Research on the problems and Countermeasures of ideological and political Education Management based on the Analysis of Big Data in the era of Convergence Media

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Abstract. With the continuous development of the trend of the times, the information received by students through network information technology is becoming more and more diversified. Therefore, in order to make students establish correct values, colleges and universities need to strengthen the management of ideological and political education, so as to guide them to the correct road of life. Under the influence of many factors, it is often difficult for students to pay attention to ideological and political education in our country. At the same time, because of the impact of foreign culture, students are more likely to produce bad ideas. Therefore, this paper is mainly based on the current problems of ideological and political education management in colleges and universities in our country, and carries on the targeted countermeasures research from the analysis of big data, which in order to provide reference for the follow-up ideological and political education work.

Keywords: Financial Media Age, Ideological and Political Education, Management, Problems, Countermeasures, Big Data

1. Introduction
Ideological and political teaching has always been one of the important links in talent training, in essence, in order to achieve the goal of educating people while teaching, so that students can learn to be human first and then learn knowledge, so as to cultivate talents who are useful to the society. Especially in the era of pluralistic information, students' values are more easily influenced by foreign culture, and attract bad culture, and then there is a phenomenon of ideological distortion. Therefore, in order to better train talents to meet the needs of society, it is very necessary for students to strengthen ideological and political management. In modern society, more people with sound personality are needed, so colleges and universities should pay more attention to the arrangement of teaching contents, not only to improve students' professional knowledge ability, but also to pay attention to the guidance of students' ideas, so as to better promote the all-round development of students and meet the needs of social development.

2. The problems of ideological and political Education Management in the era of financing Media
2.1. Ideological and political teaching content divorced from practice
In the current situation, many teachers only teach ideological and political content for the purpose of teaching tasks, which is difficult to enhance students' enthusiasm for learning. Secondly, students' examination-oriented thinking also affects the cultural atmosphere of learning ideological and political content to a certain extent. Teachers talk constantly in the classroom through ideological and political content, but for students, their teaching content can not meet their inner needs, in fact, the teaching content has been separated from the actual needs of students, and it is impossible to improve students' learning atmosphere. For example, when teachers teach the essentials of ideological and political content, they only impart theoretical knowledge, but do not interact with students, it is difficult to add interest to the ideological and political curriculum. At the same time, if teachers do not explain the ideological and political content from the political level, their effectiveness is also minimal. The main problems are shown in figure 1:

| The main question                                      |
|-------------------------------------------------------|
| Ideological and political teaching content divorced from practice |
| Mainstream values are subject to foreign culture shock |
| Students learning ideological and political knowledge consciousness is not strong |

Figure 1. The main problems

2.2. Pluralistic information and impact on mainstream values
The essential attribute of ideological and political course is relatively boring, and the requirement of ideological and political course on students is not high, and its sense of existence is relatively low compared with other disciplines. It can be inferred that the influence of ideological and political content on college students is also limited, which affects students' interest in ideological and political content ideological and political teaching to a certain extent. The teaching method without adding innovative elements not only affects the teaching quality, but also makes students have a stronger interest in foreign culture. For example, college students have a special love for Halloween and wear masks to intimidate them on the same day, which not only causes social instability, but also reflects the erosion of students' ideas by foreign culture, so it is imperative to improve the ideological and political education system.

3. The strategy of ideological and political education management in the age of financial media.

3.1 Application of professional knowledge in practical teaching
In the actual teaching process, the ideological and political teaching contents of many specific disciplines coincide to a certain extent, but they have different emphasis, such as thinking course, Marx basic course and mental health elective course, all of which will know the students' ideological health to a certain extent, but the thinking course focuses on the analysis of law, the Marx basic course is inclined to the theory, and the mental health course is more in line with the reality of life. All three talk about the mental health education of college students, but there are some differences. As teaching workers, mental health education can be integrated into a special topic, combining the knowledge and theory mentioned in various disciplines, so that practical teaching is of more practical significance and more three-dimensional fullness. In the process of ideological and political education, we should clarify the theme of practical education and integrate many related ideological and political teaching knowledge points, which can make the choice of practical activities of ideological and political education more extensive, avoid empty rigidity, and let students get growth and education in the social practice activities with characteristics and individualization. As shown in figure 2:
3.2. Use of network resources to improve students' ideological and political literacy

In the age of financial media, diversified information is often disseminated through many ways, so when carrying out ideological and political education, teachers should also make full use of network education to improve students' ideological and political literacy through the explanation of current affairs hotspots, so that students can form good values in their study, work and life, and improve their comprehensive quality ability. As a teacher, students can be allowed to explain their views through the characteristics of a certain current event, so that they can form a correct political theoretical tone derived from the political position, political attitude, political thought and political tone, so as to achieve the goal of ideological and political teaching. Secondly, because the news has a wide range of reading audiences in the society and the credibility of the news is relatively high, once the news content with the wrong political ideas and arguments is spread in the society, it has a very serious negative orientation for public opinion, which is not conducive to the cultivation of a healthy social atmosphere and the unity and struggle of the people. Therefore, as a teacher, we should always adhere to a higher political literacy. Guide students to improve the ability of information recognition, adhere to the correct ideals and beliefs, make correct behavior decisions.

3.3 Do a good job in testing the effect of ideological and political Education

In order to evaluate the effect of ideological and political education better, it is necessary to establish a perfect test system, so that students can reflect their learning effect through written ideological and political content test, and at the same time, it is necessary to investigate the behavior of students' ideas and ideas, and finally give a reasonable evaluation result. For college students, through the evaluation of disciplines, they can better mobilize their enthusiasm for ideological and political study, and enhance their awareness of integrating ideological and political ideas into life. Secondly, in the process of ideological and political education, we should also strengthen the evaluation of students' practical effect, and comprehensively introduce the practical teaching of ideological and political education in the process of practice and training, so as to increase the difficulty of the overall evaluation to a certain extent, so that the differences of students' ideological and political education can be reflected. The practical teaching of ideological and political education is different from the study of professional skills. It does not have a specific quantitative standard. In many cases, it is impossible to make a representative evaluation of students' ideological and political education results through results or
achievements. For example, students who get high scores in ideological and moral cultivation and basic legal courses are not necessarily people of noble morality. Therefore, it is necessary to set up a more objective and reliable evaluation standard to evaluate the comprehensive practical teaching, and can also strengthen the students' attention to the study of ideological and political course.

4. Conclusion
In a word, with the in-depth development of cultural diversity, more and more teenagers gradually forget the importance of the excellent ideological and political content in China, but praise the western culture more and more. In view of this situation, ideological and political education for college students is an effective way to get their ideological and political ideas back on track. University teachers can use modern ways to explain ideological and political content, and then go deep into the ideological and political field. It can also imperceptibly cultivate students to form a sound personality and undertake social responsibility.

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