Research on the Implementation Path of Ideological and Political Education in Colleges and Universities Based on Multimedia Technology

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Abstract. Teaching content is the core of classroom teaching. Physical education teachers generally choose appropriate teaching methods and teaching organization forms based on the features of teaching content. The current physical education materials of the new curriculum did not give the relative teachers the specific teaching content of each class, and provided a broad stage for the most relative teachers. How to choose and match teaching content reasonably and effectively is the fundamental guarantee for ameliorating the classroom teaching results. This article probes into the implementation path of college political thought education based on multimedia tech.

Keywords: Political Though Education, Multimedia Technology, Colleges

1. Introduction
The arrival of the "Internet +" era is not only an inevitable outcome of the growth of the network society, but also an inexhaustible motive force for the progress of the knowledge society. In the 20th year of the State Council, Premier Li Kenning first proposed the concept of "Internet +" in the work report of the National People's Congress. And to promote it to the level of national strategy, it can be seen that "Internet + " has been recognized and advocated at the national level, and is a powerful assistant to promote national and social progress. In the subsequent growth, the Internet has been actively integrated with the factors of all walks of in society lives, making the old and traditional work show vitality.

2. Growth Status of Political Thought Education in China
The rapid spread of the internet tech has played a positive run in boosting and boosting the growth of education in China. However, the current political thought education in China's colleges has not yet achieved an effective and effective connection with the Internet. The traditional education model is still the mainstream of political thought education. Most colleges' political thought education is limited to a limited range of classrooms. Classroom teaching is mostly indoctrinated, and teaching is unattractive and interactive, resulting in insufficient student learning initiative. Moreover, most of the political thought education lacks the sense of the times and the pertinence. It can't combine the students' ideological confusion in daily life, and can't solve the dilemmas that students encounter in practical learning, so they can't grasp their hidden dangers[1].
3. The growth of political thought education in colleges under the background of the internet times

3.1. Valuable changes in social and economic status
With the continuous growth of the country's society, especially the changes in economic form, social organization and lifestyle, the current ideological activities of college students are more independent, selective, versatile, more active, and more ideological and value-oriented. For diversity. The correct, advanced, and positive value orientation is the mainstream, but some students have weak ideas and beliefs, and liberalism, utilitarianism, and money worship have negatively affected them. On the one hand, information is exploding, and the network platform is full of false errors, violent pornography, and corrupt reactionary messages. Once accepted by students, it is not conducive to the production of a correct outlook and values; on the other hand, network concealment and vitality. The characteristics will affect the young students of the new era to establish a correct sense of morality and responsibility, and easy to cross the boundaries of the law.

3.2. Characteristics of college students in the current times
Under the "Internet +" era, young college students have undergone tremendous changes in their thinking and behaviour. These changes have positive aspects and negative aspects. It is necessary for colleges to pay attention to and guide them in the activities of political thought education. First, the ability to accept new things is enhanced, and the subject values are weakened. The Internet's multimedia information exchange platform makes it easier for college students to accept a variety of new things. The Internet breaks through time and space constraints and delivers instant information around the world. To the users. College students continue to exercise and enhance their ability to accept new things while using various platforms on the Internet. However, the complexity of network information is tempting, negative news, and bad for college students. Video, etc. continue to stimulate students' eyes, making their sense of social responsibility gradually indifferent, and the correct subject values are challenged. This is also the direction that the "Internet + thinking work" path should be grasped[3].

4. Innovation Path of Political thought education

4.1. Strengthening the construction of campus culture
College campus culture is an important component of socialist culture with Chinese characteristics. It plays an important run in boosting the reform and growth of colleges, strengthening the political
thought education of college students, and ameliorating the overall quality of college students. The socialist core values are the fundamental requirements and destination of college campus cultural life, and also provide the correct direction and guidance for the growth of campus cultural life. First of all, the grassroots sub-committee of the university should firmly grasp the systemic nature and put the socialist core values and the ideals of the Chinese dream into the campus culture. Secondly, the construction of campus culture needs to be rich, the form is lively and diverse, and the content is vivid and rich. It attracts students to participate in the foundation of campus culture, accept education and edify, and achieve the objective of cultivating people[3].

Finally, the construction of campus culture needs to adhere to the characteristics, which is an important feature of campus culture, and also a requirement for professional quality cultivation and education goals. In order to protect the purpose of cultural education, it is necessary to build relevant platforms and have institutional guarantees, and constantly ameliorate, enrich and enhance[4].

4.2. Establish firm teacher-pupil relationship
In the times of mobile internet media, teachers of political thought education in colleges must have the ability to disseminate educational information in digital form in order to ameliorate the quality of education. The dissemination of information on the network platform not only has a variety of layouts of communication, but also the speed of info dissemination. Students can receive it quickly at a certain terminal, and can read and study at any time. Therefore, the space for political thought education is further broadened. The info dissemination of mobile internet new media is open and there are many ways to carry out political thought education for students. Through this open and equal form of info dissemination, teachers and students can interact and gradually establish a mutual trust relationship between the two sides[5].

![Figure 2. Students’ Political thought education Situation](image)

5. Conclusion
In summary, in the new media times, college students are the main experience groups of new media technologies, including conceptual awareness, behavioral patterns and ways of thinking, which have brought certain challenges to the political thought education work in colleges. In order to make the political thought education in colleges has the times and keeps pace with the growth of society,

It is necessary to give full conditions to new media techs as computer tech, network tech and multi-media mobile tech to study the path of political thought education so that political thought education can be satisfied. At the same time of the knowledge requirements of campus students, the level of political thought education has been ameliorated, which has played a certain role in boosting the overall growth of college students.
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