rich content, diversified platforms and forms attract students with different needs, interests and personalities. As of June 2020, the number of Internet users in China has reached 940 million, with students accounting for 23.7% [5]. Therefore, the use of new media as a media to infiltrate and integrate the content of college students' ideal and belief education into various APPs that students often use and pay attention to can greatly increase the number and frequency of the audience of ideal and belief education. In terms of the scope of communication, traditional classroom education or theme activities can only involve a limited number of people, but they can take full advantage of the advantages of new media to carry out activities in a variety of forms and convenient participation, which can span the time, region, group and other realistic factors, reach the student audience in different time and space environments, and have a wide impact in the virtual world. For example, Beijing University of Aeronautics and Astronautics set up a "famous teacher workshop" module on the WeChat official account. Through the new media platform, the education process before and after class is integrated, relevant knowledge and theories are pushed, and timely interaction, analysis and answers are made. This not only helps students learn independently, but also increases the interaction between teachers and students, expanding the time and field of ideal and belief education.

2. It is conducive to enhancing the affinity of ideal and belief education

On the level of content and form of information dissemination, the new media platform has a huge amount of storage of information, and can expand rapidly. At the same time, it realizes the integration of text, pictures, audio, video and other different forms of content information on the same media. Different students can always find their favorite forms of information on different new media platforms. Therefore, using the form that students like to encode and disseminate the ideal and belief education information is conducive to enhancing the affinity and appeal of information, and can achieve twice the result with half the effort.

From the perspective of the role of the communicator and the audience, the role of the communicator and the audience can be changed more freely and quickly due to the strong interactivity of the new media and the ease of information release. When individual college students with firm political positions and extensive influence become communicators, they can better use the network language among peers to share, communicate, discuss, and collide from the perspective of peers, and more easily gain the participation, acceptance, and trust of peer audiences. This breaks the traditional education mode of one-way information transmission and preaching by elders. It can communicate equally at multiple levels, and is more persuasive and influential, thus enhancing the affinity of

ideal and belief education.

3. It is conducive to improving the timeliness of ideal and belief education

As a media, compared with traditional newspapers, TV and other media, the new media is not limited by the region, time and environment, and the information is released free of charge. One of its communication advantages is the multi-point radiation interactive communication mode, which can quickly spread massive information, greatly improving the speed and efficiency of information transmission. At home, they can enjoy the world's affairs and share new things around them at any time. Through new media, college students can quickly get all kinds of news and information, and also can quickly share their feedback ideas. Therefore, especially for social hot spots and current political news, using the new media platform well can quickly understand the college students' cognition, position, attitude, emotion, etc., and timely and targeted guidance and guidance to improve the timeliness of education.

2.2. Challenges brought by new media as media

1. The characteristics of "no center" and "flattening" dispel the authority and discourse power of educators

In the traditional education environment, the access to information is relatively limited. Ideal and belief education is mostly one-way communication, or one-way multi-level communication. Schools, teachers, counselors, etc. are the main educators, or through the education of the main student backbone, the student backbone will guide other students. Most students are just educatees, receiving information in a one-way way. As the center of educational information dissemination, schools and teachers are easy to become information disseminators with high credibility and strong persuasion.

The communication mode of new media construction is non unidirectional, with the characteristics of decentralized, flat, and multi-point interactive radiation communication. Everyone can become a producer, publisher, communicator, and receiver of information. The impact of different views on each other dispels the role of educators as "gatekeepers" of information. Mainstream correct information may be affected by many other one-sided, negative, or even wrong public opinion information. The popular posts and information comments of some big V bloggers, stars, navy, etc. can even deeply influence and incite college students more than the school education and mainstream media, which has seriously impacted the voice and authority of educators.

2. The characteristics of "openness" and "liberalization" increase the insecurity of the educational environment

The application of new media technology has made the communication of various information and cultures more rapid, open and free. Some European and American countries, taking advantage of their technological and economic advantages, have constantly infiltrated various ideas of thought in the western society, even some "non Marxist" statements, amplified statements that are not conducive to social harmony, distorted individual imbalances in development, and "westernized" or differentiated Chinese youth through various new media platforms. For example, in recent years, under the banner of "telling history" and "interpreting history", historical nihilism, with the help of

some new media platforms, secretly spliced history, distorted facts, even attacked and vilified heroes, advocated social liberalization, etc., and attacked China's mainstream ideology. There are also some depressed and extreme youth subcultures, such as "lying flat", "Buddhism", "the world is not worth it" and other "bereavement cultures", which are full of decadent and pessimistic spiritual attitudes, and easily lead to a negative and confused psychological state of college students. The university stage is an important period when the world outlook, values and outlook on life are mature. Such "noise" may shake the ideals and beliefs of college students, cause ideological distortion of college students, and even threaten the ideological security of universities and even the country.

3. The characteristics of "algorithm recommendation", "fragmentation" and "entertainment" weaken the influence and attraction of educational content

In this era of information explosion, the "post-00s" college students are good at quickly searching and receiving all kinds of information through new media. If the appeal of the ideal and belief education content itself is insufficient, the topic setting does not meet the preferences and needs of contemporary college students, and the communication discourse fails to combine the ideological and interesting, the education communication content will be quickly submerged, and college students are easily attracted by other information. The algorithm recommendation mode adopted by the new media platform makes it easier for college students to solidify in the information they recognize and like. If the ideal and belief education information is not within the recommended range of the algorithm formed by big data capture, and college students cannot even access the corresponding education information, the ideal and belief education dissemination value will not be effectively demonstrated.

The content of college students' ideal and belief education is systematic, with a defined and complete knowledge framework. The terms and expressions are relatively formal and standardized, and the discussion and understanding of most mathematical rational problems are deep and difficult. However, the communication content brought by the new media is mostly fragmented, entertaining and superficial. It is easier to attract college students' attention by combining interesting and humorous network catchwords and network derived vocabulary. As of December 2020, the number of short video users in China is 873 million, accounting for 88.3% of the total Internet users [6]. "Contemporary college students pay more attention to self experience, and prefer and are used to obtaining information through short videos, pictures, images, and texts with strong interactive interest, visual impact, and content appeal. It is difficult to focus on traditional systematic education content and single education form, thus weakening the appeal and influence of traditional ideal and belief education.

4. The characteristics of "personalization" and "post truth" reduce the controllability of the process and effect of education communication

The main ways for the school to carry out ideal and belief education are ideological and political courses, special reports, theme class meetings, theme group day activities, social practice, etc. The contents and forms of which have been strictly controlled and reviewed to strengthen the purpose of education and highlight the authority of mainstream ideology. Such a communication mode is easier to form a centralized and unified ideological control. The "individualized"

communication characteristics of new media make it difficult to control the explosion of public opinion. At the same time, the "post truth" era brought about by the rapid communication of new media has led to the delay of rational truth in the emotional and restless public opinion. The new media makes the communication process highly subjective and random, the communication effect highly uncertain, the truth and emotion confrontation, the collision between mainstream culture and subculture, and the conflict between different ideologies, which increase the difficulty of controlling the communication process and effect of ideal and belief education.

3. Practical Theory of Integrating New Media to Improve the Effect of Educational Communication

Ideal and belief education is an important part of ideological and political education, which has the basic characteristics of pedagogy. However, from the perspective of communication science, education can be understood as a special kind of communication, that is, educational communication, and educational activities are also regarded as educational communication activities [7]. The education and communication of contemporary college students' ideals and beliefs is the information exchange between college educators and contemporary college students. It is the purpose of colleges and universities to design the education process, select the education content, use a variety of education media and education carriers, and integrate the Marxist theory, the communist lofty ideal The common ideal of socialism with Chinese characteristics is an activity passed on to college students.

3.1. Constructing a new teaching communication mode of media integration based on new media

1. In depth integration of classroom teaching and new media

In colleges and universities, the teaching of ideological and political courses is still the main channel to carry out the education of ideals and beliefs. Combining the new media platform with the teaching of theoretical courses can improve the effect of education communication. With the development of network technology, a variety of new media teaching models have emerged, such as MOOC, flipped classroom, mixed classroom, etc. Among them, SPOC mode (Small Private Online Course) is a comprehensive teaching method combining MOOC teaching, small class teaching and flipped classroom, aiming to further improve the quality of classroom teaching. It not only integrates the teaching advantages of rich new media content forms and easy participation and interaction, but also realizes face-to-face, small-scale and targeted teaching forms, which helps to enhance students' enthusiasm, interaction and learning efficiency. When implementing the SPOC mode for teaching, teachers can select high-quality online courses according to the students' conditions, add or delete some content in the original course chapters according to actual needs, adjust the curriculum settings, and accurately link book theory, classroom teaching and students' characteristics. Before class, guide students to watch teaching videos and share curriculum resources; In class, interactive teaching modes such as group discussion

and brainstorming are carried out to consolidate knowledge points and carry out targeted and personalized education and guidance of ideals and beliefs; Assignments are arranged after class and questions are answered in a timely manner. After evaluating the assignments, excellent assignments can be released on the platform to give positive feedback to excellent students and guide all students. In addition, teachers can also communicate and discuss with students at the first time about social hot spots, current political news, etc. through the new media platform in combination with theory, pass on the country's ruling program and the latest conference spirit to students, analyze, explain and guide in simple terms, and point out the current problems, so that students can have a clear political direction and establish a correct ideology [8]. The course teaching of SPOC mode is more targeted and personalized, which helps to enhance the participation of students, improve the interaction of learning process, break the situation of "indoctrination" teaching in the classroom, and improve the effect of classroom theory teaching communication.

2. Organic combination of theoretical teaching, practical teaching and new media

The difference between ideal and belief education and other theoretical knowledge education lies in its practicality. Practical activities are the key conditions for communism to change from knowledge to belief [9]. The reception theory of communication studies emphasizes that the audience's participation and practice can effectively improve the effect of reception and communication. Integrate various practical activities with classroom theories and new media networks, enrich the connotation of practice and education, and more effectively enable college students to understand Marxist theory and communist belief from "knowing" to "understanding" to "value identification" and then to "practical application", so as to truly reach the ear, mind and heart, and establish and strengthen the ideal and belief of socialism with Chinese characteristics. Make full use of new media channels to carry out "cloud discussion", "cloud speech", "cloud debate", etc. in theory teaching, and enrich the teaching of theory courses with distinctive themes and diverse forms of activities as the carrier; In the practical teaching, we can carry out activities such as learning the history of the Party, observing the national conditions, and preaching theories through "cloud research", "cloud practice", "cloud live broadcast", and explore outstanding cases in the activities, expand the coverage of publicity, and guide and influence young students more widely.

3.2. Agenda setting for strengthening education communication based on new media

Agenda setting is an important theory in mass communication, which emphasizes that in the process of mass communication, people can effectively guide the events and the direction of public opinion through the selection, arrangement, dissemination and release of topics. When carrying out ideal and belief education for college students, new media should be used as the media, and the agenda setting theory should be fully used for reference, so as to better achieve the goal effect of guiding ideology, shaping value orientation, and developing behavior habits.

1. The orientation of agenda setting should strengthen the leading role of mainstream ideology

The orientation of agenda setting in the education of ideals and beliefs should closely follow the educational goals and requirements of the Party and the country. It is a clear direction for China's higher education to establish a solid ideal and belief of socialism with Chinese characteristics. Educators, as the "gatekeepers" of agenda setting, must improve their political position, enhance their ability to distinguish between right and wrong, strictly check all elements and links of agenda setting, take education of ideals and beliefs as the core, and socialist core values as the guide, firmly grasp the direction of mainstream consciousness, promote the theme, and spread positive energy.

2. The selection and design of topics should focus on audience needs

Ideal and belief education and agenda setting both contribute to the change of thought and behavior through the change of people's cognition. In order to internalize and influence the educatees' thoughts and behaviors, it is necessary to better mobilize the subjective initiative of the educatees in learning, rather than mechanical passive input. Whether the education of ideals and beliefs can play a role or not is ultimately up to the college students themselves. Exploring the needs of the educatees, highlighting the dominant position of college students [10], and designing targeted issues of education communication oriented by the needs of the audience will help to attract the attention, understanding and acceptance of the educatees. In general, audiences will pay more attention and demand to issues with high relevance and strong uncertainty. Issues such as entertainment news, war unrest and emergencies that cannot be fully guided by their own experience can often get more attention from the public to eliminate their uncertainty [11]. Therefore, the choice of ideal and belief education topics can focus on the content closely related to college students' study and life. For example, the topic of "how to plan my college career" for freshmen and the topic of "graduation feelings" for graduates will be more easily concerned and accepted by the corresponding students. Or it is combined with the news hot spots and social focus issues that are generally concerned by contemporary college students. At the same time, we can grasp the important time nodes, festivals, etc., and release and disseminate the corresponding topics. For example, we can use new media to carry out the memorial activities of heroes in the cloud on Tomb Sweeping Day to attract more attention and participation.

The use of new media big data to collect and analyze college students' ideological trends, psychological states, hobbies, etc. can more accurately grasp the personalized needs of college students in different periods and stages, can select and design topics with a targeted view, and carry out personalized education and guidance. For example, the use of new media platforms allows teachers and counselors to easily observe students' ideological trends on such platforms as the circle of friends, microblog and QQ space. When problems occur, they can guide and educate students in a timely manner to strengthen their ability to resist negative thoughts.

3. The role of agenda setting should highlight the guidance and control of public opinion

In agenda setting, in the face of hot news, group events, negative public opinion, etc., we should pay attention to the combination of "sparse" and "blocking". We should actively plan and set up in advance, increase students' access to useful information, and guide students' interests and concerns; It is

necessary to cultivate "opinion leaders" with high political literacy, solid theory, and popular with teachers and students, who can speak in time in hot political issues, social focuses, and public opinion events, and use appropriate discourse systems and expressions to effectively guide and grasp the direction of public opinion. At the same time, improve the coordination mechanism between universities and other units and departments, control issues in non agenda setting, and timely control, delete and handle unsafe information threatening mainstream ideology. However, in agenda setting, more "flexible" methods should be used to deal with public opinion, and excessive coercive measures should be avoided to avoid greater negative impact.

In addition, we should give full play to the role of agenda setting implicit education. Combining theory, history and the present, we should tell a good red story, tell a good story about the great achievements made in the 100 years of the founding of the Party, actively set up topics for implicit education, and constantly enrich the content of implicit education. We should use new media platforms to infiltrate mainstream ideology into all kinds of information that college students touch, and integrate it into all aspects of college students' learning, life and practice. Gradually promote contemporary college students to identify with and practice the mainstream ideology.

3.3. Discourse system of innovative education communication based on new media

1. Improve discourse expression and enhance the appeal and appeal of ideal and belief education

"If theory is persuasive, it can master the masses; if theory is thorough, it can persuade people. [12]" This sentence clearly describes the basis and method of using mainstream ideology theory to persuade the masses. Persuasion should be achieved through discourse. In the new media era, the spread of mainstream ideology theory should make college students willing to listen, understand, listen to and believe, and generate emotional resonance and value identity. It needs to innovate the discourse expression of communication content, learn the discourse expression forms of different communication media, properly choose the expression language, and improve the affinity, attraction and appeal of communication discourse.

Educators should learn and grasp the discourse expression methods and characteristics of contemporary college students in the new media era, so as to be flexible and innovative in the practical education communication. First of all, in the theory class, transform the boring, political and standardized theoretical discourse into an easy to understand and universal language form, integrate social hot spots and current political focus, quote examples that keep pace with the times, and guide students to flexibly use principles and theories to analyze problems. Secondly, in practical activities and heart to heart talks, use life oriented, grounded and peer oriented language to express, integrate the examples around, and increase the affinity of education. Thirdly, in each new media network position, we should properly use all kinds of network languages, use clever titles to attract eyeballs, use humorous expressions to raise attention, use lively, interesting and symbolic language to explain the truth, analyze sensitive issues, and enhance the influence and appeal of education communication. However, in order to cater to the language preferences of college students, we should not use too vulgar, bantering and subcultural discourse to express innovative

discourse, thus affecting the authority of education.

2. Choose high-quality content discourse to enrich ideal and belief teaching resources

Social platforms such as WeChat, QQ and Momo, information platforms such as Zhihu and Xiaohongshu, and audio-visual platforms such as Tiktok, Station B and NetEase Cloud Music are some new media platforms commonly used by contemporary college students. Although some of the content spread on the platform can play a positive role in promoting the education of ideals and beliefs, it is also full of negative and vulgar content, shaking the ideals and beliefs of college students, Reduce the educational effect of ideals and beliefs. Therefore, when teachers choose high-quality new media communication content as teaching resources, on the one hand, they should choose resources that reflect the characteristics of the times, can arouse students' emotional resonance, and reflect positive values on the new media platform. For example, the heroic deeds that emerged in the fight against epidemic or flood, watching the First Lesson at the Beginning of School, etc., encourage college students to establish and firm correct ideals and beliefs with the power of example and positive energy. On the other hand, choose the network resources closely related to college students' life, study and future work, so that the education of ideals and beliefs is not separated from students' actual life, and can really answer questions and solve questions for college students, so as to realize the fundamental educational task of establishing morality and cultivating people.

3.4. Create a good environment for education communication based on new media

1. Construction of campus network culture

Where college students are, the classroom of ideal and belief education should be located. QQ Space, Weibo, WeChat official account, Station A, Station B, Tiktok, Moke, Yiban, and the official website of colleges and universities are all important positions for ideal and belief education. Therefore, schools should strengthen the construction of network positions and fully grasp the highland of new media communication. Discover the content that college students are interested in, and create a new media platform that can attract students' attention and resonate with students by using easy, humorous and approachable expressions. For example, Tsinghua University, Nankai University and other universities have taken the initiative to open their own official accounts on new media platforms such as Station B and Tiktok, and broadcast the opening ceremony and excellent typical deeds report on the platform, which has attracted extensive attention and participation of college students. At the same time, colleges and universities can use the new media platform to create the second classroom of ideal and belief education. For example, using the second class transcript platform or E-class platform to carry out the "I speak for socialist values" activity, publish and display the "I and my motherland" theme essay contest and keynote speech contest on the WeChat official account, upload patriotic micro films shot by students themselves on station B.

2. Build a communication matrix integrating school, family and society

In addition to the school environment, both the micro family environment and the macro social environment will have a great impact on the formation and development of college students' ideals and beliefs, playing an important role

in the process of ideal and belief education. Therefore, the school should take the lead, with the counselors as the core, to establish a systematic and targeted benign interaction platform of school, family and society, and form a "all staff, all process and all direction" education pattern. This measure helps to expand the coverage of ideal and belief education for college students, so that ideal and belief education can develop from the school scope to the family scope and social scope, and improve the educational effect and quality in an all-round way. For example, we have established WeChat groups and QQ groups that combine home and school to publicize school discipline, school rules, ideals and beliefs related education activities through this platform, so that parents can better understand students' learning performance, ideological state, etc. at school, improve communication between schools and parents, and thus build a good "trinity" ideal and belief education communication environment.

3.5. Establish a supervision, management and feedback mechanism for information dissemination based on new media

At present, universities and various new media platforms are important positions for information collection and dissemination. First of all, colleges and universities should strengthen supervision, improve the supervision, management and evaluation feedback mechanism for new media communication, formulate specific rules and regulations, regulate college students' online behavior, enhance their ability to distinguish right from wrong, guide college students to go online in a civilized manner, prevent being incited by information that is not clear about the truth and has ulterior motives, avoid blindly believing or even spreading false information, and improve college students' network literacy. At the same time, colleges and universities should cooperate with information management departments to filter and clean up negative and unhealthy information in a timely manner. Secondly, according to the interaction, browsing, discussion, comments, likes, etc. of college students on the new media platform, regular analysis, evaluation and feedback of the ideological trends and the effect of ideal and belief education of college students are conducted through the network big data statistics, so that teachers can better adjust the teaching content and teaching mode, and counselors can more specifically design and carry out thematic class meetings, seminars or individual heart to heart talks. In addition, counselors, class tutors, ideological and political teachers, professional teachers, etc. should pay close attention to the ideological and behavioral trends of college students, guide and interact in time when problems are found, so as to prevent problems before they occur.

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