

Research on the Influence Mechanism of Media Convergence on the Improvement of Network Ideological and Political Education in Universities

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Abstract: *From the perspective of media convergence, this paper systematically analyzes the influence mechanism of media convergence on network ideological and political education in universities, and the practical path of media convergence to boost network ideological and political education. This paper analyzes the influence mechanism of media convergence on network ideological and political education in universities from three aspects of communication mechanism, content form and technical means of media convergence. From three aspects: improving the system and mechanism, creating cultural characteristics, and improving the quality and efficiency of education, it discusses the practical path of promoting the network of ideological and political education in colleges and universities, and shows the innovative application and effectiveness evaluation of the media convergence in the network ideological and political education in colleges and universities. Thus, it provides a new perspective and method for the theory and practice of university network ideological and political education. It also provides a new idea and reference for the innovation and development of university network ideological and political education.*

Keywords: Media convergence; Network ideological and political education in universities; Influence mechanism; practice path.

1. INTRODUCTION

Media convergence is a new form of media, through digital, network, intelligent and other technical means, through the integration, restructuring and innovation of various media resources, different media elements and media platforms are organically integrated, to achieve the diversification, interactive, intelligent, integration and other characteristics of media. The emergence and development of media convergence is the result of the progress of information technology and the popularization of network media, as well as the expression of the innovation and change of media communication. The influence of media convergence on the society is profound and extensive. It not only changes people's ways and habits of information acquisition, information consumption and information dissemination, but also changes people's ways of thinking, values and social behaviors.

As an important part of ideological and political education in colleges and universities, network ideological and political education in colleges and universities is an educational innovation to adapt to the information age and an important way to train new people to shoulder the great responsibility of national rejuvenation. General Secretary Xi Jinping has pointed out that we should "strengthen and improve ideological and political work on the Internet, organically combine online and offline, online and offline, and form an all-dimensional, three-dimensional and multi-level pattern of ideological and political work on the Internet". The network of ideological and political education in colleges and universities should keep up with the development of The Times, adapt to the needs of students, innovate educational ideas and methods, and improve the effect and influence of education. The network of ideological and political education in colleges and universities can not only expand the educational space and object of ideological and political education, but also enrich the educational content and form of ideological and political education, and improve the educational effect and quality of ideological and political education. However, the network ideological and political education in colleges and universities is also facing some challenges and difficulties, such as the content quality, communication effect, supervision and management of the network ideological and political education, which need colleges and universities to constantly explore and innovate to adapt to the new requirements and new characteristics of the ideological and political education in the network era. In this context, media convergence, as a new form of media, provides more communication content and ways,

wider communication channels and space, and stronger communication effect and influence for the network of ideological and political education in colleges and universities. Media convergence can effectively improve the affinity, pertinacity, effectiveness and communication power of network ideological and political education in colleges and universities, and provide new ideas and methods for the implementation of network ideological and political education in colleges and universities. Therefore, it is of great theoretical significance and practical value to study the influence mechanism of media convergence on the efficiency improvement of the network of ideological and political education in colleges and universities, and the practical path of media convergence to boost the network of ideological and political education in colleges and universities.

Many scholars have done a lot of related research on media convergence and ideological and political work in colleges and universities. For example, Cui Na (2023) proposed the necessity of integrating media into ideological education in colleges and universities and pointed out the new challenges brought by media convergence to ideological education in colleges and universities. Qu et al. (2023) emphasizes the essence of education in higher education and teachers' educational belief and innovative spirit. Wei Wei et al. (2020) pointed out the reform path of ideological and political education discourse in universities in the era of media convergence. Liu Jiao (2023) put forward an innovative development strategy for ideological and political education in universities under the background of media convergence and analyzed the problems existing in ideological and political education under the background of media convergence. To sum up, there is still a lack of systematic analysis of the influence mechanism and practical path of network ideological and political education in colleges and universities from the perspective of media convergence. This paper adopts the theoretical framework of communication, from the content of the media transmission mechanism, form, technical means and so on to three aspects, analysis of the influence of media network ideological and political education in colleges and universities mechanism, from perfecting the system and mechanism, build cultural characteristics, improve education quality, discusses the media boost the practice of ideological and political education in colleges and universities.

2. THE ERA VALUE AND CHALLENGE OF INTEGRATING MEDIA TO THE NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 The concept, characteristics and development trend of media convergence

Media convergence refers to a new form of media that realizes the deep integration of various media forms, media platforms, media content and media users in the digital, networked and intelligent technology environment. Media convergence has the following characteristics and development trends:

Table 1: Characteristics of the media convergence

Characteristic	Description
Diversification	Media convergence covers traditional media, new media, social media and other media forms, realizing the all-round coverage and diversified expression of media.
Interactive	Media convergence emphasizes the two-way communication and participation between media and users, and between users and users, realizing the co-creation, sharing and win-win interaction of media.
Intelligentize	Media convergence has utilized advanced technologies such as artificial intelligence, big data and cloud computing to realize the intelligent production, distribution, consumption and feedback of media.
Fusion	Media convergence breaks through the boundaries and barriers between media and realizes the cross-platform, cross-field and cross-level integration of media.

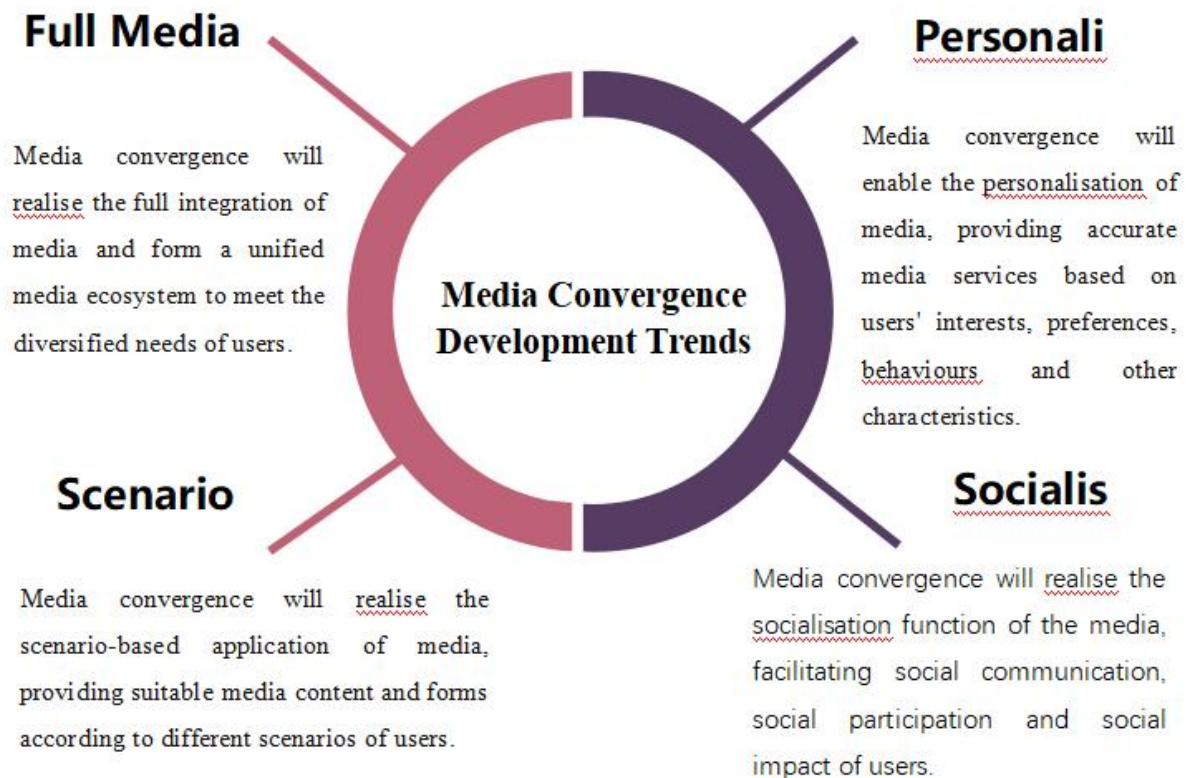


Figure 1: Trends in the development of media convergence

2.2 The Times value of media convergence to network ideological and political education in colleges and universities

Media convergence has an important era value to the network of ideological and political education in colleges and universities, which is mainly reflected in the following aspects:

2.2.1 Enhance the mainstream discourse power of ideological and political education

Media convergence can effectively spread the principles and policies of the Party and the state, socialist core values, excellent traditional Chinese culture, etc., enhance the authority and credibility of ideological and political education, and resist the penetration and interference of Western values.

2.2.2 Enhance the attraction and appeal of ideological and political education

Media convergence can use multimedia, interactive media, intelligent media and other forms to enrich the content and expression of ideological and political education, improve the interest and artistry of ideological and political education, and stimulate students' interest and emotion.

2.2.3 Expand the coverage and penetration of ideological and political education

Media convergence can make use of the network, mobile, social networking and other platforms to realize the coverage of ideological and political education, increase the contact frequency and depth of ideological and political education, and form an all-round three-dimensional network of ideological and political education.

2.2.4 Optimize the effect evaluation and feedback mechanism of ideological and political education

Media convergence can use big data, cloud computing, artificial intelligence and other technologies to realize the digital, quantitative and intelligent effect evaluation and feedback of ideological and political education, to improve the scientificity and accuracy of ideological and political education.

2.3 Challenges of media convergence to network ideological and political education in colleges and universities

Media convergence also brings some challenges to the network of ideological and political education in colleges and universities, mainly reflected in the following aspects:

2.3.1 Content and quality of ideological and political education

The content forms of the media convergence are diversified and the update speed is fast, which requires that the content of ideological and political education should keep pace with The Times, be close to reality conform to the law, and avoid the lag, emptiness and dogma of the content.

2.3.2 The communication effect of ideological and Political Education

The communication mechanism of media convergence is complex, the communication path is diversified, and the communication law is difficult to master. The communication of ideological and political education is required to adapt measures to local conditions, vary from person to person, and change according to time, to avoid distortion, failure and out of control of communication.

2.3.3 Supervision and management of ideological and political education

The advanced technical means, the open technology platform and the wide application of technology require the supervision and management of ideological and political education to strengthen the system, improve the mechanism and innovate the methods, to avoid the absence, lag and chaos of supervision and management.

3. INFLUENCE MECHANISM OF INTEGRATING MEDIA ON NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 The communication mechanism of media convergence

The communication mechanism of media convergence refers to the rules and modes followed by the media convergence in the process of communication, including the communication mode, communication path and communication effect of the media convergence. This section will adopt the theoretical framework of communication science to analyze the communication mechanism of media convergence for network ideological and political education in colleges and universities from the three links of coding, communication and decoding.

3.1.1 Encoding

Coding refers to the process in which media convergence transforms ideological and political education content into symbols and forms suitable for communication. The coding characteristics of media convergence are diversified, interactive and intelligent. Diversification means that the media convergence can use text, pictures, audio, video and other symbols, as well as news, comments, special topics, live broadcasts and other forms to express the content of ideological and political education. Interaction means that the media convergence can adjust and optimize the content and form of ideological and political education according to the feedback and participation of users, to realize the dynamic and personalized coding. Intelligence refers to the fact that media convergence can use artificial intelligence and other technologies to automatically generate and push the content and form of ideological and political education, to realize the automation and precision of coding.

3.1.2 Transmission

Communication refers to the process in which media convergence transmits the content of ideological and political education to users through media platforms and channels. The communication characteristics of media convergence are all-media, scene-oriented and socialization. All-media means that the media convergence can make use of the network, mobile, social networking and other media platforms to realize the all-round coverage and diversified dissemination of the content of ideological and political education. Scenario means that the media convergence can provide appropriate content and forms of ideological and political education according to

different scenarios of users, such as learning, life, entertainment, etc., to realize the closeness and context of communication. Socialization means that media convergence can promote social communication, social participation and social influence among users, and realize the co-creation and sharing of communication.

3.1.3 Decoding

Decoding refers to the process by which users receive and understand the content of ideological and political education spread by media convergence. The decoding characteristics of media convergence are active, selective and multi-dimensional. Active means that users can actively search, browse, comment, forward, etc., participate in the receiving and understanding of the content of ideological and political education and realize the subjectivity and participation of decoding. Selection means that users can choose the content and form of ideological and political education according to their interests, preferences, needs, etc., to realize personalized and customized decoding. Multi-dimensional means that users can understand the content of ideological and political education from multiple angles, levels and dimensions, to realize the in-depth and comprehensive decoding.

3.2 Content and form of media convergence

The content form of media convergence refers to the expression mode adopted by media convergence in disseminating the content of ideological and political education, including the content type, content characteristics and content innovation of media convergence. This section will adopt the content analysis method to analyze the content form of integrated media from three dimensions content structure, function and effect of content.

3.2.1 The structure of the content

The structure of the content refers to the elements and organizational methods contained in the content of the ideological and political education of the integrated media. The content structure of media convergence is characterized by multi-media, integration and modularization. Multi-media means that the content of the ideological and political education of the integrated media can include various media elements, such as text, pictures, audio, video and other media elements, forming a rich media combination. Integration means that the content of the ideological and political education of the integrated media can organically integrate different media elements to form a unified media whole. Modularization means that the content of ideological and political education in integrated media can divide different media into different media modules and form flexible media units.

3.2.2 The function of the content

The function of content refers to the function and purpose of the content of media ideological and political education. The content function of media convergence is characterized by education, entertainment and service-oriented. Educationalization means that the content of ideological and political education of the media can convey the theories, knowledge and methods of ideological and political education, and realize the educational function of ideological and political education. Entertainment means that the ideological and political education content of the media can provide games, animations, stories and so on of ideological and political education, to realize the entertainment function of ideological and political education. Service-oriented means that the content of the ideological and political education of the media convergence can provide the consultation, guidance and evaluation of the ideological and political education, to realize the service function of the ideological and political education.

3.2.3 The effect of the content

The effect of content refers to the influence and results of the content of ideological and political education of the media. The content effect of media convergence is characterized by cognition, emotion and behavior. Cognition means that integrating the content of ideological and political education in media can improve the cognitive level and understanding ability of users' ideological and political education, and realize the cognitive effect of ideological and political education. Affection means that the content of ideological and political education of the media can stimulate the emotional attitude and value orientation of users' ideological and political education, and realize the emotional effect of ideological and political education. Behavioral means that the content of ideological and political education of the media can guide users' behavior selection and behavior mode of ideological and political education, and realize the behavioral effect of ideological and political education.

3.3 Technical means of media convergence

The technical means of media convergence refers to the technical support and technical application that media convergence relies on in disseminating the content of ideological and political education, including the technical platform, technical support and technical application of media convergence. Teachers need to have certain educational theories and experience in the application of technology (Qu et al., 2023), but it should be noted that technology is not a complete substitute for human teachers, but rather a supplement or tool. Therefore, educators need to have appropriate knowledge and skills for effective teaching in Civics programs (Qu et al., 2023). In this section, the technological analysis method will be used to analyze the technological tools of media convergence from three dimensions: the basis of technology, the function of technology, and the efficacy of technology.

3.3.1 Foundation of the technology

The basis of technology refers to the technology platform that integrates the ideological and political education of media, including network platforms, mobile platforms, social platforms, etc. Network platform refers to the basic carrier of ideological and political education of the media convergence, such as websites, WeChat, microblogs, etc., which provides the release and dissemination of ideological and political education content. Mobile platform refers to the convenient carrier of ideological and political education of the media, such as mobile phones, tablets, smartwatches, etc., which provides mobile content and access to ideological and political education anytime and anywhere. Social platform refers to the interactive carrier of the ideological and political education of the integrated media, such as QQ, WeChat, Weibo, etc., to provide the sharing and comment on the content of the ideological and political education.

3.3.2 The function of the technology

The function of technology refers to the technical support of the ideological and political education of the media, including artificial intelligence, big data, cloud computing, etc. Artificial intelligence refers to the intelligent support of ideological and political education in the integrated media, such as speech recognition, image recognition, natural language processing, etc., to provide the generation and push of ideological and political education content. Big data refers to the data support of ideological and political education in media convergence, such as data collection, data analysis, data mining, etc., and providing the evaluation and feedback of ideological and political education content. Cloud computing refers to the computing support of the ideological and political education of the media convergence, such as cloud storage, cloud service, cloud security, etc., which provides the storage and guarantee of the content of the ideological and political education.

3.3.3 Efficiency of the technology

The efficiency of technology refers to the technical application of the ideological and political education of the fusion media, including the efficiency, effect and benefit of technology. The efficiency of technology refers to the time, resources and cost consumed by the technology application of the ideological and political education of the media convergence, which reflects the economy and rationality of the technology application. The effect of the technology refers to the goal, level and standard achieved by the technology application of the ideological and political education of the media convergence, reflecting the effectiveness and superiority of the technology application. The benefit of the technology refers to the value, benefit and contribution generated by the technology application of the ideological and political education of the media convergence, reflecting the benefit and innovation of the technology application.

3.4 How to improve the affinity, pertinence, effectiveness and communication power of network ideological and political education in colleges and universities

Through its communication mechanism, content form and technical means, media convergence can effectively improve the affinity, pertinence, effectiveness and communication ability of network ideological and political education in colleges and universities, which is embodied in the following aspects:

Table 2: Aspects of media convergence on the enhancement of online ideological and political education in colleges and universities

Objective	Method
Enhance affinity	Media convergence can enrich the content and form of ideological and political education through diversification, entertainment and scene, increase the interest and artistry of ideological and political education, stimulate students' interest and emotion, and enhance the affinity of ideological and political education.
Improve pertinence	Media convergence can adjust and optimize the content and form of ideological and political education through interactive, personalized and selective ways, and provide precise and customized ideological and political education according to the characteristics, needs and feedback of students, to improve the pertinence of ideological and political education.
Improve effectiveness	Melting media can through intelligence, service, and data analysis, automatically generate and push the content and form of ideological and political education, provide ideological and political education consultation, guidance, evaluation, etc., to realize the ideological and political education of digital, quantitative, intelligent effect evaluation and feedback, improve the effectiveness of ideological and political education.
Improve the transmission power	Media convergence can make use of a variety of media platforms and channels to promote social communication, social participation and social influence among users, to realize the all-round coverage and diversified communication of the contents of ideological and political education, and enhance the communication power of ideological and political education.
Enhance affinity	Media convergence can enrich the content and form of ideological and political education through diversification, entertainment and scene, increase the interest and artistry of ideological and political education, stimulate students' interest and emotion, and enhance the affinity of ideological and political education.

4. INTEGRATING MEDIA TO BOOST THE PRACTICAL PATH OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

The influence mechanism of integrating media into the network of ideological and political education in colleges and universities provides new ideas and methods for the practice of the network of ideological and political education in colleges and universities. This section will discuss the practical path of integrating media to boost the network of ideological and political education in colleges and universities from three aspects: improving the system and mechanism, creating cultural characteristics, and improving the quality and efficiency of education.

4.1 Improve systems and mechanisms

Improving the system and mechanism refers to the establishment of the organizational structure, work process, assessment and evaluation of ideological and political education of media, to provide guarantee and support for the implementation of ideological and political education of media. Specific measures will include:

4.1.1 Establish the organizational structure of ideological and political education of media convergence

Colleges and universities should set up a special leading group for ideological and political education of media, responsible for the overall planning, coordination and guidance of ideological and political education of media, to form a working pattern of upper and lower linkage and internal and external coordination. At the same time, colleges and universities should establish a professional team integrating the ideological and political education of media convergence, responsible for the content production, communication management and effect evaluation of the ideological and political education of media convergence, to form a professional, full-time and specialized working force.

4.1.2 Establish the working process of ideological and political education of media convergence

Colleges and universities should formulate the work plans, work plans and work standards of the ideological and political education of the media, clarify the work objectives, work contents and work requirements of the ideological and political education of the media, and form a scientific, standardized and institutionalized work process. At the same time, colleges and universities should establish work communication, work cooperation and work supervision of the ideological and political education of the media, and timely solve the work problems, difficulties and contradictions of the ideological and political education of the media, to form an efficient, collaborative and optimized work process.

4.1.3 Establish the assessment and evaluation of the ideological and political education of the media convergence

Colleges and universities should formulate the assessment indicators, assessment methods, assessment rewards and punishments of the ideological and political education of the media, and objectively evaluate the work quality, work effect and work contribution of the ideological and political education of the media, to form a quantitative, objective and fair assessment and evaluation. At the same time, colleges and universities should establish the assessment feedback, assessment improvement, assessment and incentive of the ideological and political education of the media, and timely find out the deficiencies, work gaps and hidden dangers of the ideological and political education of the media, to form a continuous, dynamic and progressive assessment and evaluation.

4.2 Create cultural characteristics

Creating cultural characteristics refers to shaping the brand image, core values and cultural connotation of the ideological and political education of the media, to provide soul and power for the implementation of the ideological and political education of the media. Specific measures will include:

4.2.1 Shaping the brand image of ideological and political education of media convergence

Colleges and universities should determine the brand positioning, brand name and brand identity of ideological and political education of media convergence according to their characteristics, philosophy and achievements, to form the brand characteristics and advantages of ideological and political education of media convergence. At the same time, colleges and universities should enhance the brand awareness and brand influence of ideological and political education of media convergence through various ways, such as promotion, activity display, case sharing, etc.

4.2.2 Shaping the core values of ideological and political education of media convergence

Colleges and universities should determine the value orientation, value objectives and value standards of ideological and political education of integrated media, according to the socialist core values, Chinese excellent traditional culture, and school motto, to form the value connotation and value orientation of ideological and political education of integrated media. At the same time, colleges and universities should cultivate the value identification and value practice of the ideological and political education of the media convergence through various ways, such as storytelling, typical demonstration and value guidance.

4.2.3 Shaping the cultural connotation of the ideological and political education of the integrated media

According to the history and culture, regional culture and discipline culture, colleges and universities should determine the cultural themes, cultural symbols, cultural carriers and so on of the ideological and political education of the media, to form the cultural characteristics and cultural charm of the ideological and political education of the media. At the same time, colleges and universities should enrich the cultural connotation and cultural expression of the media ideological and political education through various ways, such as cultural display, cultural exchange and cultural innovation.

5. CONCLUSION

This paper with the media as the research object, the network of ideological and political education in colleges and universities as the research background, from the content of the media communication mechanism, form, technology and so on three aspects, analyzes the media influence mechanism of network ideological and political education, discusses the media booster network practice of ideological and political education in colleges and universities. The main findings and conclusions are as follows:

5.1 Influence mechanism of media convergence on network ideological and political education in colleges and universities

Through its diversified, interactive, intelligent and integrated characteristics, media convergence has improved the affinity, pertinence, effectiveness and communication power of network ideological and political education in colleges and universities, and provided new ideas and methods for the implementation of network ideological and political education in colleges and universities.

5.2 Practical path of integrating media to boost network ideological and political education in colleges and universities

Colleges and universities should from the perfect system and mechanism, build cultural characteristics, improve education quality effect from three aspects, set up the media ideological and political education organization structure, workflow, evaluation, etc., shaping the media brand image of ideological and political education, core values, cultural connotation, optimize the media ideological and political education curriculum, teaching methods, learning experience, etc., to provide guarantee and support for the implementation of the ideological and political education.

5.3 Innovative application and effectiveness evaluation of media convergence in network ideological and political education in colleges and universities

Colleges and universities should combine their characteristics and characteristics of students, innovation media content and form of ideological and political education, such as media ideological and political education courses, hold media ideological and political education lecture halls, media ideological and political education stories, etc., show the spirit of ideological and political education of network and style in colleges and universities, at the same time should use big data, cloud computing, artificial intelligence technology, evaluate the effect of the media ideological and political education and feedback, improve the quality and level of network ideological and political education in colleges and universities.

6. COUNTERMEASURES AND SUGGESTIONS

This paper takes the network ideological and political education in universities as the research object, discusses the influence mechanism of media convergence on the improvement of network ideological and political education in universities, and the practical path of boosting the network ideological and political education in universities. Based on the research findings and conclusions of this paper, this paper proposes the following countermeasures and suggestions:

6.1 Strengthen the theoretical research and the construction of the resource platform of the network of ideological and political education

To deeply explore the basic problems and key problems of network ideological and political education under the perspective of media convergence, to construct the theoretical system and practical system of network ideological and political education, and to provide the scientific basis and operation standard of network ideological and political education. Make full use of the technical advantages and resource advantages of media convergence, build the content database and course database of network ideological and political education, build the platform system and service system of network ideological and political education, and provide the technical support and resource guarantee of network ideological and political education.

6.2 Create the cultural characteristics and brand image of the ideological and political education of the integrated media

Colleges and universities should give full play to their own characteristics of school-running and students, innovate the content and form of ideological and political education of media convergence, highlight the core value and cultural connotation of ideological and political education of media convergence, and shape the brand image and social influence of ideological and political education of media convergence. In this regard, Colleges and universities can offer ideological and political education courses for integrating media, Using multimedia, interactive media, intelligent media and other forms of content, Spreading Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and core Socialist values, Cultivate students' ideological and moral

accomplishment and patriotism; Colleges and universities can hold lectures on ideological and political education of the media, Invite party and state leaders, well-known experts and scholars, and outstanding typical figures, Through webcast, video on demand, and online interaction, Share their thoughts and life experiences, Stimulate students' interest in learning and their motivation to struggle; Colleges and universities can introduce ideological and political education stories by integrating media, Using wechat, Weibo, TikTok, Kuaishou and other social platforms, Show the style and spirit of the network ideological and political education in colleges and universities, Tell the touching stories and advanced deeds of college teachers and students, Enhance students' sense of identity and belonging.

6.3 Improve the quality, efficiency and level of ideological and political education of media convergence

Colleges and universities should make full use of the technical advantages of media convergence, optimize the curriculum, teaching methods and learning experience of ideological and political education of media convergence, and improve the quality, efficiency and level of ideological and political education of media convergence. In this regard, Universities can use big data, cloud computing, artificial intelligence and other technologies, Analyze students' ideological characteristics, learning needs, behavior habits, To realize the characteristics of personalization, scene and socialization of ideological and political education of integrated media, Improve students' learning effect and satisfaction; Universities can use online platforms, mobile platforms, social platforms and other technical means, To realize the combination of online and offline integration of media ideological and political education, the interaction between teachers and students, and the integration of theory and practice, Improve students' learning participation and initiative; Universities can use network data, network feedback, network evaluation and other technical means, To realize the characteristics of dynamic monitoring, timely adjustment and continuous improvement of the ideological and political education of the media convergence, Improve the efficiency and quality of students' learning.

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