Analysis on the Integration of Media Literacy into Ideological and Political Education Based on Computer New Media

Weining Wang¹,*

¹Beijing Union University, Beijing, China, 100101

*Corresponding author e-mail: 1285839944@qq.com

Abstract. The era of computer new media brings opportunities to the current ideological and political education in colleges, but also brings serious impact. The constraints of the existing teaching mode make it difficult to improve the teaching result, so it is urgent to improve students' media literacy. Based on this, this paper first analyses the impact of ideological & political higher education under the context of computer new media, and then studies the current situation and problems of college students' media literacy in the new media era, and the necessity of improving students' media literacy based on computer. Finally, the paper puts forward the strategy of integrating the new media literacy of computer into the ideological & political higher teaching.

Keywords: Media Literacy, Ideological & Political Teaching, Computer New Media, Integration

1. Introduction

At present, with the rapid change of information technology, computer new media technology has also been rapid development, the birth and development of new media based on MOOC and short video platform has brought new opportunities to the curriculum teaching of colleges and universities, which makes the classroom teaching in colleges obtain more efficient and reductive, so it is more and more widely used [1]. On the other hand, the current ideological & political teaching in colleges is seriously impacted by the internet. The teaching is not only facing the interference of massive information, but also restricted by the traditional teaching mode, which makes it difficult to further improve the teaching result. Therefore, how to integrate the computer new media literacy into the ideological & political teaching curriculum has become a hot and difficult issue in the current ideological & political teaching.

The fundamental goal of ideological & political teaching in colleges is to promote college students to establish correct ideas on life and values, so as to lay a solid spiritual foundation for serving the society. Contemporary college students have a deep understanding and application of new computer media, so the integration of new media into the course helps to enhance students' interest and achieve the fundamental goal of teaching and teaching. Therefore, it is of great practical value to study the integration of new media literacy of computer into ideological & political teaching.
2. The impact of Ideological & political Teaching Under the Context of New Computer Media

2.1. The impact and challenge brought by diversified information environment
At present, a large number of new media relying on computer information technology are emerging, whether it is communication, business or learning, video and other new media platforms springing up in all aspects of people's life. These new media not only bring a wealth of information to people, but also make people's communication and communication more convenient [2]. However, due to the current information supervision and management system is not perfect, resulting in the emergence of these platforms and a large number of junk information and even bad information, which will not only occupy a large number of fragmented time of students, but also have a greater impact on students' ideological concept, which has adverse impact and impact on students' political literacy environment.

2.2. The impact of false information data
At present, in order to attract users' attention, some new media platforms will spread a lot of false confidence and incorrect values, so as to attract more people's attention and registration. However, these false information leads to the distortion of the idea on life and values of some students who are not firm enough, which brings serious challenges to the ideological & political teaching in colleges. In addition, many colleges have not mastered the reductive way to deal with and apply the new media platform, which results in the disconnection between the teaching content and students' ideas, and the teaching value and significance cannot be fully played.

It can be seen that in the current new media environment, college students are faced with massive information multi-directional flow, if their new media literacy cannot be targeted to improve, it will lead to students lost in information, affecting the achievement of teaching goals and results. With the increasingly severe ideological & political teaching environment in colleges, only by actively cultivating students' media literacy can we turn challenges into opportunities and impact into trends, so as to achieve better teaching objectives.

3. The current situation and problems of college students' media literacy in the new media era
At present, with the arrival of the new media era, universities are actively promoting the cultivation of students' new media quota, so as to realize the transformation of ideological & political teaching concept from concept to practice. However, there are still many problems in the cultivation of students' media literacy in universities, which are mainly shown in the following figure 1.

![Figure 1. Problems in media literacy of university students](image)

First of all, the current college students rely too much on the new media, wasting too much time on the worthless and meaningful online social networking, and directly affect their normal learning. Secondly, students are too blind to the media information, lack of correct understanding of media information, resulting in serious interference by the media bad information [3]. In addition, college students are too biased in the application of media. Most of the time, they just take the new media as a tool for entertainment, but they fail to play their due role correctly. They lack the correct treatment and
independent thinking of the new media. Finally, the legal consciousness of college students is too weak to correctly face and deal with the information and behavior of violating morality and law on the new media platform, which seriously affects their learning life.

4. The Necessity of Improving Students' Media Literacy Based on Computer

4.1. The significance and role of improving students' media literacy
First of all, improving the media literacy of contemporary college students helps to improve their ability of information discrimination, screening and interpretation, so as to promote their objective and rational face and processing of massive internet information, and avoid the influence and interference of untrue and bad information [4]. And help to promote students to actively explore the truth of information, through the appearance of things to see the essence of the problem, so as to promote their own psychological quality. Secondly, improving students' media literacy can promote their exploration and excavation of scientific knowledge and truth, so as to absorb knowledge nutrients from the mass of information, further enrich and enrich their own spiritual world, and promote the improvement of their comprehensive literacy.

In addition, the cultivation of students' media literacy helps to promote students to establish the correct ability of information judgment and interpretation, and further establish the concept of legal system, and cultivate students' self-discipline ability, which not only make the spiritual level of students more substantial, but also further improve the learning efficiency of students, as well as the establishment of lifelong learning consciousness.

4.2. Help to strengthen the result of ideological & political teaching in universities
First of all, the enhancement of students' media literacy can improve students' ability of autonomous learning and absorption of new knowledge, as well as the ability of reasonable interpretation and analysis of external information, so as to reasonable improves the richness, learning efficiency and learning quality of ideological & political higher teaching [5]. Secondly, the new media literacy can help students avoid the interference and misleading of bad information under the changing external environment and value orientation, so as to better improve students' ideological level and comprehensive quality, and lay a solid spiritual support for the formation of students' comprehensive quality.

5. Strategies of Integrating Media Literacy into Ideological & political Teaching Based on Computer New Media
Through the analysis of the impact of ideological & political higher teaching under the context of computer new media, the status quo and problems of college students' media literacy in the new media era, and the necessity of improving students' media literacy based on computer, it could see that it is imminent to integrate the media literacy of new media into ideological & political teaching. Generally speaking, there are several measures and strategies for the integration of new media literacy into Ideological & political higher teaching as shown in Table 1.

| Strategies                        | Objectives                                                     |
|-----------------------------------|----------------------------------------------------------------|
| Actively control new media        | Promoting the integration of media literacy and ideological & political teaching |
| Innovative teaching methods       | Cultivating students' information retrieval ability            |
| Strengthen hot spot study and analysis | Guide students to establish correct concepts                                 |
| Constructing network classroom    | Enrich the form and content of the course                        |
Through the measures and objectives in Table 1 above, it can be seen that the methods to promote the integration of media literacy based on computer new media and ideological & political teaching are mainly established for the problems existing in the media literacy of college students. Among them, by offering courses to improve media literacy, students' ability to obtain and distinguish information is enhanced, and students' cognition and control of new media are actively guided [6]. Secondly, universities should change the teaching mode and introduce flipped classroom based on computer, so that students can fully experience the impact of new media on ideological & political teaching. In addition, colleges should carry out rich activities inside and outside the school to build a good new media environment for ideological teaching of college students, so that college students can correctly understand the new media. Finally, universities should further improve the media literacy of teachers, and constantly improve the efficiency and result of teaching.

6. Conclusion
In summary, the current ideological & political teaching in colleges has been seriously impacted by the new media, and the teaching is restricted by the traditional teaching mode, which makes it difficult to further improve the teaching result. Therefore, there is an urgent need for the integration of computer new media literacy and ideological & political teaching courses. Therefore, universities should actively open courses to improve media literacy, change the existing teaching methods, and introduce computer-based flipped classroom, so as to continuously enhance the ability of college students to obtain, distinguish, recognize and control media information.

References
[1] J. Gao, Integration of media literacy in higher vocational ideological & political teaching under the context of new media. Curriculum Teaching Research, 2019, 4 (18) 86.
[2] Q. S. Huang. Research on the cultivation of innovative and entrepreneurial student backbones in colleges under the new situation. Chinese Science and Technology Journal Database Teaching Science, 2016, 3 (7) 256.
[3] Y. P. Yang, Y. L. Hu, W. F. Luan, Research on the promotion strategy of counsellors’ media literacy and ideological & political teaching ability from the perspective of media. Electronic Journal of the New Teaching Era (Teacher's Edition), 2017, (40): 185-187.
[4] J. Y. Cao, Research on the countermeasures of integrating media literacy teaching into the ideological & political teaching system of colleges and universities. News Knowledge, 2015, (11) 103-104, 18.
[5] L. Yu, Research on college students' ideological & political teaching from the view of new media. Heilongjiang Teaching (Higher Teaching Research and Evaluation Edition), 2014, (12) 87-88.
[6] F. Y. Huang, Analysis on the integration of media literacy into higher vocational ideological & political teaching reform in the new media era. Curriculum Teaching Research, 2017, (22) 17.