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Discernment and Diversity: Construction of College Students' Ideological and Political Education and Value Consensus in the Era of Intelligence Media

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Abstract: *While inviting innovation, intelligence media also brings about gigantic impact on the ideological and political education in universities. It plays an important role to explore new ways of ideological and political education for the purpose of furthering the push in college students' cultivation. Therefore, it is of necessarity to improve college students' discernment ability through vigorously promoting the ideological and political education with diverse carriers, diverse methods and diverse contents. In that way, college students are able to discern and overcome prejudice, and the effectiveness of ideological and political education is hence possible to be strengthened.*

Key words: *Intelligence Media; Ideological and Political Education; Value Consensus*

At present, the application of artificial intelligence in ideological and political education mainly features in the field of online open courses, and has achieved certain results. For example, some teachers would record online open courses in accordance with their specialties and apply them into their teaching process to improve the efficiency and attractiveness of the class. As artificial intelligence evolves, teachers are capable of taking advantage of the analysis and calculation ability of artificial intelligence in massive information to track and record the information that interests students, and then to accurately perform specified teaching. As a result, the effect of ideological and political education would be achieved in a large sense.

Professor Peng Lan pointed out that "the future media era will also be an intelligence era" in March, 2017. The so-called intelligence media is a self-learning media form based on technologies such as big data, mobile internet, virtual reality, and human-computer interaction. It is a combination of science and technology with media. Characteristics of intelligence media information dissemination such as personalization, customization, and other interactive features will not only bring innovation into the ideological and political education, and will also push educators to rethink how to improve the effectiveness in that education.

On the one hand, students in the new era should strengthen their capability of discernment through enhancing their spiritual and moral qualities and constructing their identities in ideological and political education and culture. On the other hand, universities should continue to reform and innovate ways of teaching by using big data, changing educational concept and enhancing the effectiveness of ideological and political education.

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How to Discern: The Ideological and Political Education and Value Consensus of College Students in the Era of Intelligence Media

Modern media technology can instantly transmits massive and fragmentary information to anyone who interacts with intelligence media on the earth in the era of intelligence media. It is worth noting that the contemporary college students are active in thinking and more adaptable to new technologies. They could receive information that interests them by multiple means of phones, tablets and other ways. Meanwhile, the intelligence media can also meet the needs of individual students, and as AR/VR technologies continue to develop, they will allow students to obtain real sense of immersive learning.

In the era of intelligence media, diverse information that can be quickly obtained by college students brings a certain degree of challenges and opportunities to ideological and political education. Under the background of the internet and big data, college students have strong autonomy and individuality in obtaining information, and their ability to accept new knowledge is gradually improving. At the same time, due to the complexity of application of algorithm technology and information dissemination of intelligence media, college students are faced with more and more confusion and temptations and they tend to follow the trend of some social hot issues and cannot judge with correctness. Therefore, new features have emerged in the development of ideological and political education with no boundaries of time and space. Competition for ideology has become a "battlefield without gunfire" for winning students in the era of intelligence media. As the intelligence media technology develops, "all things are media-related, and human are integrated with machines while self-evolve", which has not only had a huge impact on the value of college students, but also pushed the students to rethink the value system and value consensus.

Currently, in the course of conflicts, collisions and competition of ideologies, it is necessary to strengthen ideological and political education of college students and to construct consensus on values, it is bound to ponder and "discern" The word "discern" comes from "The Book of Rites Doctrine of the Mean", which emphasizes that things should be clearly discerned through careful and rational analysis, and it is imperative to carefully tells the true from the false, the good from the evil, and the beautiful from the ugly, and gains the essential understanding of things, so that "everything would be discerned and the right path would be chosen". From a certain point of view, the gaming of diverse values and the collisions of cultural concepts would help college students to overcome their narrowness in discerning, and move towards value identification from value confusion in choosing and criticizing. In this process, the cramming method of teaching are no longer having value and effect. Only by improving the cultural quality of college students, broadening their knowledge horizon and ability of discernment, can it help college students to deem cultural consciousness and construct cultural identity.

There is no "ideological and political education" in foreign educational system, instead, they have references such as "civil rights and compulsory education" and "national spirit education". The United States first proposed the "unconscious" working method, extending and expanding the political function of ideological and political education indefinitely. Singapore regards moral education as one of the three foundations of the national education policy and puts moral education in the first of the five merits of virtue, intelligence, physical education, beauty and group in implementing comprehensive moral education. Thus, developed countries' efforts to promote ideological and political education are quite huge.

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In China, the ideological and political education is the fine tradition of the Communist Party of China. "Three Rules of Discipline and Eight Points for Attention", "the initiative of socialist spiritual civilization", and today's "Chinese Dream" all portrayed the positive role of political education in the process of reform, construction and development of socialism with Chinese characteristics. Ideological and political education can enhance the ideological realm of college students, help them establish correct views towards the world, life, and social values, and enhance their national self-confidence and pride, which are related to the realization of the Chinese dream and the cultivation of builders and successors of socialist cause. In this process, the ideological and political education in the traditional sense can no longer fully play its role, so it is the high time to vigorously promote diverse forms of ideological and political education, enhance awareness and academic ability of college students, endow them with multiple angles in observing the society and the world, and analyze the problem with profundity. Therefore, universities should continue their reform and innovation, and push the ideological and political education to a new breadth and height.

Move Towards Diversity: the "Posture" of Ideological and Political Education in Intelligence Media Era

Diverse carriers

In the era of intelligence media, the carriers of ideological and political education for college students present diversity. From traditional media such as newspapers, radio and television to various types of intelligence media based on big data and human-computer interaction technologies, new ideas have been promoted for ideological and political education in colleges and universities. As virtual reality (VR), augmented reality (AR), and mixed reality improve and are applied, virtual ideological and political education scenarios could be set up to involve students in participating and practicing in classroom, and promote communication and feedback between students and teaching content. As a result, students can better understand the ideological and political education from personal experience. Therefore, we should respond to the technological transformation of ideological and political education with a positive attitude, and implement a digital ideological and political education with a forward-looking strategy to meet the needs of college students for ideological and political education with pragmatic self-confidence.

At the same time, we should not ignore the importance of classroom teaching in ideological and political education. "The use of new media in the teaching of ideological and political theory courses has the advantage of adapting to the development of the times, but it cannot completely replace the classroom teaching. It is also impossible to replace the status of teachers. Without the insightful guidance of teachers, the educational effect is obviously unable to reach the optimal state. Therefore, it is indispensable to combine the digital teaching methods and classroom interaction of ideological and political education for the purpose of playing the advantages of both the dialectical unity.

Diverse methods

In the ear of "Everything are the media" students' access to information are more and more diverse, so " teachers, also as researchers, should be committed to promoting students' inner and natural growth". In the process of teaching, it is needful to advance with the times, adopt new ways of teaching such as individualized instruction for students with different characteristics, form personalized knowledge to meet

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the needs students of different levels, apply automation marking system and intelligent recommendation for learning content, practice automatic tutoring for students, perform individualized and online virtual questions answering system, to reduce teachers' work pressure, and implement intelligent management, academic affairs management to increase the depth of ideological and political education. At the same time teachers should actively improve their practical skills and accumulate experiences in intelligence media except their academic research. Moreover, they should play the role of a "gatekeepers" in guiding students when absorbing information in the era of intelligence media through enhancing their media attainment, carrying out ideological and political education with speed, increasing the sense of time and attraction of ideological and political theory, and improving the timeliness of ideological and political education.

Diverse content

"To promote the ideological publicity in colleges and universities and strengthen the construction of ideological ground in colleges and universities is a strategic project, a solidifying project, and a soul-building project."

In the process of increasing the ideological and political education for college students, it is requisite to pay attention to integrate the ideological and political education with intelligence media, and continuously improve the content and quality of ideological and political education course in colleges and universities. In this process, research on students' psychology and demand is particularly important. As Hall pointed out, "if people don't get any 'meaning', It is impossible to have 'consumption'". The decoding of college students will finally help realize the "consumption" of ideological and political education to reach the effect of "smooth and silent" education. A recent domestic made animation "Wind Leaders" by the Central Marxist Theory Research and Construction Engineering Office, the Publicity Department of the Inner Mongolia Autonomous Region Party Committee, and the Inner Mongolia Film Group, which narrated the life of Karl Marx, ignited the major social media and caused a heated discussion among college students. Many people regard it as a must to watch in their 2019 entertainment list. Netizens portray it as Chinese version of "Work Cell" which can be used as legendary teaching materials. It is clear that it worth our attention to discuss and pay attention to the association of ideological and political education and daily life of college students in the era of intelligence media.

College students actively interact in the virtual community because of their age, interests and hobbies. Therefore, wearable equipment, algorithm recommendation and other technical means can be applied to investigate needs and psychological characteristics of college students to acquire the portraits of them, and then to accurately form a multi-level ideological and political education accordingly. Teaching students in accordance with their aptitude has become more feasible in the era of intelligence media. This is because the dynamics of college students and the data of various activities can be collected in real time. According to the analysis of big data, the differences of students can be clearly presented, allowing educators to formulate educational goals and educational programs. Through teaching accordingly , aggregating the students through the cohesiveness of learning together, and encouraging each other to learn in mutual interaction, the effectiveness of college students' ideological and political education can be improved in an all-round way.

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