

New Strategies and Practices of Propaganda and Ideological Work in Colleges and Universities from the Perspective of New Media

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Abstract: In the current era of new media, propaganda and ideological work in colleges and universities also presents a new opportunity for reform. This paper analyzes the new strategies of propaganda and ideological work in colleges and universities from the perspective of new media. First, it elaborates on the significance of propaganda and ideological work in colleges and universities and the difficulties faced in the process of propaganda and ideological work in colleges and universities in the new media era. Finally, in response to these problems, it proposes effective strategies. It aims to provide some valuable references for the reform of propaganda and ideological work in colleges and universities in the new media era and for promoting the all-round development of college students.

Keywords: New media; Universities; Propaganda and ideological work

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1. Introduction

With the rapid development of information technology, new media has gained widespread attention and favor^[1] due to its fast dissemination speed, strong interactivity and wide coverage. Nowadays, new media has been deeply integrated into people's lives and work and has become an important component of the channel for obtaining information. As an important front for talent cultivation and ideological education in our country, propaganda and ideological work is of great practical significance for the future learning and development of college students. It can not only guide students to establish correct ideological concepts and value cognition and create a good campus cultural atmosphere, but also promote teaching reform and lay the foundation for the sustainable development of colleges. However, from the perspective of new media, propaganda and ideological work in colleges and universities has ushered in new opportunities and challenges. The traditional model of propaganda and ideological work has met the needs of students' development. In the context of the new media era, colleges and universities as well as teachers should actively explore new strategies for propaganda and ideological work to lay the foundation^[2] for students' all-round development in the future.

2. The Significance of Propaganda and Ideological Work in Colleges and Universities

It is of great practical significance for colleges and universities to carry out propaganda and ideological work. This article provides a brief account of the following aspects.

2.1. Guide students to establish correct values

Colleges and universities are not only important places for students to learn professional knowledge and skills, but also important bases for guiding students to establish correct outlooks on life, the world and values. By carrying out propaganda and ideological work, colleges can integrate the core socialist values into students' daily study and life, enhance their ability to distinguish and judge, help them distinguish right from wrong, and keep a clear mind in the complex and changing social environment, so as to better adapt to social development^[3]. At the same time, conducting propaganda and ideological work can also enhance students' sense of social responsibility and mission, enabling them to become high-quality talents that meet the needs of industry and social development.

2.2. Create a good campus cultural atmosphere

Campus is an important place for college students to study and live. Campus culture is an important guarantee for the sustainable development of colleges and universities and has a significant influence^[4] on the growth and development of students. Propaganda and ideological work can disseminate positive cultural concepts and values to students in various ways and means, carry forward the fine traditions of colleges and universities, and create a harmonious, free and civilized campus cultural atmosphere, thereby laying a solid foundation for their future all-round development.

2.3. Promote teaching reform and innovative development in colleges and universities

Propaganda and ideological work can provide ideological impetus and public opinion support^[5] for teaching reform in colleges and universities. By promoting advanced educational concepts and teaching methods, it guides teachers to change their teaching concepts, actively explore innovative teaching models, and improve teaching quality. At the same time, propaganda work can also promote communication and cooperation between colleges and universities and society, allowing society to better understand the talent cultivation goals and achievements of colleges and universities and secure more resources and support for the development of colleges and universities. For example, publicize the successful cases of universities in industry-university-research cooperation, innovation and entrepreneurship education, etc., attract the participation of enterprises and social institutions, and promote the deep integration^[6] of universities and society.

3. Problems in propaganda and ideological work in Colleges and Universities from the perspective of new media

In the era of new media, there are many problems in the publicity and ideological work of colleges and universities. This article briefly describes the following aspects.

3.1. The quality of the propaganda team varies

The new media era places higher demands on the quality and ability of propaganda workers. They should not only have solid knowledge and skills of propaganda and ideological work, but also be proficient in new media tools and understand the laws^[7] of communication. However, the quality of the current propaganda teams in colleges and universities varies greatly. Some propaganda personnel lack experience in new media propaganda and have a shallow understanding of the functions and characteristics of new media platforms, making it difficult to carry out propaganda work using new media means. In addition, the training mechanism for the publicity team is not well-developed, and the staff lack systematic training, which leads to slow improvement in the quality and ability of the publicity personnel and makes it difficult to adapt to the development needs of the new media era.

3.2. The phenomenon of “emphasizing publicity but neglecting management” is obvious

Some universities have an obvious “publicity over management” phenomenon in their new media publicity work, paying too much attention to the release and dissemination of publicity content while neglecting the supervision^[8] of publicity platforms. For instance, some universities’ new media accounts have problems such as untimely content updates, non-standard content releases, and lack of responses to interactive messages, which not only seriously affect the improvement of the effectiveness of propaganda and ideological work in universities, but also hinder the establishment of the image and brand building of universities. In addition, there is a lack of sound supervision and response mechanisms for negative information and bad remarks on new media platforms, which can easily trigger public opinion.

3.3. Insufficient media convergence

From the new media perspective, many universities currently have new media accounts and multiple new media promotion platforms, such as Douyin, WeChat official accounts, official Weibo, etc. But there is a lack of effective coordination and cooperation among the various platforms, and there is a phenomenon of “acting independently”. The repetitive release of propaganda content on different platforms and the lack of targeting make it difficult to fully exert the role of propaganda and ideological work. In addition, the cooperation between universities and off-campus media is not deep enough, which also limits^[9] the effectiveness of publicity.

3.4. The quality of the publicity content is uneven

Some universities have problems with new media publicity content, such as monotonous publicity forms, uneven quality of publicity content, lack of appeal, etc., which affect the improvement of publicity effect. In this regard, under the new media perspective, ideological and propaganda work in colleges and universities should focus on improving the quality of propaganda content and enriching propaganda methods, so as to enhance the effectiveness of ideological and propaganda work and lay a solid foundation^[10] for the all-round development of students in the future.

3.5. There are great challenges in guiding public opinion on the Internet

Colleges and universities face a complex online public opinion ecosystem in the new media environment. With the diversification of information dissemination channels and the acceleration of dissemination speed, students are exposed to more complex information, including false, one-sided and even harmful content^[11]. In this situation, propaganda and ideological work in colleges and universities not only has to deal with the task of guiding public opinion in the era of traditional media, but also has to confront the new challenges brought by the fragmentation and emotional dissemination of information on new media platforms. On the one hand, some students are prone to being influenced by online hot events and experiencing irrational emotional fluctuations; On the other hand, some socially sensitive topics may spread rapidly through new media, posing an impact on campus stability and students’ thoughts. In addition, the anonymity of new media platforms increases the difficulty of public opinion guidance. Colleges and universities need to find a balance between safeguarding freedom of speech and maintaining correct values, which poses higher requirements for the strategy and execution of propaganda and ideological work.

4. New Strategies for Propaganda and Ideological Work in Colleges and Universities from the Perspective of New Media

4.1. Strengthen the construction of the propaganda team and enhance the quality and ability of the staff

The quality of propaganda workers will have a direct impact on the effectiveness of propaganda and ideological work in colleges and universities. In this regard, colleges and universities should strengthen the construction of publicity teams

and continuously improve the quality and ability^[12] of their staff. First of all, colleges and universities should focus on professional training for the publicity team, regularly organize and carry out special training activities to revolutionize the staff's concepts and enhance their professional quality and comprehensive ability. At the same time, a sound training mechanism for publicity teams should be established to ensure that the training content is always advanced and forward-looking. Secondly, colleges and universities should also do a good job in introducing talents, actively inviting external industry experts, elites, etc. to join the ideological and propaganda team of colleges and universities, thereby optimizing the team structure and improving the overall level of the propaganda team.

4.2. Strengthen publicity management and establish a long-term mechanism

In the new media era, colleges and universities should also strengthen supervision and management of new media platforms, improve the management system of new media accounts, clarify the operating entities and scope of responsibilities of each new media platform, and at the same time standardize the review mechanism and release process of publicity content to ensure that publicity content is always standardized and^[13] accurate. In order to better respond to online public opinion, universities should also establish a new media public opinion monitoring mechanism, which can set up a dedicated department to monitor the dynamics of online public opinion and promptly discover and handle negative information. In addition, universities should establish and improve emergency response plans for online public opinion, clarify the division of responsibilities and response procedures of each department, so as to better handle online public opinion and reduce the impact on the image of universities.

4.3. Promote the in-depth integration of media and create a full-media publicity pattern

At present, colleges and universities should enhance coordination and cooperation among various new media platforms within the campus, establish a scientific and reasonable content planning and release mechanism, and achieve resource sharing and complementary^[14] advantages of publicity content. At the same time, targeted publicity strategies should be formulated based on the characteristics of different new media platforms and the actual needs of the audience groups, so as to enhance the effectiveness of publicity and ideological work. For example, on the official websites of colleges and universities, more authoritative and accurate information and news can be released; the official public accounts can push some in-depth information; Douyin can post some interesting short videos. In addition, colleges and universities should actively cooperate with external media to expand publicity channels and enhance the influence of propaganda and ideological work in this way.

4.4. Optimize publicity content and improve the quality of content

In the new media era, ideological and propaganda work in colleges and universities should focus on optimizing propaganda content to meet the needs^[15] of students' development. First of all, the propaganda content should be in line with students' real life, and materials both inside and outside the campus should be explored to present a more authentic and vivid image of the campus. For example, through new media platforms, the typical deeds of outstanding teachers and students can be actively publicized to spread correct ideas and values. Secondly, we should make full use of the powerful functions of new media technology and adopt various forms such as text and images, short videos, animations, etc., to enhance the appeal of the publicity content and better meet the actual needs of the broad audience. In addition, colleges and universities should also strengthen the planning and control of publicity content to ensure the authenticity and authority of the information and avoid the phenomenon of neglecting content quality in pursuit of traffic. By establishing a content evaluation and feedback mechanism, we can promptly understand students' acceptance and satisfaction with the propaganda content and make adjustments and improvements accordingly, thereby continuously enhancing the pertinence and effectiveness of propaganda and ideological work.

4.5. Strengthen online public opinion guidance and create a favorable online environment

Colleges and universities should establish a correct view of online public opinion guidance, adhere to positive publicity as the main approach, promote the main melody and spread positive energy. In the process of online public opinion guidance, attention should be paid to methods and approaches, respect the dominant position of the audience, and communicate and exchange in an equal and interactive manner. Respond promptly to the concerns of teachers and students, answer their doubts and eliminate their misunderstandings. For negative public opinion, analyze and respond objectively and impartially, guide teachers and students to view the issue rationally and avoid emotional expression. At the same time, we should strengthen the construction of online culture, carry out a variety of online cultural activities, and create a positive, healthy, civilized and harmonious online environment.

5. Conclusion

From the new media perspective, propaganda and ideological work in colleges and universities is facing unprecedented opportunities and challenges. Colleges and universities should fully recognize the significance of propaganda and ideological work, face up to the existing problems, actively adopt new strategies such as strengthening the construction of propaganda teams, strengthening propaganda management, promoting the deep integration of media, optimizing propaganda content and strengthening online public opinion guidance, constantly innovate working methods and approaches, and improve the quality and level of propaganda and ideological work.

Disclosure statement

The author declares no conflict of interest.

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