

Research on the integration of ideological and political education and aesthetic education in universities from the perspective of new media

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Abstract: Ideological and political education is an important content of higher education, shouldering the task of cultivating students' values and moral literacy, and having an important teaching position. The main role of aesthetic education is to help students develop the ability to learn, appreciate, and create beauty, in order to enhance their aesthetic ability. Aesthetic education is crucial for students' healthy growth. Therefore, in the new perspective, universities should start from the actual needs of students, strengthen the integration of ideological and political education and aesthetic education in universities, and explore a more suitable ideological and political teaching method for contemporary students.

Key words: new media era; ideological and political education in universities; aesthetic education

1 The necessity of promoting the integration of ideological and political education and aesthetic education in universities

1.1 Helping to ensure students' mental health

In this era of information explosion, the temptation on the internet is quite strong. Online novels, games, and other activities can attract students to indulge in them. If this situation occurs, it not only leads to students being unable to concentrate on their studies, neglecting their studies, but also is not conducive to improving students' social skills, which can easily lead to psychological disorders such as autism and depression. Carrying out ideological and political education in universities can establish ideological guidance for students, help them develop correct ideological and life views, and is conducive to safeguarding their psychological health and caring for their healthy development. However, in the eyes of some students, ideological and political courses are dull and tedious courses that are difficult to arouse students' interest in learning, which can lead to poor teaching effectiveness. However, if aesthetic education can be introduced into it, it can start from students' emotions, which is not only conducive to stimulating their interest in learning and cultivating their learning hobbies, but also guides them to solve psychological problems and maintain an optimistic and positive attitude. This can effectively reduce the probability of psychological problems occurring [1].

1.2 Helping students establish correct values

Although students in the college stage are gradually developing and maturing both physically and psychologically, their thinking concepts are not truly perfect. Therefore, education at this stage is crucial for students and relates to their future integration with society. Ideological and political education in universities can regulate students' thoughts and

behaviors, which is conducive to promoting the formation of students' values. However, the teaching effect that can be achieved solely through ideological and political education is not ideal, and in order to achieve better teaching results, other teaching factors need to be integrated. Aesthetic education teaching is a good choice. Conducting aesthetic education teaching can lead students to discover the beauty in life and appreciate it correctly. With the continuous improvement of students' aesthetic ability, they will gradually acquire the ability to create beauty. This process is conducive to helping students establish correct values.

2 The role of new media in the integration of ideological and political education and aesthetic education in universities

With the continuous development of science and technology in China, new media technology has gradually matured and is widely used in classroom teaching in universities. Compared with traditional teaching methods, new media has many advantages. Firstly, the application of new media technology can change the way that information is expressed, and can reveal complex and obscure theoretical knowledge through new media devices in the form of pictures or videos. This can reduce the difficulty of understanding knowledge points and improve students' learning efficiency. In addition, the application of new media technology is mainly based on the Internet, and teaching methods are more flexible for students. They only need to learn online through a mobile device, which not only enriches teaching modes and improves teaching effectiveness, but also helps students fully utilize fragmented time and cultivate their autonomous learning ability. Given the advantages brought by the application of new media technology, it has also created a platform for the integration of ideological and political education and aesthetic education in universities [2].

3 The infiltration channels of aesthetic education in ideological and political education in universities in the new media era

3.1 Exploring the integration of rich new media education resources

With the arrival of the new media era, the amount of information on the Internet has increased, and the speed of information transmission has also been significantly improved. Influenced by different ideas, modern college students have diverse aesthetic concepts, and each person's aesthetic is unique. However, there is one similarity, which is that their way of thinking is more open. So when universities promote the integration of ideological and political education and aesthetic education, they should fully apply this feature, strengthen the utilization of new media teaching resources, and provide students with a more comfortable learning and growth environment. In the actual teaching process, teachers should respect students' teaching subject status and encourage them to express their opinions. Teachers need to draw experience from it, understand students' specific preferences, and then summarize and analyze them to discover the aesthetic value and aesthetic education perspectives. Finally, teachers can integrate the obtained content into ideological and political education. This teaching method not only fits students' aesthetic perspectives, and is also conducive to attracting students' attention, improving their learning enthusiasm, enriching the content of ideological and political education, and cultivating students' love for ideological and political courses. In addition, the content of ideological and political textbooks in universities also has certain aesthetic value. Teachers should be good at using new media methods to extract aesthetic factors, modify and highlight them, in order to demonstrate the aesthetic characteristics of ideological and political education, which is more conducive to the integration of the two. For example, when leading students in patriotic themed education, teachers can use multimedia devices to play the documentary *I am Repairing Cultural Relics in the Forbidden City* to students. The process of repairing culture by the master also reflects their unique patriotism, which is conducive to cultivating students' patriotism and correcting their ideological attitudes. In addition, the aesthetic value in the Forbidden

City and cultural relics is also rich, precipitates China's excellent traditional culture and has distinct aesthetic characteristics, which is conducive to improving students' aesthetic ability.

3.2 Actively adopting diverse new media interaction methods

The main characteristics of new media are reflected in information exchange. The emergence of new media enriches the channels for information exchange, allowing users to choose their preferred interaction methods according to their preferences. In addition, through new media technology, the transmission speed of information has significantly increased. Universities should seize the main characteristics of new media technology and use diverse interactive technologies to provide solid support for the integration of ideological and political education and aesthetic education, and accelerate the progress of educational integration. The development of ideological and political education and aesthetic education in universities generally revolves closely around the content of textbooks, and theoretical knowledge has a large proportion in the textbooks, which makes the teaching process more tedious and not conducive to stimulating students' interest in learning. Through multimedia devices, teaching forms can be enriched. Teachers can select matching images, videos, and audio materials based on the content of the textbook, and then integrate them into the teaching process. This can transform the originally dull textual knowledge into a more acceptable form, which can not only reduce the difficulty of learning but also improve students' learning efficiency. Moreover, this learning method can provide students with a brand new experience, fully driving their visual and auditory experiences, which is conducive to stimulating their interest in learning and enabling them to actively participate in learning. In addition, multimedia also provides a platform for teachers to showcase themselves, allowing them to fully utilize their teaching abilities. This is conducive to strengthening communication between students and teachers, and achieving the goal of improving teaching effectiveness.

3.3 Strengthen the understanding of new media among teachers and students

To fully leverage the role of new media and promote the integration of ideological and political education and aesthetic education in universities, teachers and students need to have a correct understanding of the role of new media in order to facilitate subsequent teaching work. In addition, universities should regularly organize course training for teachers to improve their knowledge level, help them fully master new media technology, and be able to flexibly use new media methods to carry out ideological and political education. They should also fully explore the aesthetic factors contained in the content of ideological and political textbooks. While strengthening ideological and political education, they should also help students shape correct aesthetic concepts [3].

4 Conclusion

In summary, both ideological and political education and aesthetic education in universities aim to improve students' comprehensive literacy, with the same teaching objectives. Promoting the integration of ideological and political education and aesthetic education in universities can not only enrich the content of ideological and political education, improve the fun of courses, and attract students' attention, but also improve students' aesthetic ability while correcting their ideological consciousness, and promote their comprehensive development. Therefore, it is of great significance to efficiently promote the integration of ideological and political education and aesthetic education, cultivate high-quality socialist successors for the country, and contribute to national construction. Therefore, domestic universities should actively practice it.

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Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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