Research on Ideological and Political Education Innovation
Based on the Phenomenon of "Internet Celebrity" in the New Media Era

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ABSTRACT

In the context of contemporary new media, the field of ideological and political education in college courses and colleges is facing unprecedented opportunities and challenges. This article emphasizes the necessity for universities and ideological and political education workers to collaboratively utilize the "Internet celebrity" phenomenon in the new media era. Educators can take advantage of the positive potential contained in this phenomenon, innovate teaching methods, improve students' ability to control new media platforms and create a rich curriculum atmosphere conducive to ideological and political education. This approach advocates a comprehensive focus on online ethics training and the implementation of dynamic assessment feedback mechanisms. These are of great significance in guiding college students to establish correct ideological concepts, establish noble aspirations, and strengthen beliefs. Ultimately, the purpose of these efforts is to cultivate a group of outstanding talents who can make meaningful contributions to the country and society.

Keywords: New media, "Internet celebrity" phenomenon, Curriculum ideological and political education.

1. INTRODUCTION: THE PHENOMENON OF "INTERNET CELEBRITIES"IN THE NEW MEDIA ERA

The rapid development of new media has promoted the vigorous development of a series of industries, and its rapid updating and extensive coverage have given rise to the rise of the "Internet celebrity" phenomenon. In this era of change, influencers are constantly adapting and changing based on audience needs. As opinion leaders who guide the audience, Internet celebrities need not only physical attractiveness, but also talent, innovative consciousness and correct values. Today, Internet celebrities are not only content disseminators, but also leaders who influence the way audiences think and behave.

The term "Internet celebrity" usually refers to an individual who attracts the attention of netizens through some event or behavior and thus quickly becomes popular on online social media. They spread information in the network media environment through their own influence. Some scholars believe that "Internet celebrity" is a civilian collective creation and carnival movement, which is extremely cathartic, subversive, lively and universal. Therefore, "Internet celebrity" culture is also regarded as a kind of Carnival and entertainment culture constituting a unique situation for the spread of "Internet celebrities".

Internet celebrities are an Internet cultural phenomenon created by the joint interaction and mutual influence of today's business culture and online new media operating mechanisms. As a fashion trend, the formation of Internet celebrities is affected and restricted by social psychological mechanisms and communication mechanisms. Under the influence of new online media, certain characteristics of Internet celebrities themselves have been exaggerated or amplified, satisfying the audience's desire for entertainment, excitement,

curiosity, fantasy and other psychological needs. Internet celebrities call themselves the grassroots culture of the Internet, which has weakened the authority and popularity of well-known humanities scholars, scientists, business celebrities, experts, bloggers, and well-known netizens. Their use of colloquial, personalized, civilian and up-to-date language and behavior aroused the attention and interest of netizens. The increase in the influence of Internet celebrities is not only affected by the subjective psychological factors of the audience, but also objectively promoted by the progress of network technology. The relative freedom of new media makes the content spread by Internet celebrities diverse and diverse in form. Under the influence of new media, the threshold for Internet celebrities has been lowered and the speed of becoming famous has accelerated, attracting many people to join the ranks of Internet celebrities. Everyone hopes to use unique and distinctive ways to attract the attention of others and quickly create economic value, thus forming diverse ideas.

2. THE IMPACT OF THE "INTERNET CELEBRITY" PHENOMENON ON COLLEGE STUDENTS IN THE NEW MEDIA ERA

2016 is known as China's "First Year of Internet Celebrity". In the new media era, the "Internet Celebrity" phenomenon has had a huge impact on college students. College student "Internet celebrities" are not only a phenomenon on the Internet, but also a landscape in the real learning life of colleges and universities. The growth of college students in the new era is closely related to the development of China's Internet. They are called the "aboriginals" of the Internet era and the "generation closest to the mobile Internet." College students voluntarily integrate into the online world, make full use of online resources, and demonstrate their own values through online behaviors. Among the huge group of "Internet celebrities", college students account for a considerable proportion, which makes the phenomenon of college students "Internet celebrities" eye-catching and worthy of in-depth study. The current status quo shows that college student "Internet celebrities" have the characteristics of diversified pursuit of goals, as well as diversified types of "Internet celebrities" and different ways of becoming famous.

However, the phenomenon of college students becoming "Internet celebrities" not only brings certain positive impacts, but also has obvious negative impacts. This is mainly reflected in challenging mainstream ideologies, spreading inappropriate values, and affecting normal teaching management. Therefore, a series of measures need to be taken to correct the improper words and deeds of college students' "Internet celebrities", establish a positive "Internet celebrity" image, promote a reasonable "Internet celebrity" training model and strengthen safety management. Specifically, It can cultivate college students' correct values and sense of responsibility by strengthening "three views" education, actively creating positive "Internet celebrity" role models so that they can become promoters of the spread of socialist core values, promoting healthy "Internet celebrities" Cultivation, focusing on the improvement of knowledge level and innovation ability; at the same time, strengthening the emphasis on security management, protecting the privacy and personal information of college students, and building an exemplary network environment..

Through these efforts, it is expected to correct the improper behavior of college students' "Internet celebrities", cultivate positive "Internet celebrities" who spread positive energy, and contribute to the development and progress of society.

3. EXPLORING THE NEW MODEL OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS UNDER THE PHENOMENON OF "INTERNET CELEBRITY" IN THE NEW MEDIA ERA

It explores the positive energy of the "Internet celebrity" phenomenon in the new media era and innovative education and teaching channels.

In contemporary society, the new media era has given rise to a large number of Internet celebrities, known as "Internet celebrities", whose core activities are knowledge sharing and product promotion. Among this huge group of Internet celebrities, there are many "Internet celebrities" who spread positive energy and play an active role in guiding college students to establish correct values. Ideological and political education in college courses should deeply explore the positive energy in the "Internet celebrity" phenomenon in the new media era to promote the pioneering and innovation of college students. For example, teachers can focus on various national-level

"Internet celebrity" teams, such as "Beidou Team" and "Shenzhou Team", and use the cases of these teams to stimulate students' interest in the power of science and technology and encourage them to study diligently in their youth. In addition, teachers can also guide college students to form healthy and reasonable consumption concepts to correctly understand and utilize the information conveyed by Internet celebrities during live broadcasts. Positive "Internet celebrities" can often guide college students to establish a correct concept of consumption through their own words and deeds, allowing college students to not only acquire relevant knowledge but also have a deeper understanding of products while shopping online.

By tapping the positive energy in the "Internet celebrity" phenomenon in the new media era, teachers can innovate educational and teaching channels and inject new content and forms into the ideological and political education of college students. This not only helps to stimulate students' interest in learning and innovation potential, but also cultivates their correct values and consumption outlook, laying a solid foundation for their life development. In addition, it is recommended that relevant educational institutions and teachers cooperate with "Internet celebrities" in the new media era with an open mind and a positive attitude, and use their influence and resources to jointly promote the innovative development of ideological and political education in the curriculum.

4. INNOVATING THE CONTENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COURSES AND IMPLEMENTING DIVERSE TEACHING METHODS

In the new media environment, the phenomenon of "Internet celebrities" has brought unprecedented opportunities to the integration of ideological and political education in college students' courses and ideological and political education in colleges and universities. At the same time, it also faces a series of challenges. Teachers cannot turn a blind eye to the impact of the "Internet celebrity" phenomenon on college students in the new media era, but should actively guide and integrate it into ideological and political education. By introducing the positive energy from the "Internet celebrity" phenomenon into the classroom and using diverse methods of discussion, education and guidance, it will help college students develop correct "three views" and a healthy value orientation.

In order to innovate the ideological and political education content of the curriculum, teachers can work hard from the following aspects:

First of all, it actively introduces outstanding "Internet celebrity" cases in the Internet field to enrich teaching content with diverse teaching materials. Through targeted analytical analysis, students can gain an in-depth understanding of the innovative thinking and active pursuit of these "Internet celebrities", thereby stimulating their thirst for knowledge and their exploration of innovation.

Secondly, it establishes an open academic discussion platform to encourage students to participate in discussions and interactions on different topics. Make full use of new media platforms to conduct online discussions, meetings, comments, and exchanges of opinions, so that students can obtain diversified perspectives and thinking collisions, and cultivate their critical thinking and discernment skills.

In addition, students are encouraged to express their personal opinions and think independently in class, helping them form their own judgment and values. Teachers should play the role of guides and inspirers, encourage students to express their opinions, promote their in-depth thinking about the phenomenon of "Internet celebrities", and help them identify the positive energy in "Internet celebrities".

Finally, special research and field trips are carried out to allow students to personally experience the stories behind and the real-life impact of the "Internet celebrity" phenomenon. Through practical activities and interactive experiences, students can increase their knowledge and understanding of the "Internet celebrity" industry, increase their attention to real-life issues, and cultivate their awareness and ability to assume social responsibilities.

By innovating the content of ideological and political education in courses and implementing diverse teaching methods, teachers can better respond to the challenges brought by the "Internet celebrity" phenomenon to college students' ideological education in the new media era. This will help college students better understand and deal with the "Internet celebrity" phenomenon, cultivate their correct "three views", and promote their healthy growth and all-round development. At the same time, it will also provide useful reference and reference for the reform and innovation of

ideological and political education in colleges and universities.

5. IMPROVING NEW MEDIA LITERACY AND OPTIMIZING THE IDEOLOGICAL AND POLITICAL EDUCATION ATMOSPHERE OF THE COURSE

In the process of promoting ideological and political education in courses, universities and ideological and political educators should pay attention to cultivating college students' new media literacy. Taking the socialist core values as the core orientation, we improve college students' new media literacy through a combination of theory and practice, so that they have strong information identification capabilities and self-control capabilities.

First, colleges and universities should strengthen new media education and provide students with relevant courses and training to improve their understanding and application capabilities of new media technologies and platforms. By teaching the principles of information dissemination, network ethics and law, etc., we cultivate students' sensitivity to information and their ability to discern the authenticity and credibility of information.

Secondly, in order to optimize the atmosphere of ideological and political education in courses, colleges and universities should use online ideological and political platforms to spread positive content that is more in line with the interests of college students. These contents can include vivid and interesting ideological and political cases, successful entrepreneurial stories, and cultural works that convey positive values. By providing attractive content, we guide college students to develop the spiritual quality of "being good and uplifting" in the process of appreciating the content, and inspire them to pay attention to and participate in social development and public affairs.

At the same time, college students also need to improve their main media literacy in the process of contacting new media. They should actively learn how to properly utilize new media platforms, advocate true, objective and responsible information release, and avoid indulging in false information and vulgar content. By helping college students establish correct online behavioral norms and self-protection awareness, they will be better

able to deal with potential risks and challenges in the new media environment.

6. PAYING ATTENTION TO THE INTERNALIZATION OF NETWORK EHICS AND IMPLEMENT DYNAMIC EVALUATION AND FEEDBACK

In the process of promoting ideological and political education, it should focus on college students' internalization internalization of online ethics and implement a dynamic evaluation feedback mechanism. Requires efforts from two aspects.

First of all, college students should cultivate a sense of self-love, self-control, self-reflection, and self-discipline, consciously abide by online conventions, improve their self-control capabilities, and restrain their own behavior at all times. This means that they must understand the importance of online behavior, understand the impact of their words and deeds on others and society, and actively create a good online image. Only through conscious self-discipline can they show noble qualities and excellent moral standards in cyberspace.

Secondly, colleges and universities should consider the cognitive level and physiological and psychological characteristics of college students when conducting ideological and political education, and carry out relevant online health education. It should start from the actual needs of the youth group and gradually guide college students to continuously internalize online moral awareness and pursue higher moral goals. In this process, the public opinion monitoring mechanism can be used to obtain dynamic evaluation feedback and formulate targeted teaching plans. At the same time, through new media platforms, online teacher-student interaction channels are established to treat students in a differentiated manner through ideological guidance, psychological counseling, emotional interaction, etc., to help them better understand and respond to moral challenges in the online world.

Through such efforts, teachers can truly realize "teaching students in accordance with their aptitude" in ideological and political education and help college students establish a positive attitude towards life and firm ideals and beliefs. At the same time, it must pay attention to and cultivate students' moral concepts and Internet ethics awareness, guide them to follow the moral bottom

line, maintain good behavioral norms in cyberspace, and create a positive and healthy online social environment.

When promoting the internalization of college students' Internet ethics and implementing dynamic evaluation feedback, we must fully realize the long-term and complex nature of this process. Only by persevering in guidance and cultivation, and closely integrating students' individual differences, can we continue to deepen the cultivation of college students' online ethics in ideological and political education and provide strong support for them to shape a positive character and value orientation.

7. CONCLUSION

In the new media environment, the "Internet celebrity" phenomenon has brought unprecedented opportunities and challenges to the integration of ideological and political education in college students' courses and ideological and political education in colleges and universities. In order to take full advantage of this phenomenon, universities and ideological and political educators need to strengthen collaboration, tap into the positive energy, and guide college students to establish correct ideological values and lofty ideals and beliefs. At the same time, effective optimization measures should be formulated and implemented to detect and correct adverse phenomena in a timely manner. Through joint cooperation, teachers can help the growth of college students, cultivate more outstanding talents for the country and society, and promote social progress and development.

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