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Difficulties and Countermeasures in Improving Philosophy Course Teaching Quality in Universities from the Perspective of Media Integration

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Abstract: *Since the 21st century, media technology development speed is increasing year by year, the impact on the whole education system is more and more deep, the development of colleges and universities must pay attention to and use of the opportunities brought about by the financial media and the challenge, unconsciously integrates media application gradually became teacher education courses in colleges and universities teaching AIDS, for college education courses teaching quality improvement effect. As is known to all, education courses of colleges and universities teaching quality has been highly social attention, education courses in colleges and universities teaching quality of ascension, for institutions of higher learning plays an important role to push the high quality talents for the society, the education courses reform in teaching methods, the application of media technology to the concrete education courses on the teaching practice, integration combines the advantages of media resources, relying on massive amounts of sex, sharing, interactive media, timeliness, advantage characteristics, such as to achieve the purpose of improving the quality of education courses teaching.*

Keywords: *Fusion media; Philosophy course teaching quality; Promotion strategy; Auxiliary tools*

Introduction

To the development of media in the society, it must have its own unique advantages and have a positive role. Combines the use of media technology has greatly enriched the teaching form and ideological education courses teaching content, open the education courses teaching between teachers and students view, lets the student can in the entertainment at the same time, master more professional theory knowledge, combines media combined with teacher education courses in colleges and universities teaching, can help to mobilize students' classroom and help teachers to improve education courses teaching method, make students obtain new knowledge by means of entertainment. Also, in the Internet age, smartphone penetration is higher and higher used, the college students with nearly a smartphone, melts the media entertainment function is very powerful, can make people in a moment of rest and relaxation after a busy, but when students overly obsessed with entertainment, and will have some negative impact on their own. Therefore, based on the positive and negative influences of the media on the teaching quality of philosophy courses in colleges and universities, this paper discusses the countermeasures to improve the teaching quality of philosophy courses in colleges and universities.

The Era of Media Integration has a Positive Impact on the Teaching Quality of Philosophy Courses in Universities.

Financial media is compared with the traditional media, it is in the press, radio, television and other traditional media later development of new media forms, is the use of digital technology, network technology and mobile technology, through the Internet, wireless communication network, cable network and channels such as computers, mobile phones, digital TV and other terminal, to provide customers with the spread of information and entertainment form and media form. The integrated media has the characteristics of interactivity and immediacy, mass and sharing, multimedia and personalization and communization. Rod Allen, President of the British Journalistic Education Association, proposed the "8020 principle "for journalistic education content:" When new technology comes, about 80% of knowledge remains unchanged and 20% of content needs to be updated." In today's society, integrated media is widely used in classroom philosophy teaching in colleges and universities. This new means of information communication can improve the quality of teachers' classroom philosophy teaching, help teachers improve the efficiency of classroom philosophy teaching in colleges and universities, and enable college students to obtain more information in unit time. However, at the same time, the development of media also brings new challenges to the classroom philosophy course teaching in colleges and universities. Students play mobile phones and games in class, and use mobile phone software to cheat in exams, etc., have also become new problems in the classroom philosophy course teaching in colleges and universities.

Applying Online Philosophy Course Teaching to Help Teachers Change the Teaching Mode of Philosophy Course

Combines the development of the media bring to the society as a whole is the rapid change of the traditional education courses in colleges and universities teaching mode is a teacher and students face to face teaching, teachers face a limited number of students, the classroom education courses in teachers' teaching as the main mode of teaching, the students sitting in the classroom listening to speakers, such knowledge to reassure mode, is not that easy to mobilize students' classroom enthusiasm. Now, with the development of modern information technology, the financial media is gradually becoming stronger, helping teachers to change the teaching mode of philosophy course from offline to online and offline. Teachers' philosophy course teaching methods progress with The Times, conform to the trend of The Times and keep pace with The Times with students. Compared with the traditional philosophy course teaching mode, online and offline philosophy course teaching methods are easier to attract students' ideas and arouse students' enthusiasm.

In 2020, the world has encountered a major disaster in the history of human civilization. The new coronavirus has swept the world. Under the influence of the epidemic, China has suspended work and classes and extended the winter vacation for students. However, under the guidance of the ideological policy of suspension of classes and non-stop schools, the whole country All teachers and students have started the online teaching mode and integrated the development of the media to help students gain knowledge and keep abreast of the progress of learning even when the epidemic is raging. During the epidemic prevention and control period, apps such as Learning Pass, Chinese College Student MOOC, Tencent Conference, DingTalk and other apps have become the main ways for students to take online classes. Students can arrange learning

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content and adjust their own learning progress according to their own interests and hobbies. Teachers have changed from offline philosophy teaching to online philosophy teaching, and changed their own philosophy teaching concepts. Taking Chinese college students as an example, teachers facing online classes are compared with offline philosophy teaching. The number has changed, and through this kind of integrated media philosophy teaching, teachers can get more students' reflections on classroom efficiency. According to the learning needs of students, timely adjust the teaching progress of philosophy courses. At the same time, MOOC provides a large number of high-quality philosophy teaching resources for college students. In addition to learning the curriculum content of this school, students can also learn the curriculum content of other well-known universities and famous teachers to achieve cross-school and cross-regional learning. These high-quality courses largely meet the needs of most students for extracurricular learning. For teachers, the online course philosophy teaching has more abundant feedback from students, which can help teachers improve the quality of philosophy teaching and satisfy students' desire for knowledge.

Stimulate Students' Interest in Autonomous Learning

Media era, real-time production information, mobile communication, multiple symbol conversion, real-time receiving and other characteristics, to realize the extension of the human body, also has realized the classroom the extension of space and time, provides the news situation learning technology support on media model education courses teaching space and time limits, the traditional education courses teaching methods is the student and the teacher in class at the same place and the same time, the class more restricted by time and space, most of students learning after class are reference textbooks, the learning efficiency is relatively weak. However, with the help of the financial media platform, the space and time limitations of classroom philosophy teaching are broken. Instead of studying in a fixed time and place, students can learn by connecting to the Internet and using the financial media resources such as the MooC platform for Chinese college students anytime and anywhere. Is a combination of the development of media technology brings a result, teachers and students to provide a cross-platform communication across a terminal, students can connect to the Internet as long as there is a intelligent terminal can begin to work, this way not only can help students in a planned way to arrange their own learning progress, also be able to efficiently use of fragmented time to study. The vast resources of the media platform also help students to study selectively according to their personal interests, which can stimulate students' interest in learning and achieve the purpose of promoting students' comprehensive development.

Secondly, the vivid and three-dimensional picture effect created by the financial media is used to enjoy the beautiful music, so that the teaching effect of teachers, financial media and philosophy course is truly integrated in class. It maximally arouses students' enthusiasm in class, stimulates students' interest in independent learning, and can fully demonstrate the philosophy course teaching content, highlight the key points of philosophy course teaching, break through the difficulties in philosophy course teaching, and guide students to explore and study actively. Financial media provides a platform of two-way communication between teachers and students, increase the interaction of teachers and students, students in the education courses is acquired and the feeling of satisfaction to reflect in the teaching process, and the interactions between teachers and students education courses teaching, the students at the same time of accepting knowledge can provide feedback for teachers, realize the two-way flow of information, to mobilize the students' interest in learning, improve students' classroom attention, from the aspect of students improve

teacher education courses teaching quality.

Problems in the Teaching Quality of Philosophy Courses in Universities in the Era of Media Integration

Students' Excessive Use of Financial Media Affects Their Normal Learning

Along with the development of the financial media, mobile phone becomes the necessary tools for contemporary college students, integrating functions of entertainment media in the phone App performance incisively and vividly, many college students are too addicted to the virtual network world, for its own work bring many negative impacts, all kinds of social software, Qa, WeChat, Momo etc., for the face-to-face chat among college students is becoming more and more less, trill, quickly short video has developed rapidly, such as is popular with the students, but excessive indulge, also weaken the emotional communication between students, just because of the development of the financial media, makes the students attention, the divergence of the majority College students fail to listen carefully in class, chat with social software, play games, browse shopping websites and watch short videos. Because compared with complex professional theories, the entertainment content provided by various apps is simpler and more interesting.

Integrated media integrates knowledge, communication and entertainment. Many students are influenced by integrated media and its entertainment function. Only a very small number of students can use mobile phones to access information and increase their knowledge. So, the negative impact of media education courses teaching quality in colleges and universities, from the aspects of students, is its own reason, the students listening carefully in class, indulge in the virtual world, away from the real life and seriously affects the normal study life of its own, this study way, for education courses teaching quality improvement, the impact of the inevitable is negative.

The Application of Financial Media Causes the Lack of Students' Integrity Behavior

The media environment has led to the lack of honesty behavior of some college students. Higher education is serious and rigorous, and academic research is absolutely not allowed to be half of the fraud. Similarly, in the process of college examinations, cheating is also absolutely not allowed. In college students' group, however, some students, too much emphasis on self reflexive, often ignore the ethics, and not listening carefully in class, skip class to play games, lead to their own professional theoretical knowledge does not pass, in cheating during the test, carry mobile phones into the examination room, using mobile query exam answer, or carried tiny listening to the headphones, students communicate with the outside, the loss of good faith behavior, ignore the moral requirements as a student, making school style of study is not straight, affect the education courses teaching order of schools.

Furthermore, some students' truancy behavior in school is not only disrespectful to the teachers, but also disrespectful to themselves. Students are excessively immersed in the virtual network world, which leads to the absence of class. Students help to answer, which is also the manifestation of the lack of integrity behavior. Truancy in class greatly affects students' normal study and creates a bad atmosphere among students. From

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the perspective of students, such behavior of students also has a negative impact on teachers' philosophy course teaching quality.

Countermeasures to Improve the Philosophy Course Teaching Quality in the Era of Financial Media

Strengthen the Application of Media Philosophy Course Teaching Methods

The application of teaching means in the course of philosophy education can play a certain role in improving the teaching quality of philosophy education, which requires schools to make efforts. First, universities should popularize the application of media technology, and use media equipment in class to enrich the classroom content and arouse students' enthusiasm. The dimension of spatio-temporal transition occurs during the transition from "real" to "virtual" and then to "real". What the classroom philosophy education is facing is the disappearance of the real space-time boundary. The transition of time and space brings the transcendence of "certainty" in real classroom space and time. Second, strengthen the construction of smart campus under the guidance of the media, build a smart campus, build online communication channels for students and teachers, and increase the communication between teachers and students.

Financial media education courses teaching for some teachers may have a certain technical difficulty, schools can strengthen the teacher training, during the period of the financial media, teachers should constantly learn new technologies, adapt to the needs of social development, update education courses teaching method, change traditional education courses teaching mode, in the transformation of the mode of new classroom form, use of media technology in the classroom content make it more vivid, image, increase the interesting of courseware. Second, college teachers should master the use of the media, the difficult to understand, complex tedious professional theory knowledge, through the media technology into a novel and interesting, easy to understand form, let the student through the new education courses teaching methods to obtain professional knowledge, improve the classroom efficiency, education courses teaching is learning, between teachers and students learn together, make progress together.

Use of Media to Enhance Students' Participation in Philosophy Course Teaching

Students actively interact with teachers in class and participate in teachers' philosophy course teaching practice. It is easier for students to understand and master new theoretical knowledge, improve learning efficiency, and enhance students' participation in class by using interactive and timeliness of media. (1) before class, can by 00, WeChat App send students to advance education courses such as teaching contents, including the classroom need to watch the related video, need practice subject, teacher education courses, etc., used in the teaching courseware can be sent in advance to the student, lets the student can prepare ahead of classroom education courses teaching content, improve the classroom efficiency; (2) in the class, the teacher in multimedia education courses teaching at the same time, interact with students, students in the mobile terminal sends barrage, real-time observation in the multimedia courseware, teachers in the teaching of students in classroom education courses of doubt, can through the barrage send questions to the teacher, in the form of interaction between teachers and students, the teacher can through the students' feedback in a

timely manner, adjust the whole class schedule; (3) After class, teachers and students can communicate in a timely manner through social software. If students do not understand questions in class, teachers can contact teachers through social media in a timely manner, and teachers can also timely communicate and coach students, so as to effectively improve the teaching quality of philosophy courses.

Enhance the Campus Cultural Atmosphere with Integrated Media

The construction of campus cultural atmosphere is a key to the reform of university education. A good cultural atmosphere is the prerequisite for cultivating a positive style of study. College students are the main group for the use of integrated media. To strengthen the construction of campus cultural atmosphere through integrated media, we must integrate students The group's distinctive personality traits, use the Internet to promote the positive energy of the campus, combine the Internet with our fine traditions, and pass on our excellent traditional culture to students. For example, we can use the school's official Weibo to promote the school's outstanding scientific research results and promote the school's excellence. Learning atmosphere, we can also broadcast our excellent traditional culture regularly through campus broadcasts, so that students can be touched by their ears and eyes. Under the influence of excellent culture, they can subtly influence students' speech and behavior, cultivate students' correct world outlook, outlook on life, and values, and enhance campus Cultural atmosphere, cultivate a good style of study.

Conclusion

The development of information technology has driven the development of financial media, which has been integrated into our study and life and become an indispensable part of our life, study and work. This paper analyzes the impact of financial media on university politics politi and quality of class teaching, to further analyze the financial media countermeasures to the promotion of quality education courses teaching, comprehensive development of students of institutions of higher learning is the main education courses teaching goal, in short, "financial media" is a double-edged sword, not only enrich the cognition of college students, has brought new opportunities, and grilled for education courses teaching in colleges and universities. In the "trend of integrating media", philosophy course teaching in colleges and universities must integrate into the media era, reshape the new mode of philosophy course teaching in colleges and universities that ADAPTS to the development of The Times, and cultivate the founder of the "Chinese dream" of the new era and the new person who takes on the great responsibility of national rejuvenation.

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