

Study on the Collaborative Cultivation Path of College Students' Network Literacy and Ideological and Political Education in the New Media Environment

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Abstract: The rapid development of new media has profoundly impacted college students' learning and daily lives, while also posing new challenges to their digital literacy and ideological and political education. Starting from the characteristics of the new media environment, this paper explores the synergistic cultivation path of college students' digital literacy and ideological and political education, delving into five aspects: theoretical foundation, current situation analysis, synergistic cultivation strategies, implementation mechanisms, and future prospects. Through systematic theoretical analysis and practical guidance, it aims to provide effective cultivation paths for universities, enhance college students' digital literacy and ideological and political quality, and promote their overall development.

Keywords: New media; College students; Digital literacy; Ideological and political education; Synergistic cultivation

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Introduction

In the new media era, the internet has become an important platform for college students to obtain information, interact socially, and engage in learning and entertainment. However, the openness and complexity of new media also bring numerous challenges, such as false information, cyber violence, and harmful ideologies, all of which impact college students' physical and mental health as well as their ideological perspectives. Therefore, enhancing college students' digital literacy and strengthening ideological and political education are particularly important. Digital literacy includes not only the ability to apply information technology but also involves information identification, cyber ethics, and cybersecurity. Ideological and political education aims to guide college students in establishing correct worldviews, life perspectives, and values. The synergistic cultivation of both can form an educational synergy, enhance educational effectiveness, help college students better adapt to the new media environment, and become responsible and innovative youth of the new era. With the continuous development of new media technologies, universities need to innovate educational methods and approaches to meet the demands of the new era and cultivate high-quality talents capable of adapting to social development.

1 Theoretical Basis of College Students' Digital Literacy and Ideological and Political Education in the New Media Environment

1.1 Characteristics and Impact of the New Media Environment

New media, with its fast dissemination speed, vast information volume, and strong interactivity, has profoundly changed college students' lifestyles and learning methods. It provides rich learning resources and communication platforms for college students, promoting the dissemination and sharing of knowledge. However, the openness and anonymity of new media also lead to uneven information quality, easily causing issues such as online fraud and the spread of false information. Meanwhile, the diverse cultures and ideologies on new media impact college students' values and ideological perspectives, increasing the difficulty of ideological and political education. Therefore, universities need to prioritize educational work in the new media environment, enhancing college students' digital literacy and ideological and political quality. The popularity of new media makes information dissemination more convenient but also brings information overload. When facing

massive amounts of information, college students need stronger information screening and judgment abilities to avoid being misled. Additionally, the interactivity of new media makes college students more susceptible to the influence of online public opinion, which places higher demands on their psychological resilience and coping abilities.

1.2 Connotation and Importance of Digital Literacy

Digital literacy refers to the comprehensive abilities individuals possess when using the internet, including information identification, information processing, cybersecurity, and cyber ethics. In the new media environment, college students' digital literacy not only relates to their ability to effectively use online resources for learning and communication but also affects their mental health and behavioral norms. Enhancing college students' digital literacy helps them use the internet correctly, resist the interference of harmful information, and strengthen their awareness of cyber ethics, thereby better adapting to the new media environment. Improving digital literacy can also help college students maintain rationality and calm when facing cyber violence and harmful information, thereby maintaining a healthy online environment. At the same time, good digital literacy can promote college students' personal development, enhancing their overall quality and competitiveness.

1.3 Connotation and Goals of Ideological and Political Education

Ideological and political education aims to guide college students in establishing correct worldviews, life perspectives, and values, cultivating their social responsibility and patriotic spirit. In the new media environment, ideological and political education faces new challenges and opportunities. On the one hand, new media provides new platforms and means for ideological and political education, enabling it to disseminate positive energy and mainstream values more widely. On the other hand, the diverse cultures and ideologies on new media impact college students' ideological perspectives, increasing the difficulty of ideological and political education. Therefore, universities need to innovate the methods and approaches of ideological and political education to enhance its effectiveness and help college students establish correct ideological perspectives. The goal of ideological and political education is to cultivate college students with a high sense of social responsibility and good moral qualities, enabling them to maintain the correct direction in complex social environments and contribute to national and social development.

2 Current Situation Analysis of College Students' Digital Literacy and Ideological and Political Education in the New Media Environment

2.1 Current Situation and Problems of College Students' Digital Literacy

Currently, college students show high enthusiasm and participation when using new media, but there are still some issues regarding digital literacy. Some college students lack information identification skills and are easily influenced by false information and harmful ideologies; they have weak cybersecurity awareness, leading to potential security risks such as online fraud; and their cyber ethics levels need improvement, as incidents of cyber violence and the spread of harmful information occur from time to time. These problems not only affect college students' physical and mental health but also negatively impact the campus online environment and social stability. For example, some college students lack the ability to discern online rumors and tend to follow trends blindly, causing adverse effects. Meanwhile, cybersecurity issues are becoming increasingly prominent, with some college students suffering from personal information leakage or even financial losses due to a lack of security awareness.

2.2 Current Situation and Challenges of Ideological and Political Education

In the new media environment, ideological and political education in universities has achieved certain results but also faces many challenges. On the one hand, new media provides rich resources and convenient dissemination channels for ideological and political education, enabling it to disseminate positive energy and mainstream values more widely. On the other hand, the diverse cultures and ideologies on new media impact college students' ideological perspectives, increasing the difficulty of ideological and political education. Some universities still rely on traditional content and methods in ideological and political education, making it difficult to meet the needs of college students in the new media environment,

resulting in less-than-ideal educational outcomes. For example, the content of ideological and political education courses in some universities is relatively dull and the forms are monotonous, making it difficult to attract students' interest and affecting educational effectiveness.

2.3 Necessity and Feasibility of Synergistic Cultivation

The synergistic cultivation of digital literacy and ideological and political education is both necessary and feasible. On the one hand, the educational goals of both are consistent, aiming to enhance college students' overall quality and ideological perspectives. On the other hand, new media provides new platforms and means for synergistic cultivation, enabling better integration of resources and the formation of educational synergy. Through synergistic cultivation, college students' digital literacy and ideological and political quality can be enhanced, helping them better adapt to the new media environment and become responsible and innovative youth of the new era. Synergistic cultivation can not only improve educational effectiveness but also promote the overall development of college students, enabling them to possess stronger coping abilities and psychological resilience when facing various challenges in the new media environment.

3 Synergistic Cultivation Strategies for College Students' Digital Literacy and Ideological and Political Education in the New Media Environment

3.1 Constructing a Synergistic Cultivation Curriculum System

Universities should construct a curriculum system for the synergistic cultivation of digital literacy and ideological and political education, organically integrating the two. Course content can include network technology applications, information identification and processing, cybersecurity and ethics, and ideological and political education. By offering relevant courses, college students can systematically learn about digital literacy and ideological and political education, enhancing their overall quality. For example, offering courses such as "Digital Literacy and Ideological and Political Education" can combine network technology applications with ideological and political education, helping college students establish correct ideological perspectives while mastering network technology. The construction of the curriculum system should focus on combining theory and practice, enhancing students' practical application abilities through case studies and hands-on operations.

3.2 Innovating Synergistic Cultivation Methods and Approaches

In the new media environment, universities should innovate the methods and approaches for the synergistic cultivation of digital literacy and ideological and political education. Make full use of new media platforms, such as Weibo, WeChat, and Douyin, to carry out diverse educational activities. For example, disseminate positive energy and mainstream values through Weibo topic discussions, WeChat public account pushes, and Douyin short videos to enhance college students' digital literacy and ideological and political quality. At the same time, encourage college students to participate in online cultural creation, expressing their thoughts and opinions through the creation of online literature, short videos, and other works, thereby enhancing their digital literacy and ideological and political awareness. Innovating educational methods and approaches can not only improve educational effectiveness but also stimulate college students' learning interest and participation enthusiasm, allowing them to enhance their qualities in a relaxed and pleasant atmosphere.

3.3 Strengthening the Construction of a Teaching Staff for Synergistic Cultivation

Synergistic cultivation requires a teaching team with both digital literacy and ideological and political education capabilities. Universities should strengthen teacher training to enhance teachers' digital literacy and ideological and political education abilities. Help teachers master the latest theories and methods of new media technology and ideological and political education through organizing thematic training, academic exchanges, and other activities. At the same time, encourage teachers to conduct synergistic research on digital literacy and ideological and political education, exploring effective educational models and methods. By strengthening the construction of the teaching staff, provide strong support for synergistic cultivation. The construction of the teaching staff should focus on diversity, introducing teachers from different disciplinary backgrounds to form complementary advantages and improve the overall effectiveness of synergistic

cultivation.

4 Implementation Mechanisms for the Synergistic Cultivation of College Students' Digital Literacy and Ideological and Political Education in the New Media Environment

4.1 Establishing a Management Mechanism for Synergistic Cultivation

Universities should establish a management mechanism for the synergistic cultivation of digital literacy and ideological and political education, clarifying the responsibilities and tasks of various departments. Departments such as the Party Committee Propaganda Department, Student Affairs Department, and Academic Affairs Office should collaborate to jointly promote synergistic cultivation work. Standardize the implementation process of synergistic cultivation by formulating relevant policies and systems to ensure the smooth development of educational work. For example, formulate curriculum standards and teaching syllabi for synergistic cultivation to standardize course content and teaching methods; establish an assessment and evaluation mechanism for synergistic cultivation to evaluate and provide feedback on educational effectiveness. The establishment of the management mechanism should focus on coordination and effectiveness, ensuring efficient collaboration among departments to form educational synergy.

4.2 Improving the Support Mechanism for Synergistic Cultivation

Synergistic cultivation requires a sound support mechanism. Universities should increase investment in synergistic cultivation, providing necessary financial support. Funds can be used to build digital literacy education laboratories, purchase relevant teaching equipment and software, and conduct teacher training and educational activities. At the same time, strengthen campus network infrastructure construction, improve network service quality, and provide a good network environment for synergistic cultivation. By improving the support mechanism, provide strong support for synergistic cultivation. The improvement of the support mechanism should focus on sustainability, ensuring that synergistic cultivation work can be carried out stably and long-term, providing continuous support for the overall development of college students.

4.3 Strengthening the Evaluation Mechanism for Synergistic Cultivation

Evaluation is an important part of synergistic cultivation. Universities should establish a scientific evaluation mechanism to comprehensively evaluate the effectiveness of synergistic cultivation. Evaluation indicators can include college students' digital literacy level, ideological and political quality, course teaching effectiveness, and participation in educational activities. Identify problems and deficiencies in the synergistic cultivation process through regular evaluations, providing a basis for improving educational work. For example, collect feedback from college students on synergistic cultivation through questionnaires, exams, interviews, etc., to understand their learning outcomes and needs, and adjust educational content and methods in a timely manner. The strengthening of the evaluation mechanism should focus on scientificity and fairness, ensuring that evaluation results truly reflect the effectiveness of synergistic cultivation and provide strong support for the improvement of educational work.

5 Future Prospects for the Synergistic Cultivation of College Students' Digital Literacy and Ideological and Political Education in the New Media Environment

5.1 Deepening Theoretical Research on Synergistic Cultivation

In the future, universities should further deepen theoretical research on the synergistic cultivation of digital literacy and ideological and political education. Explore the internal laws and mechanisms of synergistic cultivation to provide theoretical support for educational practice. At the same time, pay attention to the development trends of new media technology, study its impact on college students' digital literacy and ideological and political education, and continuously enrich and develop the theoretical system of synergistic cultivation. Provide scientific theoretical guidance for synergistic cultivation by deepening theoretical research. The deepening of theoretical research should focus on innovation and foresight, combining the latest development trends of new media technology to propose new theoretical perspectives and methods, providing strong support for the practice of synergistic cultivation.

5.2 Expanding the Practical Field of Synergistic Cultivation

With the continuous development of new media technology, the practical field of synergistic cultivation will continue to expand. Universities should actively explore new fields and methods of synergistic cultivation in the new media environment. For example, use virtual reality (VR) and augmented reality (AR) technologies to carry out immersive digital literacy and ideological and political education activities; understand college students' learning behaviors and ideological dynamics through big data analysis to provide a basis for personalized education. Enhance the effectiveness and pertinence of synergistic cultivation by expanding the practical field. The expansion of the practical field should focus on diversity and innovation, exploring various educational forms and methods based on the characteristics and advantages of new media technology to improve the effectiveness of synergistic cultivation.

5.3 Strengthening International Cooperation and Exchange in Synergistic Cultivation

International cooperation and exchange provide a broad perspective and rich experience for synergistic cultivation. In the future, universities should strengthen international cooperation and exchange in the synergistic cultivation of digital literacy and ideological and political education. Through cooperation with internationally renowned universities and research institutions, carry out joint research projects, academic exchange activities, teacher training programs, etc., learn from advanced international educational concepts and methods, and improve the level of synergistic cultivation in Chinese universities. Promote the alignment of synergistic cultivation with international standards by strengthening international cooperation and exchange, providing higher-quality international resources and support for college students' mental health. The strengthening of international cooperation and exchange should focus on openness and inclusiveness, combining advanced international experience to explore synergistic cultivation models suitable for China's national conditions, and enhance the international influence of synergistic cultivation.

6 Conclusion

In the new media environment, the synergistic cultivation of college students' digital literacy and ideological and political education has important practical significance. By constructing a synergistic cultivation curriculum system, innovating synergistic cultivation methods and approaches, and strengthening the construction of a teaching staff for synergistic cultivation, college students' digital literacy and ideological and political quality can be enhanced. At the same time, establishing a management mechanism for synergistic cultivation, improving the support mechanism for synergistic cultivation, and strengthening the evaluation mechanism for synergistic cultivation provide strong support for synergistic cultivation. In the future, deepening theoretical research on synergistic cultivation, expanding the practical field of synergistic cultivation, and strengthening international cooperation and exchange in synergistic cultivation will provide new directions and momentum for synergistic cultivation. Through these measures, college students' digital literacy and ideological and political quality can be effectively enhanced, helping them better adapt to the new media environment and become responsible and innovative youth of the new era.

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