

The Value Implication and Practical Path of Ideological and Political Education in Colleges and Universities in the Era of Media Integration

Liping Dong¹, Heng Du²

dongliping1917@foxmail.com¹, 2523782861@qq.com²

Weifang Engineering Vocational College, Qingzhou, Shandong, 262500, China

Abstract. At present, media integration has gradually penetrated into the entire process and all aspects of college education with its strong information dissemination ability and rich interactive experience. It not only brings new opportunities for the ideological and political education and teaching of colleges and universities, but also faces a severe test. In this regard, this article first analyzes the background of the construction of ideological and political education teaching platforms in colleges and universities in the media integration environment, pointed out the challenges facing the current education and teaching, and proposed targeted construction strategies. By implementing these strategies, we expect to build a platform for ideological and political education teaching platforms that meet the needs of the times and are full of innovative vitality, thereby improving the effectiveness of teaching and enhancing students' ideological and political literacy. Practice has shown that the ideological and political education teaching platform based on media integration technology not only enhances the abundance of ideological and political education resources, but also integrates more teaching methods, achieving digital transformation of teaching modes and making positive attempts for the innovative development of ideological and political education teaching in universities.

Keywords: information education; media integration; ideological and political education in colleges and universities; teaching platform

1 Introduction

With the rapid development of information technology, media integration, as an emerging way of information dissemination, is profoundly changing people's lifestyles and thinking patterns. Especially in the field of higher education, different professional disciplines have been deeply influenced by the integrated media environment. [1] Especially in the field of ideological and political education teaching, media integration technology can not only promote innovation in teaching forms, but also accelerate the dissemination rate of various information, greatly expanding the space and time of ideological and political education. However, in the practical application process, ideological and political education teaching in universities also faces many challenges in the media integration environment. On the one hand, there are numerous media integration products with complex and diverse content, which is not conducive to the application and management of the overall teaching process. On the other hand, the current teaching model has a certain degree of lag, with insufficient application and integration of digital information technology, and a lack of integration and optimization of teaching

resources. In response to the above issues, domestic and foreign experts and scholars have invested in research and formed a series of solutions, aiming to promote the practical application of integrated media technology in ideological and political education teaching in universities. For example, in reference [2], the author conducted a SWOT analysis on the feasibility of applying new media technology in ideological and political education in universities, and proposed corresponding solutions based on actual needs; Titis Wisnu Wijaya[3] and others combine social media with network information technology to build an online teaching platform that meets the current actual teaching needs, so as to realize the application of autonomous learning mode; Amy Rose T. Abendao [4] and others expounded the application effect of social media in distance learning from two aspects: communication and interaction, and verified the promotion of social media to students' grades. Therefore, this study believes that by integrating the advantages of media integration, strengthening the application of digital information technology, innovating teaching content and forms, and strengthening the construction of teaching staff, a teaching platform for ideological and political education in universities with characteristics of the times and high efficiency and practicality can be constructed. This can effectively promote the reform and innovation of ideological and political education in universities, and provide strong support for cultivating comprehensive applied talents in the new era.

2 Value connotation

Media integration is an innovative form of media that integrates various types of media resources to achieve comprehensive integration and sharing of information. [5] The rapid development and widespread application of media integration technology have brought unprecedented opportunities for ideological and political education and teaching in universities. Firstly, media integration technology has significantly improved the knowledge-based and contemporary nature of ideological and political education. By integrating cutting-edge ideological and political education resources and utilizing the extensive dissemination and efficient interaction characteristics of media integration platforms, ideological and political education content can be updated in real time and presented more deeply and vividly, guiding students to become steadfast believers and practitioners of the new era.

Secondly, media integration technology has strengthened the value leading role of ideological and political education. In the context of media integration, the correct value orientation can be more widely and deeply disseminated. This value guidance not only meets the development needs of young people in the new era, but also provides them with more comprehensive and in-depth ideological education.

Secondly, the media integration technology strengthens the value leading function of ideological and political education. In the media integration environment, the correct value orientation can be spread more widely and deeply, and students can be guided to establish a correct world outlook, outlook on life and values through diversified educational forms. This kind of value guidance not only meets the development needs of young people in the new era, but also provides them with more comprehensive and in-depth ideological education.

Furthermore, the media integration technology has promoted the realization of the goal of "three-round education". By linking the ideological and political work system with disciplines,

teaching, teaching materials and management systems, an all-staff, whole-process and all-round educational pattern has been formed. The introduction of media integration technology makes the realization of this goal more efficient and convenient. By integrating the resources, platforms and carriers of ideological and political education, the core content is integrated into all aspects of education, which enhances the affinity and pertinence of ideological and political education.

Finally, media integration technology has adapted to the new situation and new changes of network ideological and political education. Facing the young college students, the main force of the network, media integration technology provides more flexible and diverse forms of education to meet their diverse learning needs. At the same time, by scientifically grasping the law of network communication, the efficiency of network use is improved, which provides strong support for network ideological and political education.

3 Practical path

In order to give full play to the advantages of media integration technology and realize the innovative development of ideological and political education, this study conducted a comprehensive survey of teachers and students in colleges and universities before putting forward specific practical paths, aiming at obtaining the acceptance and use of traditional media and media integration in current education and teaching practice, and lay the groundwork for the selection of specific practical paths.

This survey adopts paper questionnaires, and 200 questionnaires were distributed, and 188 valid questionnaires were recovered, with an effective recovery rate of 94%, which is an effective survey and has the credibility of the survey. Through the statistics of the questionnaire results, the following data information is obtained: Table 1 shows the contact frequency of teachers and students to traditional media and media integration, Figure 1 shows the usage of the two media when teachers and students receive ideological and political education content. Table 2 compares the practical advantages of two media in disseminating ideological and political education content.

Table 1. Contact frequency of two media

	Almost no contact	Occasional contact	Frequent contact	Constant contact
Traditional media	8.35%	54.45%	27.79%	10.41%
Media integration	0.0%	28.15%	47.56%	24.30%

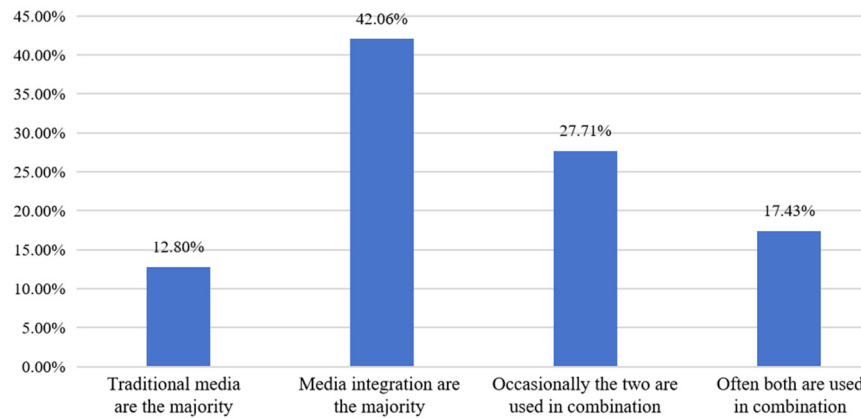


Figure 1. Usage of two kinds of media

Table 2. Contact frequency of two media

	Content credibility	Resource richness	Operation convenience	Interactive effectiveness
Traditional media	43.00%	3.19%	4.88%	4.84%
Media integration	35.13%	80.50%	86.44%	83.70%
Not much difference	21.87%	16.31%	8.68%	11.46%

The research results show that students and teachers have a much higher frequency of exposure to media integration than traditional media, and more than 70% of them are in high-frequency contact, which is closely related to the progress of digital information technology, the popularization of mobile communication equipment and the change of study and living habits. At the same time, Figure 1 directly shows the use of different media by teachers and students when receiving ideological and political education content in colleges and universities. The proportion of direct use or participation in the use of media integration exceeds 88%, and media integration has become the primary choice for teachers and students. In addition, in Table 2, teachers and students groups also give corresponding evaluations on the comparison of the advantages of traditional media and media integration in the current use process. In addition to the credibility of traditional media, media integration has obvious advantages in other three aspects.

Based on the above research and analysis, this article will focus on proposing targeted construction strategies from two aspects to enhance the effectiveness of ideological and political education in universities. Firstly, in order to adapt to the development of the times and meet the needs of innovative education, we can use technologies such as Java web software application development and database storage to create a teaching platform for ideological and political education in universities, and embed media integration technology to achieve efficient integration, convenient release, and vivid presentation of various teaching resources such as text, images, videos, and audio. Through such a platform, we can greatly promote the widespread dissemination and in-depth interaction of ideological and political education in universities, thereby effectively enhancing the coverage and influence of education. Secondly, in terms of ideological and political education, universities also need to focus on improving the pertinence and effectiveness of education, that is, by deeply and

meticulously analyzing the ideological dynamics and individual preferences of students, and then formulating more personalized education plans based on this to meet the growth needs of different students. Through such efforts, we can not only enhance the attractiveness of ideological and political education, but also ensure its lasting and far-reaching educational effects.

4 Construction of teaching platform

The design and deployment of a teaching platform for ideological and political education in universities are carried out in the Java environment. [6] Figure 2 shows the overall structure of the platform. The overall design scheme is based on the MVC design pattern, and combined with the SSM framework, the platform is divided into four different levels: View, Controller, Service, and Dao.

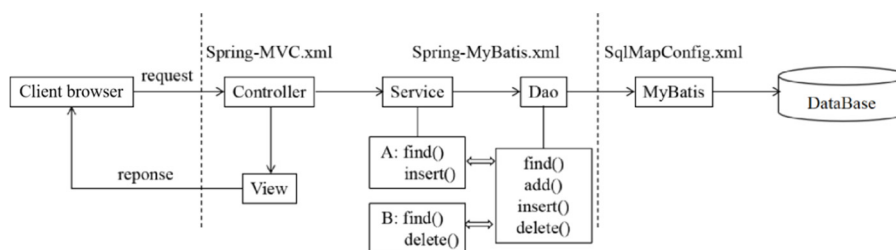


Figure 2. Overall design of the platform

In the actual development process, we chose the stable and high-performance Linux CentOS 7.5 as the underlying operating system of the server, Apache Tomcat 8.0 as the web server, and MySQL 8.0 as the database server. And deployed OpenJDK version 1.8 as the development toolkit, while selecting Eclipse 2018 as the scripting tool. In addition, in JavaWeb projects, Maven is used to manage the dependencies and build processes of SSM (Spring, SpringMVC, MyBatis) frameworks. Finally, based on the SSM architecture, we will complete the integration and encapsulation of the overall system, ensuring that the platform can operate stably and efficiently, and providing strong technical support for ideological and political education and teaching in universities. [7]

5 Function realization

5.1 Media integration teaching resources upload

The platform adopts a B/S architecture, and users can log in directly through the client browser. Teacher users have the authority to manage media integration teaching resources and can perform online operations such as uploading, maintaining, and deleting. When teacher users choose to upload media integration teaching resources online, the Web Uploader component in the front-end interface of the platform will perform initialization operations according to the established service process, and open a fixed data interface to complete the

storage path setting of uploaded files and the definition of the server-side file receiving module. [8] The pseudocode for implementing this function is as follows:

Function: Javascript create Web Uploader instance
<pre> 1. class WebUploader { 2. constructor(options) { 3. this.options = options; 4. this.init(); } 5. init() { this.fileInput = document.querySelector(this.options.fileInputElement); 6. this.uploadUrl = this.options.uploadUrl; } 7. handleFileSelect(event) { 8. const files = event.target.files; 9. for (let i = 0; i < files.length; i++) { 10. this.uploadFile(files[i]); } } </pre>

When all kinds of multimedia teaching resources are successfully uploaded, the platform will automatically convert these resource files into instantiated objects and store them safely in the database. Table 3 shows the design scheme of teaching resource data table under the server-side database.

Table 3. Data table of media integration teaching resources

Field	Data type	Restrains	Description
ID	Int	Primary key, self-increasing	Unique identifier
Resource name	Varchar(255)	Not null	Resource name or title
Resource type	Varchar(50)	Not null	Video, audio, documents
File path	Varchar(500)	Not null	Server-side storage path
File size	Bigint		Size of resource file (bytes)
Upload time	Datetime		Date and time of resource upload
Uploader ID	Int	Foreign key, referring to teacher user table	ID of the teacher user
Condition	Enum	The default value is 'normal'	Normal, deleted or pending approval

5.2 Retrieval and application

After student users log in, they can directly use the keyword or key statement search function to quickly find the required media integration learning resources. Figure 3 shows the business logic of the learning resource retrieval function, which first performs a series of processing on the keywords input by the user, including cleaning, segmentation, and synonym expansion, to ensure the accuracy and relevance of the search. Next, these processed keywords will be passed to the OpenSearch search engine, and specific query statements and sorting clauses will be constructed to search the index library of media integration teaching resources. [9] Finally, the platform will return the search results to the client and visually display them to student users, helping them quickly obtain the necessary learning resources. This process fully reflects the convenience and efficiency of the platform's search function, providing users with a high-quality search experience.

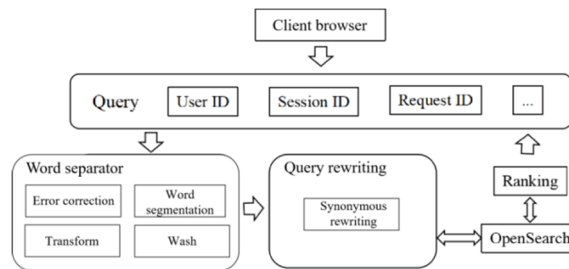


Figure 3. Platform search service architecture

5.3 Data statistics

Teacher users can conveniently obtain and analyze data on student usage of the platform during specific time periods, thereby gaining a deeper understanding of student learning behavior. [10] It is worth mentioning that these statistical data are presented in an intuitive and easy to understand chart form, allowing teachers to quickly capture key information and effectively apply it to teaching practice. Figure 4 shows the recent ranking of search popularity for media integration teaching resources.

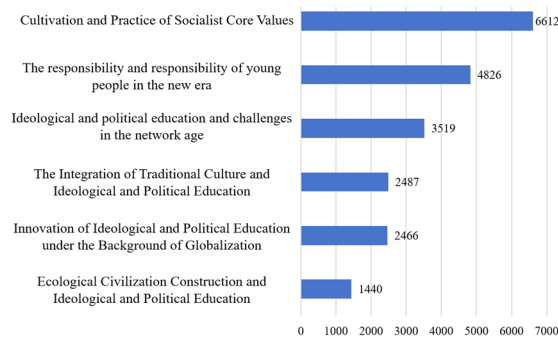


Figure 4. The ranking of media integration teaching resources search popularity

6 Conclusions

In order to improve the effectiveness of ideological and political education in colleges and universities, this paper makes an in-depth discussion and analysis of the opportunities and challenges faced in the current teaching practice, expounds the value implication of media integration technology to empower ideological and political education in colleges and universities, and puts forward corresponding practical strategies. Practice has proven that the ideological and political education teaching platform in universities meets the actual needs of teachers and students. While improving the abundance of ideological and political education resources, it integrates more teaching methods and realizes the digital transformation of teaching modes. In subsequent research, we will focus on optimizing data analysis functions, expanding functional modules, strengthening security and stability, and exploring integration with other educational technologies to promote the continuous improvement and development of ideological and political education teaching models in universities.

References

- [1] Zhou Ye, Zhang Chen. An Analysis of Network Ideological and Political Education in Universities from the Perspective of Media Integration[J]. Beijing Education.2022.04.61-64.
- [2] Zhang Xiao. SWOT Analysis and Innovation Approach of Ideological and Political Education in Colleges and Universities from the Perspective of New Media[J]. Journal of News Research.2024.02.182-184.
- [3] Titis Wisnu Wijaya Dwijoko Purbohadi. Utilizing the Website Integrated with Social Media as an English Teaching Platform[J].Kontribusia Research Dissemination for Community Development.2023.01.146.
- [4] Amy Rose T. Abendaño Rovilyn Quimada. The Effectiveness and Utilization of Social Media as Academic Medium in the UNC College of Education[J].International Journal of Research in Education.2022.07.142-154.
- [5] Duan Li. Strategies for Enhancing the Effectiveness of Online Ideological and Political Education in Universities from the Perspective of Media Integration[J]. Communication and Copyright.2022.08.104-106.
- [6] Xu Cuiping. Research on Network Ideological and Political Education in Colleges and Universities[J]. Time Report.2023.03.116-119.
- [7] Zhang Hao. Research on Design and Implementation of SSM Framework in Web Application Development[J]. Computer Knowledge and Technology.2023.03.52-54.
- [8] Sun Zhihao. Design and Implementation of Campus Website for Content Management[D].University of Electronic Science and Technology of China.2018.03.
- [9] Wang Yuqiong. Design of a Digital Library Network Information Resource Retrieval System Based on Meta Search Engine[J]. Journal of Nanjing Institute of Technology.2021.06.36-39.
- [10] Huang Qirong. Analysis on the Effect of Network Teaching Based on Teaching Data —— Taking Minxi Vocational & Technical College as an Example[J]. West Journal.2021.12.113-116.