

# Research on Improving the Teaching Effectiveness of Ideological and Political Courses in Universities by Using New Media In the Context of the Normalization of Epidemic Prevention and Control

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## Abstract

This article takes the normalization of epidemic prevention and control as an inspection perspective, and relies on the rich new media resources of universities, through the docking with the teaching of ideological and political courses in universities, and builds a new bridge between new media and university students in ideological and political thinking, and innovative ideas Political education methods, expand ideological and political education channels, and improve the effectiveness of college ideological and political education.

**Key words:** Teaching effectiveness; Ideological and political courses; New media; Prevention and control of the COVID-19 epidemic

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## 1. INTRODUCTION

As the epidemic prevention and control has ushered in a new stage, the prevention and control of the new crown pneumonia epidemic has entered normalization. The use of new media to carry out online and offline integrated teaching has become the main direction of ideological and political education reform in the new era. Online and offline blended learning will further become the trend and trend of the development of ideological and political teaching in colleges and universities, which highlights the importance of research on how to use new media to improve the effectiveness of ideological and political teaching in colleges and universities under the background of fighting the new crown epidemic.

## 2. RESEARCH STATUS ANALYSIS ON HOW TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL COURSES

With the rapid development of mobile Internet technology, new media such as WeChat platform and mobile APP are becoming a new model and new normal for people to learn. After the outbreak of the new crown pneumonia epidemic, the academic circle used new media to innovate the teaching of ideological and political courses in colleges and universities from the perspective of the wide application of new media in online ideological and political teaching, and conducted fruitful exploration and practice.

On the one hand, the use of new media to innovate the teaching of ideological and political courses in colleges and universities is an important way to improve the effectiveness of ideological and political courses in colleges and universities from the perspective of normalized epidemic prevention and control.

The article *Effective Practice and Theoretical Thinking of Ideological and Political Courses in Colleges and Universities During the War of the Epidemic*, through the investigation of online ideological and political courses in colleges and universities, such as the first online ideological and political lesson and the live teaching of MO class micro-classes, pointed out that facing new information The challenges brought by technology, adapting to the new form of online ideological and political teaching, learning and mastering new media and new technologies, and effectively increasing the attractiveness of the classroom are effective ways to effectively improve the quality of ideological and political teaching. (Chen, 2002)

The article *Investigation and Reflections on Online Teaching of Ideological and Political Courses in Colleges and Universities under the Influence of the Epidemic* believes that students' participation and satisfaction in online teaching of ideological and political courses are generally high, but there are also phenomena of immature technical conditions and inadequate teaching management. Under the influence of the epidemic, many problems have been exposed in the online teaching of ideological and political courses in colleges and universities, such as imperfect online teaching platform construction, insufficient online teaching skills of teachers, and failure to exert the dominant position of students. They believe that the use of "1+1+1" The model makes full use of the advantages of the online network teaching platform, which is conducive to innovating the new "five-in-one" ideological and political teaching model online, tapping the ideological and political elements behind the epidemic prevention and control, enriching the teaching content, guiding students to self-educate, and strengthening self-management and self-discipline Awareness to effectively improve the quality of online teaching of ideological and political courses in colleges and universities. (Chen, 2020)

The article *Research on the Innovation Path of Ideological and Political Courses Practical Teaching under the New Coronary Pneumonia Epidemic* believes that practical teaching cannot be carried out in the traditional form during the epidemic. This requires ideological and political teachers to use the online learning platform to adapt to the situation and carry out practical teaching activities in light of the situation. At the same time, it is necessary to summarize and summarize the existing problems in practical teaching, actively meet the challenges, explore the online and offline hybrid practical teaching mode, and carry out systematic design for practical teaching, so as to better enhance the teaching effect of ideological and political courses. (Tan, 2020)

On the other hand, using new media to innovate the teaching of ideological and political courses in colleges and universities is an important measure to

promote the innovation of discourse in ideological and political education in colleges and universities. *The book Research on the Construction of Discourse System of Ideological and Political Education in the Context of New Media*, from the content system, expression system, communication system, guarantee system, evaluation system, theoretically constructs the discourse system of ideological and political education in the context of new media. (Liang, 2017)

The article *Construction of the Discourse System of Ideological and Political Education for College Students in the New Media Era* takes the creation of an excellent environment for ideological and political education in colleges and universities as a research perspective, and points out that ideological and political education must assume the responsibilities of the times for theoretical and practical innovations in ideological and political education, and build more initiative and clarity , Authoritative national ideological and political education discourse system. (Feng, 2019)

At the end of 2017, the Guangdong Provincial Ideological and Political Work Research Association conducted a special investigation and research on the theme of innovative ideological and political work in Guangdong universities in the new media era. This initiative aims to explore the experience of Guangdong colleges and universities in using new media and new technologies, and then form a "Guangdong Plan" for ideological and political education.

Through the analysis of the above research status, it can be found that the use of new media to improve the teaching effectiveness of ideological and political courses in colleges and universities under the new situation has become a hot issue in academic circles, especially after the epidemic prevention and control has become normalized, how to use new media to improve ideological and political courses in colleges and universities teaching effectiveness is an urgent, realistic, innovative and contemporary subject. This research has important theoretical value and practical significance for the current teaching reform of ideological and political courses in colleges and universities.

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### 3. PRACTICE PATH TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL COURSES

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This research takes the normalization of epidemic prevention and control as the inspection perspective, relying on the rich new media resources of colleges and universities, through the docking with the teaching of ideological and political courses in colleges and universities, a new bridge between the new media and the ideological and political education of college students is built, and innovative ideological and political education

ways, expand ideological and political education channels, and enhance the effectiveness of ideological and political teaching in colleges and universities.

As the teaching philosophy guides teachers' behavior choices and methods in teaching, teaching reform must first update the teaching philosophy. As the development of the Internet and the rise of new media have greatly changed the teaching environment, it is necessary for teachers to keep pace with the times to adapt to the new environment and student needs to reshape their teaching behaviors, and then to effectively carry out teaching reforms and improve teaching effects Premise.

Based on the above considerations, this research first uses new media technology to enrich the content and methods of ideological and political teaching. Classroom teaching is the main channel and main position of ideological and political teaching. Exploring the use of new media technology to improve classroom teaching of ideological and political courses is an important way to enhance the effectiveness and attractiveness of classroom teaching. Teachers can use new media technology to carefully design classroom teaching in terms of teaching content and methods.

In terms of teaching content, in the process of transforming teaching material content into teaching content, teachers flexibly use Internet resources to enrich teaching content and enhance the freshness and appeal of teaching. Teachers promptly introduce social hot issues related to the teaching content of ideological and political courses into classroom teaching by playing videos, sharing information in WeChat public accounts, etc.

For some of the more theoretical content in the textbook, teachers can play the recorded micro-classes in the classroom to relieve the sense of boring and fatigue caused by blind teaching. In terms of teaching methods, teachers use network technology to mobilize students to participate in classroom teaching activities, and truly implement students' dominant status. For example, before class, the teacher can guide students to broadcast current affairs news, or explain news hotspots, and analyze and comment. These measures can greatly arouse students' enthusiasm and enthusiasm. In class, teachers should flexibly use video teaching, scenario simulation, WeChat sharing and communication, online platform discussion and interaction to activate the classroom atmosphere.

The second is to use new media technology to extend classroom teaching channels. New media technology provides a wide range of learning and communication channels for modern education. Teachers should radiate the teaching position to the front and back of the classroom and extend to the inside and outside of the classroom. Ideological and political teachers should establish a QQ group or WeChat group for the teaching class, upload and publish the literature materials prepared before class and supplementary reading materials and homework after class through the network platform.

Ideological and political teachers can also edit and forward articles related to the content of the course through QQ groups, WeChat, Weibo, and online communities; or the party's theoretical innovation results, the new policies of party and country reform; or analysis and thinking on current political issues. At the same time, ideological and political teachers can also conduct regular exchanges with students through the new media platform to understand students' problems in their studies and life and provide guidance and help. In this way, the combination of in-class and extra-curricular, online and offline, broadens the channels for ideological and political education, which is also an inherent requirement for strengthening ideological and political work in the new media environment.

The third is to use new media technology to innovate the practical teaching of ideological and political courses. Practical teaching is an indispensable and important link in the teaching of ideological and political courses in colleges and universities. In the past, the practical teaching of ideological and political courses was mainly to organize students to visit and inspect outside the school. However, due to financial constraints and security concerns, especially in the context of the current normalization of epidemic prevention and control, it is not realistic to organize a large number of students to carry out practical teaching outside the school. The development of new media technology provides favorable conditions for the practical teaching of innovative ideological and political courses. In addition to organizing students to visit and inspect outside the school, the practical teaching of ideological and political courses can also be used to write sitcoms, shoot and produce micro-videos or micro-films on campus. In-school practical teaching activities can cover all students, combined with off-campus practical teaching, enrich the ways and methods of practical teaching of ideological and political courses, and effectively enhance the effectiveness of ideological and political teaching.

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## 4. THE RESEARCH IDEAS AND METHODS

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The basic goal of this research is to use new media to improve the effectiveness of ideological and political teaching in colleges and universities under the background of "normalization" of epidemic prevention and control. Through in-depth investigations, this research aims to fully implement the fundamental task of establishing morality, enabling colleges and universities to take on the responsibility of national rejuvenation, and cultivating socialist builders and successors with comprehensive development of moral, intellectual, physical, and artistic.

In the context of "normalization" of epidemic prevention and control, the key to using new media to improve the effectiveness of ideological and political

teaching in colleges and universities lies in improving the theoretical and practical skills of teachers in ideological and political education. The problem is not hard to find, but the ability to solve the problem is the key issue.

This study uses new media to improve the effectiveness of ideological and political teaching in colleges and universities, and aims to make information dissemination pertinent and time-effective. To achieve this effect, on the one hand, it is necessary to further consolidate teachers' Marxist theoretical literacy, improve the theoretical level and theoretical level of teachers in ideological and political courses, and gradually build a theoretical basis for improving the effectiveness of ideological and political teaching. On the other hand, it is necessary to strengthen the training of new media technology for teachers of ideological and political courses, so that teachers of ideological and political courses are proficient in the technology and skills of new media, and to promote the unity of Marxist theory and new media teaching practice.

With the "normalization" of epidemic prevention and control and the rapid development of mobile Internet technology, new media such as WeChat platforms and mobile APP terminals are becoming new models and new normals for people to learn. Relying on the rich media resources of colleges and universities, we can combine digital reading, new media push and other means with offline reading promotion, digital resource training, classroom ideological and political teaching and other traditional service modes through aggregating new media platforms to light up reading, inherit the flavour of literature, promote the innovation of ideological and political education methods, and the expansion of ideological and political education channels, and effectively improve the effectiveness of ideological and political education in colleges and universities, and truly realize the whole process of education and all-round education.

As for the research method, the first is the theory improvement method. The most fundamental way to improve the effectiveness of the teaching of ideological and political courses in colleges and universities is to educate people with ideas. Only by using ideas to create souls and educate people can we get twice the result with half the effort in the work of guiding college students to enhance their "system self-confidence."

The second is the new media technology promotion method. In the new media era, the innovation of college ideological and political teaching methods must be closely integrated with the characteristics of social and economic development, follow the learning and cognitive laws of college students, and conform to the development of the college itself. At the same time, since the innovation of ideological and political teaching methods in universities is a dynamic and long-term project, it requires the joint efforts and participation of universities, teachers

and students. Only in this way can we truly realize the innovation of college ideological and political teaching methods under the background of the new media era, and improve the overall quality and effectiveness of ideological and political

The third is the innovative method of ideological and political teaching concepts and teaching methods. The teaching of ideological and political courses must promote the deep integration of new media technology and innovate teaching methods: on the one hand, it must play the role of online education. Classroom teaching should use new media to radiate inside and outside the classroom to form a full-time all-weather education atmosphere. Teachers should use WeChat, QQ groups, Weibo, community forums and other forms to interact with students to understand students' thought trends and hot issues that students care about. To targeted guidance to achieve moisturizing silently. On the other hand, new media technology should be used to present teaching content. Teachers can make teaching key points, difficult points, and hot issues into e-books, micro videos, micro courses, MOOCs, etc. and upload them to the students' WeChat official account, APP, website, etc., for students to learn in a timely manner to enhance the convenience of students' learning.

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## CONCLUSION

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In the context of the normalization of epidemic prevention and control, the key to using new media to improve the effectiveness of ideological and political teaching in colleges and universities is to improve the theoretical and practical skills of teachers in ideological and political education.

From the perspective of the development trend of teaching reform, the prevention and control of the new crown pneumonia epidemic has become "normal". The use of new media to carry out online and offline integrated teaching has become the main direction of the reform of ideological and political education in the new era. Online and offline mixed learning will further become universities. The trend and trend of ideological and political teaching development undoubtedly highlights the urgency and necessity of using new media to improve the effectiveness of ideological and political teaching in colleges and universities under the background of "normalization" of epidemic prevention and control.

In this regard, firstly, it is necessary to further consolidate the theoretical literacy of teachers. Secondly, it is necessary to improve the theoretical level and theoretical level of the main body of ideological and political teachers, and gradually build a theoretical basis for improving the effectiveness of ideological and political teaching. Thirdly, it is necessary to strengthen the training of new media technology for teachers of ideological

and political courses, so that teachers of ideological and political courses can master the technology and skills of new media, and promote the unity of Marxist theory and new media teaching practice.

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