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Research Article

Learning on the Influence of Media Industrialization Management Mode on College Students' Ideological Education under the Background of New Media

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Abstract

The development of media industrialization under the new media has had a profound impact on the whole society. The positive and negative impacts on the ideological education of college students and the corresponding ideological and political work are particularly obvious. At the same time, with the rapid development of science and technology and information technology Media technology will also be further upgraded, so that its ideological impact on college students will continue and continue to deepen over time. Based on the objective facts mentioned above, in order to achieve good results in the ideological and political education of colleges and universities in the new era, it is necessary for educators to be good at using the positive factors brought about by the industrialization of media to timely and effectively carry out ideological education and research and demonstration of college students. Make new media an effective tool for ideological education in the new era. This paper will analyze and discuss the current media industrialization and the status quo of college students' ideological education. At the same time, this article will always adhere to Marxism-Leninism and adhere to the ideological foundation of socialist public opinion orientation. This paper also analyzes and discusses the positive and negative factors of the ideological education of students in modern media colleges. At the same time, it gives corresponding coping strategies based on negative factors and provides predictive analysis on the future development direction of college students' ideological education. On the whole, the paper will give the learning of the influence of media industrialization on the ideological education of college students and the coping strategies fully demonstrates the close relationship between media industrialization and college students' ideological education. It has a high theoretical significance as a whole.

Keywords

Media Industrialization • Ideological Education of College Students •
The Learning of the Positive and Negative Factors

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With the development of media industrialization and the rapid advancement of information technology, the dramatic changes in all walks of life in the society, the development of modern media technology and the corresponding media industrialization have a profound impact on the ideological education of college students (Barr & Neville, 2015; Phang, Chiang, Ng, Keng & Oei, 2016). In essence, the ideological education of college students comes from modern media, subject to the content and presentation of modern media, but on the other hand, modern media is restricted by the ideological trend of college students. Therefore, in today's society, how to construct an education system and system that helps improve the ideological education effect of college students based on modern media in a timely and effective manner, and at the same time, it is very meaningful to propose measures to avoid the negative factors of the students in the modern media (Mijs, 2016; Ford, 2012). Generally speaking, the research and analysis of the current media and the corresponding ideological education of college students and the corresponding coping strategies have very positive and practical value (Wells, 2014; Jozkowski, Henry & Sturm, 2015).

Domestic and foreign research on modern media and the use of media technology as a tool for ideological education of college students is relatively more (Lundin, 2012). Domestic scholars have proposed that "modern media is mainly divided into negative and positive influences, negative influences are mainly reflected in educational content and teaching environment, and positive influences are mainly reflected in the material aspect", but it is only analyzed for reasons not given. The specific response measures are therefore of no practical significance (Ispalanda, 2013; Cameron & Billington, 2015). Zhang Xiuqin, a domestic scholar, believes that modern media has more negative influences on the ideological education of contemporary college students, such as "family", which is unfavorable to students' ideological education. This theory is partial and ignores modern media. Positive significance (Trowler, 2015; Rubin & Wright, 2015). Some domestic scholars believe that modern media only has positive significance for students' ideological education, but educators do not make good use of them. Of course, this theory is also partial and comprehensive, and does not recognize the comprehensive significance of modern media (Chung, 2013).

Based on the above analysis and discussion, this paper will analyze and discuss the current media industrialization and the status quo of college students' ideological education. At the same time, this article will always adhere to Marxism-Leninism and adhere to the ideological foundation of socialist public opinion orientation. This paper also analyzes and discusses the positive and negative factors of the ideological education of students in modern media colleges. At the same time, it gives corresponding coping strategies based on negative factors and provides predictive analysis on the future development direction of college students' ideological education. On the whole, the paper analyzes the influence of media industrialization on the ideological education of college students and the coping strategies fully demonstrates the close relationship between media industrialization and college students' ideological education. It has a high theoretical significance as a whole.

This article makes the following in the article arrangement: The second section of this paper will introduce the basic relevant part of the analysis of this article, namely the media industrialization and the problems existing in the ideological education of colleges and universities. The third section of this paper will specifically analyze

the negative effects of modern media industrialization on college ideological education. The fourth section of this paper will put forward countermeasures for the above negative effects and construct a reasonable ideological education system. Finally, this article will summarize the above.

Related work

This section will analyze and discuss the current media industrialization and the corresponding status quo of the university's ideological education and the existing problems. The results of the discussion will also serve as the basis for the relevant coping strategies and the related work proposed by the system. The framework system corresponding to this section is shown in Figure 1. The figure clearly points out the characteristics of the current media and the advantages and disadvantages brought by industrialization. At the same time, the framework also points out the current positive factors of the corresponding ideological education in colleges and universities. Negative factors also point to its relationship with modern media.

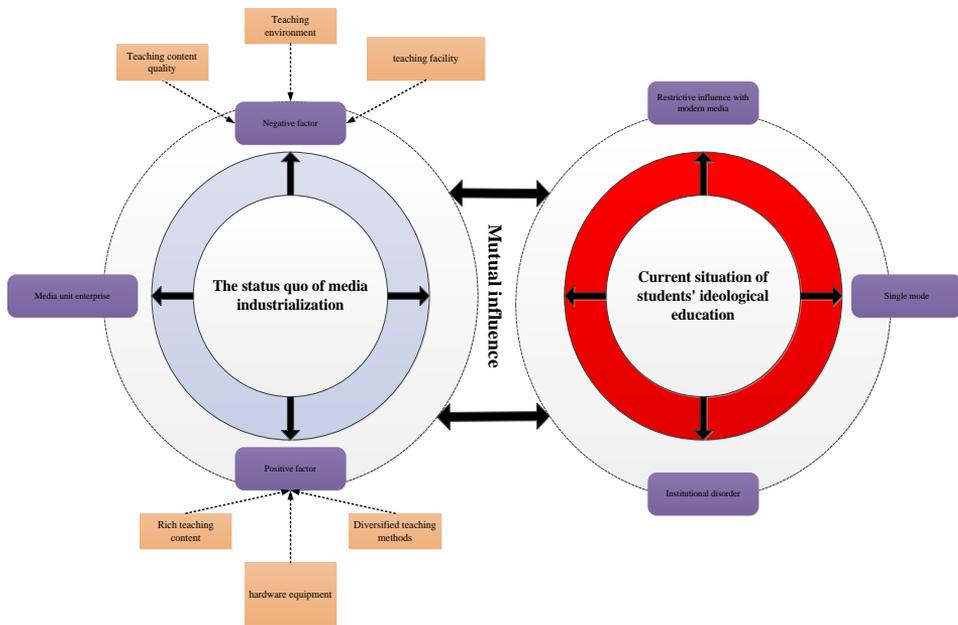


Figure 1. The framework system corresponding to this section

Related work: current status of media industrialization

With the transition of China's planned economy to the market economy system and the determination of the nature of the media industry, market competition has become an unavoidable theme of current media development. In developed countries, the media industry has formed a huge industrial scale, the modern media industry is highly commercialized, and fierce competition has made public media penetrate into all areas of

social life. The high-tech means has been more widely used, and the media industry is becoming an industry of constant innovation. Combine the most advanced technology, the most innovative ideas, and the fastest information. In the face of this fierce competition, in order to comply with the trend of the times and strive to occupy the largest share in the market, the major media have come to the media industrialization road under market competition. In recent years, China's cultural system reform has gradually deepened, and the capital operation of the media has begun. At present, the main mode of media management in China has been transformed into media industrialization. Expanding the scale and integrating resources through capital operation is the only way for the further development of China's media industry.

The current media industrialization mainly focuses on the following characteristics: the industrialization of timely communication tools and the industrialization of streaming media technology. The corresponding status frame is shown in Figure 2. The corresponding communication tool is timely. The information communication cycle and the corresponding communication speed will be greatly shortened, and the content of ideological education and related information can be quickly Communication, its corresponding time-sensitive media mainly consists of WeChat, QQ and Facebook, etc., which have formed an industrial-scale time-sensitive communication medium. For streaming media, it specifically refers to the dissemination or playback of related video or audio in the order of time. From media industrialization technology, video conferencing technology, video surveillance technology and corresponding interactive game technology and distance education technology.

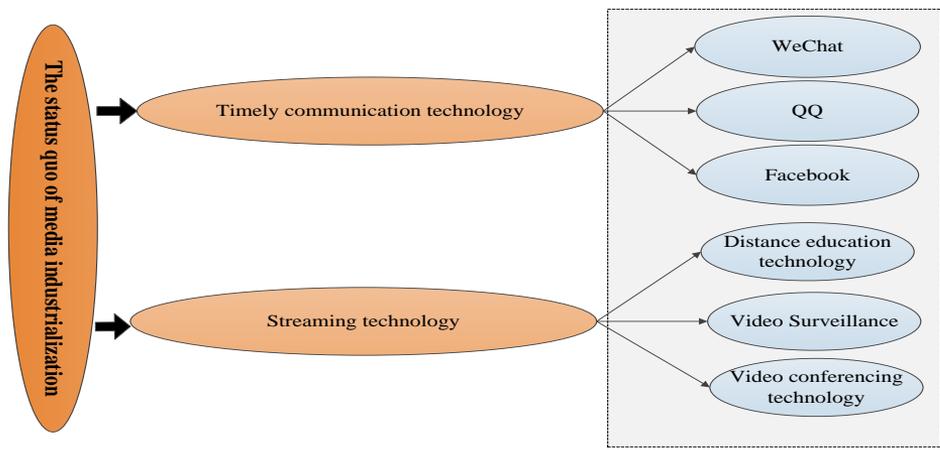


Figure 2. The corresponding status frame

As shown in Figure 3, this paper is a questionnaire for the current students' perception of the mediation of current ideological education. It can be seen from the table that a relatively small number of students are very supportive of mediation of ideological education, but in fact, on the whole, media industrialization has improved the freedom of thought and the convenience of ideological education on the one hand, but on the other hand, it has brought many negative effects such as ideological education. In the form of media, it causes serious

formalism and ignores the most fundamental educational issues. This article will discuss the specific narrative in the next section.

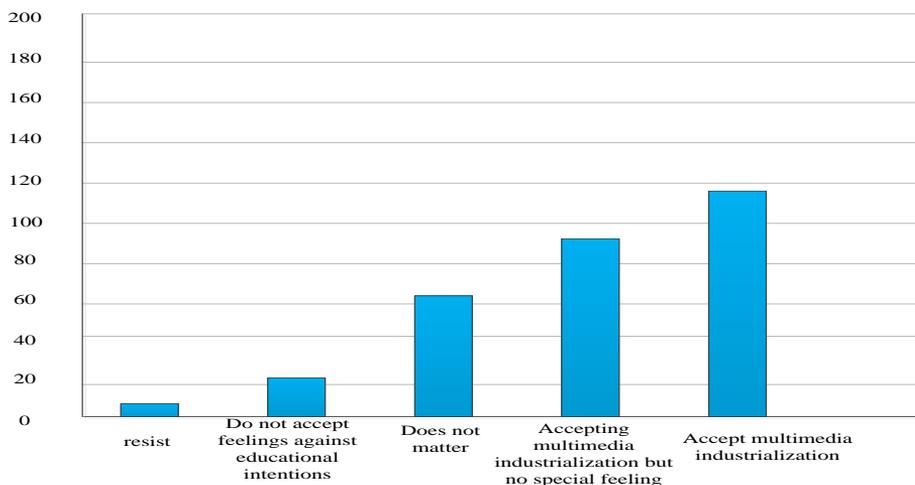


Figure 3. Questionnaire for the current students' perception of the mediation of current ideological education

Related work: the current situation and problems of ideological education of college students

The current status of college students' ideological education can generally summarize the following four characteristics:

The mass media is advancing with the advancement of scientific and technological innovation. The current development of science and technology is changing with each passing day, especially the development of modern communication technology and the speed of its practical application. It is amazing that we can feel the development of mass media every day. The changes and impacts brought. While we are still learning about the convenience and speed of the rapid spread of audiovisual media, some more advanced technologies have already been put into use. Currently, satellite communication, light

Cable transmission has entered a practical stage, and the "information superhighway" is being built in many countries. The popularity of mobile phones and the development of mobile phone technology have opened up a new way for mass media. Mobile phones have the functions of many media, sending text messages, surfing the Internet, chatting, watching movies, and so on. China Mobile released news that in 2008, people can watch the live broadcast of the Olympic Games on their mobile phones.

The dependence of the mass media system on the administrative system is weakened. In the traditional social system, because the social division of labor is not sufficient, and because the technical level of mass communication is low, the dissemination of important social information basically depends on the administrative system. The development of modern society and the emergence of modern mass media have made the mass media have a "mass" in the true sense. The dissemination institutions have gradually developed

into relatively independent commercial organizations, reducing the dependence on the administrative system. Of course, the leadership of some communication agencies is still owned by the government, but this is not inconsistent with the weakening of the dependence of information dissemination on the administrative system.

The separation of factual information and the dissemination of values. In traditional societies, the dissemination of factual information and the dissemination of values are often integrated. With the emergence and popularity of audiovisual media with real mass meaning, the relative independence of the communication system has increased, and the relative separation of the dissemination of factual information and the dissemination of values has gradually emerged. Some scholars call this the relative separation of information flow and emotional flow or influence flow. This situation is not very obvious at the current stage of China, but it has already appeared, especially in our reports on some major international events. For example, in the 90-year Gulf War, the 91-year-old Soviet Union's August 19th incident occurred, and the Chinese media reported only as factual reports. Of course, we are a socialist country. Our management of mass communication has its own characteristics. The so-called pure objectivity is not the goal that our communication system pursues. But it should also be seen, with the constant social civilization

Progress, this relative diversion will become an unstoppable trend.

Combination of audience diversity and information selectivity. With the continuous improvement of social life and media technology, the development of mass media has presented new development characteristics. Due to the increase in media coverage, the number of audiences has also increased dramatically, and it has shown diversification based on differences in the individual's own knowledge reserves, cultural background and ideological forms. At the same time, due to the globalization of the network, the information disseminated by the mass media can be shared on a global scale. People can use the existing media equipment around them to get any information they want according to their own preferences and selectively accept them. Ideological and cultural information that conforms to individual personality. The more developed the mass media, the more the audience grows, the more diverse it will be, and the greater the amount of information available for selection.

The influence of current media industrialization on college students' ideological education and countermeasures

At present, the influence of media industrialization, such as the industrialization of streaming media and the industrialization of timely communication tools, on the education of college students mainly has two major aspects, corresponding to positive impact and corresponding negative impact. Among the positive factors, it mainly enriches the content of ideological education of college students in the new historical period, which makes the ideological education of colleges and universities no longer tedious. Many major ideological trends and news can be mastered and studied by students in a timely manner. Second, the industrialization of the media has enabled the ideological and political education to be further expanded, and the scope and scope of ideological education has been broadened. At the same time, the number of educational objects has increased and the corresponding levels have been weakened. Third, the industrialization of media has broadened the way

of ideological education in the new era, making the means of ideological education and information sources more abundant and reliable. Figure 4 shows the block diagram of the positive effects brought about by the corresponding media industrialization. From the figure, we can clearly see the positive impact of media industrialization on college ideological education.

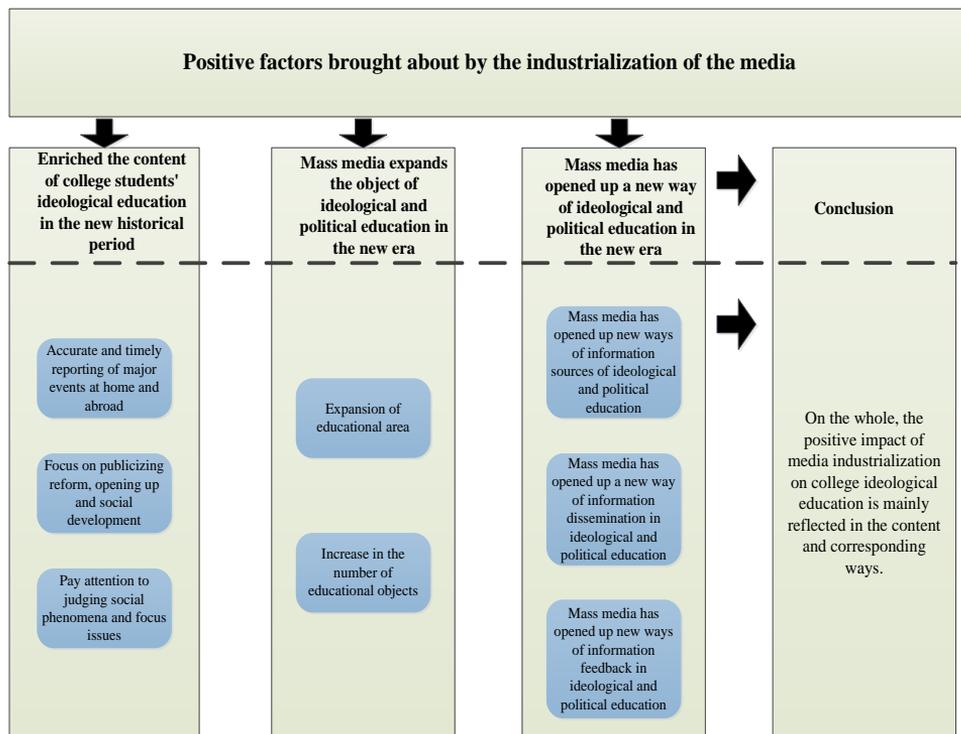


Figure 4. The block diagram of the positive effects brought about by the corresponding media industrialization

In fact, compared with the positive impact brought by the industrialization of the media, the negative impact seems to be more important. This section will focus on the negative impact of media industrialization on the ideological education of college students and propose solutions to the negative impact.

The main news impact of media industrialization can be summarized as follows:

The influence of media industrialization on the ideological education of college students

The information bias of media industrialization leads to the imbalance of ideological and political education accepted by the masses

The development of mass media has brought about the expansion of coverage, but we must also see that due to the commercial nature of mass media and the imbalance of China's economic development, the development of mass media in China is uneven. In the transitional period of China, the competition between the media has

become increasingly fierce. In order to pursue the maximization of interests, some media have turned their attention to certain specific classes in the society, while neglecting and forgetting other classes. The emergence of the Internet has led to new hopes for the popularity and balance of information. However, this is not the case. Network information dissemination has multiple barriers. First of all, there is a big obstacle in getting into the network. The price of computers can't be afforded by poor families. The foundation of the network is English. It is difficult for people who don't understand English to use the network skillfully. Therefore, people who have a certain economic foundation and have a certain cultural foundation can be as good as the fish in the information ocean of the network. On the contrary, those who are economically poor and culturally poor can only be out of reach. It can be seen that, to a large extent, the dissemination of network information has not only narrowed but has further widened the information gap. This kind of propaganda bias of the mass media has led to the imbalance of information flow between different regions and strata in China, thus forming a gap in knowledge and ideological understanding, and with the development of mass media, this gap is still further expanding. Its main performance is the transmission bias between the east and the west and between the city and the countryside. The eastern region is significantly higher than the western region in terms of specific indicators such as per capita newspaper subscription index, per capita book purchase index, and per capita receiving channel index. This difference between urban and rural areas is also very obvious, and some rural populations rarely have the opportunity to occupy the center of the media's right to speak.

The influence of college students on the way of receiving ideological education

The interactivity of the media makes the communication between people two-way, not one-way; it can be real-named or anonymous; it can be real-time or asynchronous. This kind of interaction has changed the interpersonal relationship model in society. The frequency of interpersonal communication, enthusiasm and integrity have changed, enabling people to express their opinions through various media means more openly, frankly and without any scruples. Under the modern media system, the way people obtain information has not only changed, but the way of transmitting and distributing information has also changed, emphasizing the interaction between people. The development of mass media has diversified the ways in which ideological and political education objects receive information. Therefore, the autonomy and independence of information judgment and choice are enhanced. More and more people no longer accept one-way educational channels, and are willing to accept Equal dialogue and media channels for the exchange of ideas and emotions. Faced with this situation, traditional ideological and political education channels no longer adapt to the development of the times.

Based on the above analysis, this paper proposes corresponding solutions. The initiative to solve the problem is to a certain extent in the hands of educators. Students as passive information or subject of education also need to exert subjective initiative to avoid media industrialization. Negative factors that appear in the process. The corresponding problem-response block diagram is shown in Figure 5. It can be seen from the figure that there are four main aspects affecting the ideological education of college students. The corresponding four aspects can be divided into corresponding detailed strategies to deal with them. In the teaching content, we can adopt methods such as optimizing teaching programs. In terms of quality, we can improve the professionalism of

educators and the corresponding professional ability. In the ideological and educational environment, we can actively strive for favorable media equipment and flexibly use a variety of media for student ideological education.

Based on the research analysis and corresponding strategy analysis proposed in this section, based on this theory, this paper will analyze the strategy proposed in this paper in the last section. The mainstream objects of the questionnaire are set as students and the corresponding college teachers.

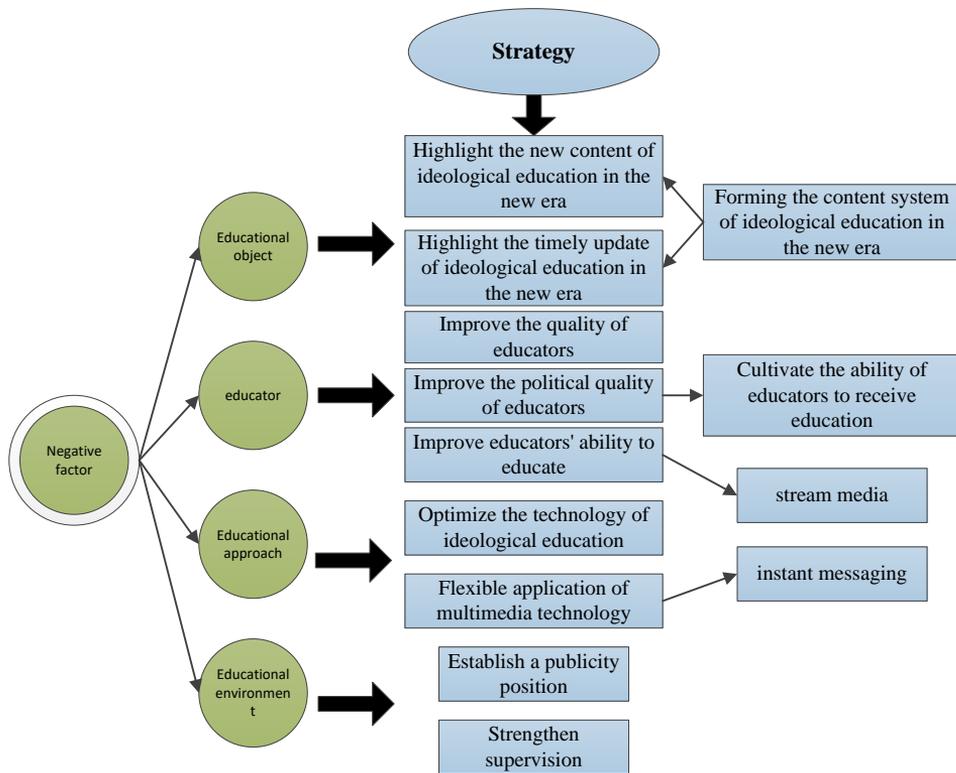


Figure 5. The corresponding problem-response block diagram

Practice and analysis

Based on the analysis of the above related theories, this paper analyzes the negative factors brought about by the media industrialization to the ideological education of colleges and universities. The sample taken in this paper is 400 people, which mainly covers college students and corresponding colleges and universities. The ideological and political teachers, the results obtained by the survey are shown in Table 1. It can be seen from Table 1 that the strategy proposed in this paper echoes the current aspirations of students and teachers in college ideological education to some extent, which explains the rationality and effectiveness of this paper to some extent.

Table 1.
The Corresponding Experimental Results

Questionnaire: Are you satisfied with the current music class?					
Total number of samples	Questionnaire answer	Number of people before practice	The proportion before practice	Number of people after practice	The proportion after practice
200	Satisfaction	56	17.5%	178	89%
	Dissatisfied with boring	112	56%	7	3.5%
	no feelings	53	26.5%	15	7.5%

Figure 6 shows the corresponding questionnaire satisfaction area chart. From this figure, it can be seen more clearly that, Based on the strategy proposed in this paper has a significant welcome.

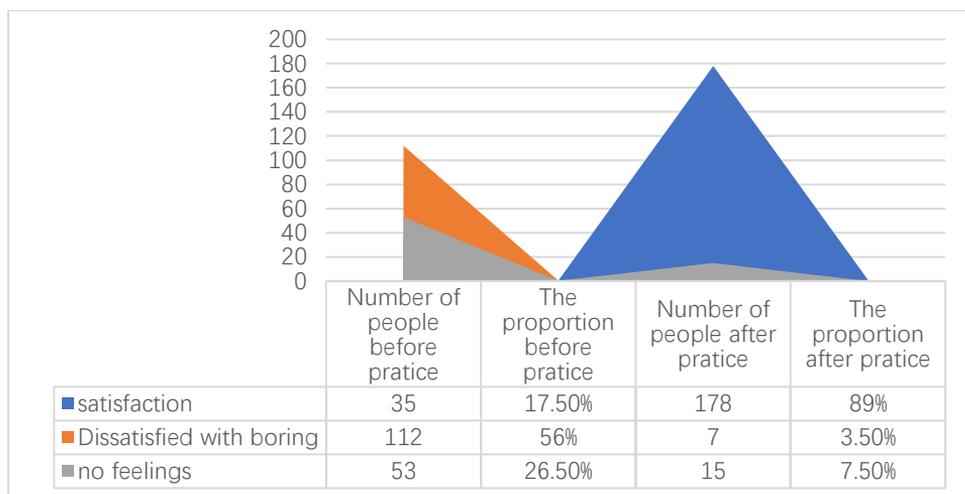


Figure 6. The corresponding questionnaire satisfaction area chart

Conclusion

In summary, based on the above analysis and discussion, this paper will analyze and discuss the current media industrialization and the status quo of college students' ideological education. At the same time, this article will always adhere to Marxism-Leninism and adhere to the ideological foundation of socialist public opinion orientation. This paper also analyzes and discusses the positive and negative factors of the ideological education of students in modern media colleges. At the same time, it gives corresponding coping strategies based on negative factors and provides predictive analysis on the future development direction of college students' ideological education. On the whole, the paper analyzes the influence of media industrialization on the ideological education of college students and the coping strategies fully demonstrates the close relationship between media industrialization and college students' ideological education. It has a high theoretical significance as a whole.

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