The Evolution of Ideological Discourse and Cultural Values in the New Media Age: A Philosophical Reflection

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Abstract: In the context of the new media environment, the cultural communication of ideological and political education is undergoing profound changes. This article focuses on the content reconstruction in ideological and political education, specifically the scene - based expression. It elaborates on how to enhance the comprehensibility of ideological and political content and boost audience engagement through scene - based expression. By selecting real - life and relatable scenes, integrating ideological and political concepts, designing interactive elements, and adopting diverse presentation forms, the article constructs a scene - based content framework and creates interactive content. The ultimate goal is to improve the audience's understanding of ideological and political theories and shape their correct values. The research in this article provides valuable insights and practical guidance for the innovation and development of ideological and political education in the new media era.
Keywords: New Media; Ideological and Political Education; Content Reconstruction; Scene - Based Expression; Audience Engagement

1. INTRODUCTION

With the rapid development of information technology, new media has been deeply integrated into people's daily life, profoundly changing the way and pattern of information dissemination. With its immediacy, interactivity, and massiveness, new media has broken the time and space limitations of traditional media and built an open and diversified information dissemination environment. In this environment, the dissemination of ideological and political education and culture has ushered in unprecedented opportunities and severe challenges. The development of new media technology has provided a broader platform and abundant resources for the dissemination of ideological and political education and culture. The new media platform enables the rapid and extensive dissemination of ideological and political education information, breaking through the limitations of traditional education in time and space, and allowing more people to easily access the content of ideological and political education. Online courses, online lectures and other forms enable learners to participate in ideological and political learning anytime and

anywhere according to their own needs and time arrangements. The new media has enriched the resources of ideological and political education, in addition to the traditional text and picture materials, it also integrates multimedia elements such as video, audio, animation, etc., so that the content of ideological and political education is more vivid and vivid, and the attractiveness and appeal are enhanced. Some short videos with the theme of red culture have attracted a large number of audiences through wonderful clips and vivid explanations, effectively disseminating red culture and revolutionary spirit (Liu et al., 2023). However, the new media environment has also brought many problems to the dissemination of ideological and political education and culture. The explosion of information makes it easy for ideological and political education information to be overwhelmed by a large amount of other information, and how to stand out from the complicated information and attract the attention of the audience has become a problem (Liu, 2021). The openness and anonymity of new media lead to uneven information quality, and false and bad information is full of it, which interferes with the normal dissemination of ideological and political education and has a negative impact on the values of the audience. Some rumors and false information spread rapidly on the Internet, confusing the public and causing interference to ideological and political education. In the new media environment, the audience's information receiving habits and needs have changed, and the traditional ideological and political education discourse system and communication path are difficult to meet the personalized and diverse needs of the audience, resulting in poor communication effect (Lu, 2017). The traditional discourse system of ideological and political education has gradually exposed the problem of incompatibility with the development of the times in the new media environment. In terms of discourse content, there is a phenomenon that theoretical expressions are abstract and out of touch with real life, which is difficult to resonate with the audience, especially young people. The content in some ideological and political education textbooks is too theoretical, lacking vivid cases and practical applications, which makes learners feel bored. In terms of communication methods, the traditional one- way indoctrination model ignores the main position and interactive needs of the audience, and cannot give full play to the advantages of new media. In the era of new media, the audience is more inclined to actively participate and interact with each other, and traditional communication methods cannot meet this demand, resulting in the decline of the attractiveness and effectiveness of ideological and political education. Therefore, innovating the discourse system of

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ideological and political education and optimizing the path of cultural communication have become the inevitable requirements for adapting to the new media environment and improving the effect of ideological and political education.

2. ANALYSIS OF THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND CULTURAL COMMUNICATION IN THE NEW MEDIA ENVIRONMENT

2.1 Overview of New Media

New media is a general term for all new means of communication or forms of communication that provide users with integrated information and entertainment services such as video, audio, voice data services, online games, and distance education through the Internet, broadband local area network, wireless communication network, satellite, and other channels, with television, computers, and mobile phones as the main output terminals. Compared with the four traditional media of newspapers and periodicals, radio, television, and outdoor, new media is vividly called the "fifth media", and the difference between it and traditional media is not in the time of appearance, but in the difference in communication methods and content forms (Li, 2017). New media has many distinctive characteristics. The first is immediacy, relying on the Internet and mobile Internet, new media information dissemination is extremely fast, and can cover a wide range of people in a short period of time. When a major event occurs, new media platforms can spread the news around the world in an instant, so that the audience can get the information as soon as possible. After the incident, the relevant news spread through new media platforms within minutes, attracting global attention. The second is interactivity, and the communication mode of new media is no longer one-way, but two-way or even multi-directional (Deng, 2014). Users can take the initiative to obtain information, and can also comment and give feedback on the information, so as to achieve two-way communication of information. On social media platforms, users can express their opinions on a topic of ideological and political education, start discussions with other users, and interact with content creators. The new media can push personalized information and services according to the user's behavior habits, interests and hobbies, etc., to meet the personalized needs of users. Through big data analysis, new media platforms can accurately understand users'

preferences for ideological and political education content and push content that meets their needs. The variety of content forms is also a major feature of new media, which covers text, pictures, video, audio, games and other forms to provide users with a rich entertainment and information experience. In the dissemination of ideological and political education and culture, it is possible to attract the attention of the audience by producing vivid and interesting short videos, audio stories, interactive games and other forms. There are many types of new media, such as online media, social media, mobile media, and digital television. Online media includes web portals, news websites, social media platforms, etc., which is one of the main forms of new media, providing users with a large number of news information, knowledge popularization and other content. Social media such as Weibo, WeChat, Douyin, Kuaishou, etc., is an important platform for communication and interaction between users, on which users can share their lives and exchange ideas, and also provide a broad space for the dissemination of ideological and political education and culture (Gao, 2023). Many colleges and universities and ideological and political education institutions publish ideological and political education content through official Weibo and WeChat public accounts to interact with students. Mobile media, including mobile newspapers, mobile TV, mobile live broadcasts, etc., is a form of new media that has emerged with the popularization of smart phones, which is convenient for users to obtain information anytime and anywhere. Digital TV is the application of digital technology to the production, transmission and reception of TV signals, to achieve high definition, high fidelity and diversification of TV signals, is the digital transformation of traditional TV media, and also opens up new channels for the dissemination of ideological and political education and culture.

2.2 The Current Situation of Ideological and Political Education and Cultural Communication in the New Media Environment

In the new media environment, the cultural communication of ideological and political education has shown a series of new trends in terms of communication channels, content forms and audience acceptance, which has not only reaped the opportunities brought by new media, but also faced many challenges. In terms of communication channels, the rise of new media has opened up a diversified path for the dissemination of ideological and political education and culture. Social media platforms such as WeChat, Weibo, Douyin, etc., with a huge user base and strong

communication capabilities, have become an important position for the dissemination of ideological and political education information. Many colleges and universities and ideological and political education institutions regularly publish ideological and political education articles, videos and other content through the official WeChat public account, interact with students, and answer students' questions. The discussion of hot topics on Weibo also provides a new opportunity for ideological and political education, and some topics related to ideological and political education can quickly arouse the attention and discussion of the majority of netizens, expanding the influence of ideological and political education. The development of online education platforms has also provided professional communication channels for ideological and political education, and a large number of ideological and political courses have been opened on platforms such as MOOC and Xuetang Online, so that students can choose to learn according to their own interests and needs, breaking the time and space limitations of traditional classroom teaching. Short video platforms such as Douyin and Kuaishou have attracted a large number of young users with their concise, clear, vivid and interesting content forms, and ideological and political education content has also achieved rapid dissemination with the help of these platforms (Hu & Li, 2018). Some well-made short videos of ideology and politics transform abstract ideological and political theories into intuitive and easy-to- understand content through vivid stories and wonderful pictures, which are deeply loved by students. In terms of content form, new media has promoted the innovation and reform of the content form of ideological and political education. The integration of multimedia elements makes the content of ideological and political education richer and more diverse, and the combination of video, audio, animation, pictures, etc. with text enhances the attractiveness and appeal of the content. Some red-themed animated short films, with vivid cartoon images and wonderful plots, tell the story of revolutionary history, so that the audience can accept the influence of red culture in a relaxed and happy atmosphere. Interactive content has gradually become a new form of ideological and political education, through online Q&A, voting, discussion and other methods, to stimulate the audience's enthusiasm for participation and improve the learning effect. Some ideological and political education websites and platforms have set up interactive sections where students can express their views and opinions, communicate and discuss with other students, and teachers can also participate in them to guide students to think correctly(CHen, 2015). The application of virtual simulation

technology creates an immersive learning experience for ideological and political education, and students can experience historical scenes and visit the Red Memorial Hall through virtual reality equipment, so as to enhance their understanding and perception of the content of ideological and political education. Some colleges and universities have developed red culture education courses using virtual simulation technology, so that students can have a dialogue with their revolutionary ancestors as if they have traveled through time and space, and deeply understand the connotation of the revolutionary spirit. From the perspective of audience acceptance, the audience in the new media environment has shown new characteristics and needs in the dissemination of ideological and political education and culture(Wang, 2021). Young audiences are more receptive to and dependent on new media, and they are more inclined to obtain information through new media platforms, and have a strong willingness to interact and innovate. But at the same time, they are more distracted, more information-oriented, and need content that is interesting, new, and useful. If the content of ideological and political education does not meet their needs, it will be difficult to attract their attention. The elderly audience has a relatively low acceptance of new media, and they are more accustomed to traditional ways of obtaining information, but with the popularization and development of new media, some elderly audiences have gradually come into contact with and use new media, and the demand for ideological and political education content is also increasing. Different audience groups have different cultural backgrounds, knowledge levels and hobbies, and their ability to understand and accept the content of ideological and political education is also different, which requires that the cultural communication of ideological and political education should be accurately positioned and personalized according to the characteristics of the audience. Although new media has brought many advantages to the dissemination of ideological and political education and culture, it also faces some challenges. The explosion of information has led to the fact that ideological and political education information is easy to be submerged in a large amount of information, and how to stand out from the crowd and attract the attention of the audience has become a key issue. The openness and anonymity of new media make the quality of information uneven, and false information, bad information and erroneous trends of thought are easy to spread, which interferes with the normal progress of ideological and political education and has a negative impact on the values of the audience. The over-reliance of some audiences on new media also

leads to a lack of ability to think deeply and analyze problems, and they are easily misled by false information.

2.3 Challenges
2.3.1 Disconnect between Discursive Content and Youth Culture

In the new media environment, there is an obvious disconnect between the discourse content of ideological and political education and youth culture, which brings certain obstacles to the dissemination of ideological and political education. Traditional ideological and political theories are often abstract and serious, focusing on grand narratives and theoretical elaborations, emphasizing the core values of socialism, Marxist theory, etc., and focusing on value guidance from the macro level of the country and society. Youth subcultures, on the other hand, are distinctly individual, innovative, and rebellious, emphasizing self-expression, entertainment, and group identity. Youth subculture forms such as Internet buzzwords, two-dimensional culture, and idol culture have attracted the attention and participation of the majority of young people with their unique language styles, values, and behaviors. Internet hot words such as "Buddhism" and "lying flat" reflect the mentality and life attitude of some young people in the face of pressure, which is different from the positive and enterprising spirit advocated by traditional ideological and political theories. This difference makes it difficult for traditional ideological and political theories to resonate with young people in the collision with youth subcultures, and may even trigger their resistance (Yu, 2022). The lack of life-oriented narrative is also an important reason for the disconnection between the discourse content of ideological and political education and youth culture. The goal of ideological and political education is to cultivate students' ideological and political literacy and moral character, and to guide them to establish a correct world outlook, outlook on life, and values. However, in the process of actual communication, the content of ideological and political education often pays too much attention to the teaching of theoretical knowledge, lacks attention and connection with real life, and fails to combine abstract theories with the daily life, study and work of young students, resulting in the suspension of communication and making it difficult for young students to truly understand and accept it. When explaining the core values of socialism, if we simply expound the theoretical concepts without combining them with specific life cases, such as the good people and good deeds around us, social hot events, etc., it will be difficult for young students to connect these abstract values with their

own actual lives, thus affecting their understanding and recognition of the content of ideological and political education (Zhang et al., 2023).

2.3.2 Misalignment of Communication Methods and Technological Trends

In the era of new media, information and communication technology is changing with each passing day, and the communication mode has undergone fundamental changes, but the communication mode of ideological and political education has failed to keep up with the pace of technological development in time, and there is a problem of misalignment with technological trends. The traditional mode of ideological and political education communication is mainly based on the one-way indoctrination mode, and the educator, as the publisher of information, transmits the content of ideological and political education to the educated through classroom lectures, lectures, propaganda columns, etc., and the educated are in a passive position of acceptance, lacking a sense of participation and interaction. In the new media environment, interactive communication has become the mainstream trend, and the audience is no longer satisfied with passively receiving information, but wants to actively participate in the process of information dissemination and interact with communicators and other audiences. On social media platforms, users can express their views and attitudes towards information through likes, comments, retweets, etc., and share opinions and experiences with others. This interactive communication characteristic requires that the communication methods of ideological and political education must be adjusted accordingly to meet the needs of the audience. If the one-way indoctrination mode is still adopted in ideological and political education, it will be contrary to the characteristics of interactive communication, which will lead to the reduction of the audience's attention and participation in the content of ideological and political education, and affect the communication effect (Ouyang et al., 2024). Under the general trend of media convergence, various media forms are integrated and infiltrated with each other, forming an organic whole. However, in the practice of media integration, ideological and political education has the problem of channel fragmentation, and there is a lack of effective integration and collaboration between different media platforms, which fails to give full play to the advantages of media integration. Although some colleges and universities have opened new media platforms such as WeChat public accounts and Weibo accounts when carrying out ideological and political education, there is a lack of unified planning and coordination

of content between these platforms, and there are problems such as duplicate release and inconsistent information. Different media platforms have different communication characteristics and audience groups, and if they cannot create and disseminate targeted content according to the characteristics of the platform, it will lead to a waste of resources and cannot maximize the communication effect. Due to the lack of effective technical support and management mechanism, data cannot be shared and interconnected between different media platforms, and it is difficult to conduct a comprehensive and accurate analysis of the audience's behavior and needs, which affects the formulation and optimization of ideological and political education communication strategies (Yi & Dan, 2020).

2.3.3 Authenticity and Credibility of Information

The low information threshold of new media makes it extremely convenient to publish and disseminate information, and anyone can become a publisher and disseminator of information, which leads to the wanton spread of false information, bad information and erroneous trends of thought on the Internet, which seriously affects the effect of ideological and political education. In the new media environment, information spreads extremely quickly, and once false or bad information is released, it can quickly spread in a short period of time, causing widespread impact. Some rumors and disinformation are often used as "revealing secrets" and "inside stories". and other banners to attract the audience's attention and confuse the public. When major events occur, all kinds of unverified news and rumors often appear on the Internet, and this false information not only interfere with the normal social order, but also have an impact on the authority and credibility of ideological and political education. Some people with ulterior motives use new media to disseminate Western values, ideologies and cultural concepts in an attempt to influence and mislead the minds of our audiences, especially to young people whose values have not yet been fully formed (Lv et al., 2019). The spread of false information and bad information will interfere with the audience's correct understanding and acceptance of the content of ideological and political education. When the audience is exposed to the content of ideological and political education, if they are disturbed by a large amount of false information and bad information at the same time, it will produce cognitive confusion, and it will be difficult to distinguish right from wrong, thus reducing the trust in the content of ideological and political education. False information may also trigger negative emotions among the audience, such as anxiety and panic, affecting their mental health and study life. In the face of false

information on the Internet, some audiences may feel confused and helpless, and even have dissatisfaction and resistance to society, which will further affect their attitude and acceptance of ideological and political education. In order to deal with this problem, ideological and political education needs to strengthen the supervision and screening of new media information, improve the audience's ability to distinguish information, and guide them to correctly view and use new media information.

2.3.4 Information Fragmentation and Excess

In the new media environment, information is fragmented and excessive, which brings many challenges to ideological and political education. The explosion of information exposes audiences to a huge amount of information every day, which comes from a wide range of sources, is complex, and lacks systematization and coherence. When browsing new media platforms such as social media and news clients, the audience can often only obtain fragmented information, and it is difficult to form a complete knowledge system and cognitive framework. This fragmented way of obtaining information can easily lead to distraction of the audience, and it is difficult to concentrate on in- depth study and thinking about the content of ideological and political education. They may simply skim through some superficial information, but cannot truly understand and grasp the core essence of ideological and political education, which will affect the systematic learning of knowledge and the in-depth cultivation of values. Information overload also makes the audience feel at a loss when faced with a large amount of information, and it is easy to get lost in the sea of information. They need to spend a lot of time and energy to sift through and screen information, which increases the cost and difficulty of obtaining information. Due to too much information, the audience may have information fatigue, boredom and resistance to information, thus reducing the attention and acceptance of ideological and political education information (Fien, 1991). When faced with a large amount of ideological and political education information, some audiences will choose to ignore or skip it, resulting in a great reduction in the communication effect of ideological and political education. The fragmentation and excessive information may also lead to the shallowness and one-sidedness of the audience's thinking, they lack the ability to analyze and think about the information in depth, and are easily affected by the one-sided information, forming wrong views and understandings. In ideological and political education, this way of thinking is not conducive to cultivating the audience's critical thinking and independent thinking ability, and cannot
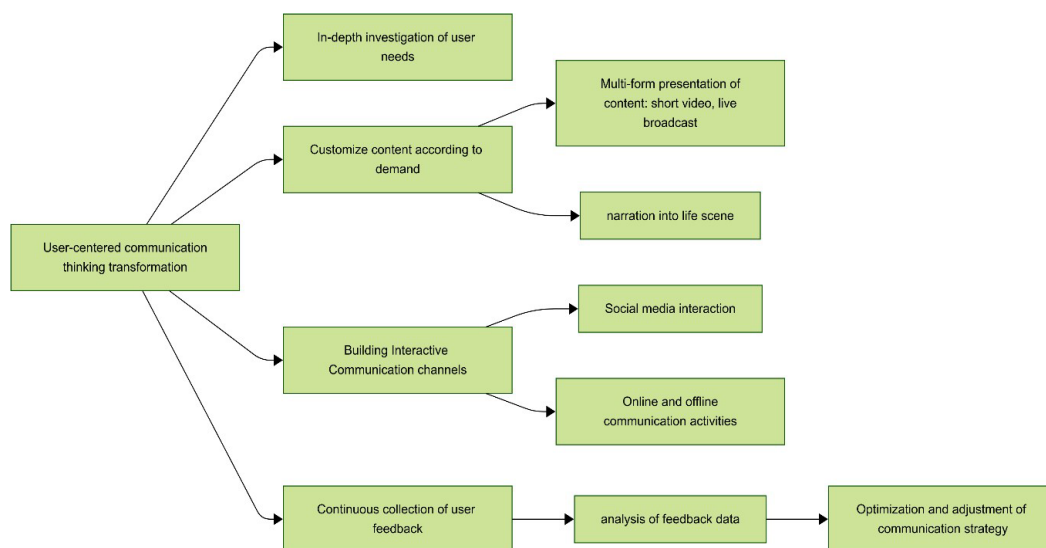
guide them to establish a correct world outlook, outlook on life and values.

3. THE THEORETICAL LOGIC OF DISCOURSE SYSTEM INNOVATION

3.1 Core Concept
3.1.1 Transformation of User-Centered Communication Thinking

In the new media environment, the cultural communication of ideological and political education needs to realize the transformation from the traditional communicator-led thinking mode to the user-centered communication thinking, as shown in Figure 1. Traditional ideological and political education communication thinking often focuses on delivering educational content to the audience in one direction, ignoring the audience's individual needs, interests and receptivity. The user-centered communication thinking emphasizes the in-depth understanding of the characteristics and needs of the audience, and takes the needs of the audience as the starting point and foothold of the design of communication content and methods.

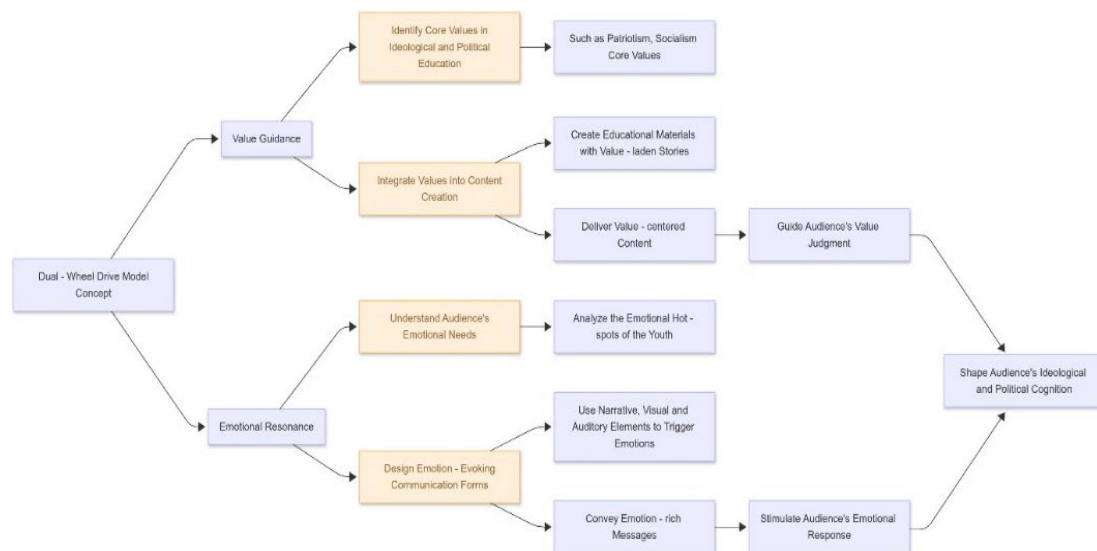**Figure 1:** User-Centric Communication Mindset Transformation

The transformation of user-centered communication thinking requires ideological and political educators to have a deep understanding of the characteristics and needs of different audience groups. For young students, they are active in thinking, curious about new things, and have a strong sense of self and desire to express themselves. Ideological and political educators can learn about the hot topics they care about, their interests and hobbies, and their expectations and needs for ideological and political education content through social media and online surveys (Li & Fu, 2020).

By analyzing the discussion topics and sharing content of young students on social media, it is found that they are more concerned about topics such as social justice, scientific and technological innovation, and cultural diversity, so that ideological and political educators can design relevant educational content around these topics to improve the pertinence and attractiveness of education(Chen & Zhang, 2024). For other audience groups, such as working people and the elderly, it is also necessary to develop personalized communication strategies according to their life background, work needs and cognitive level. The incumbents may pay more attention to the combination of ideological and political education, career development and social responsibility, while the elderly group may be more interested in the inheritance of red history, culture and traditional values, and provide corresponding educational content and forms for these different needs. Timely adjustment and optimization of communication content based on audience feedback is an important part of achieving user-centricity. New media platforms provide convenient feedback channels for the audience, and ideological and political educators should make full use of these channels to actively collect the opinions and suggestions of the audience. Through the analysis of behavioral data such as audience comments, likes, and retweets, we can understand their preferences and satisfaction with the communication content, and find out the problems in the communication process in time. If it is found that the playback volume of a short video of ideological and political education is high, but the content reflected in the comments is too theoretical and difficult to understand, the ideological and political educator can adjust the content of the subsequent short video, add vivid cases and easy-to- understand explanations, and make it more in line with the audience's acceptance level. By constantly interacting with the audience and optimizing the content and methods of communication according to their feedback, the participation and satisfaction of the audience can be improved, and the effect of ideological and political education and cultural communication can be enhanced.

3.1.2 Construct a Two-Wheel Drive Model of "Value Leading + Emotional Resonance"

The fundamental task of ideological and political education is to guide the audience to establish a correct world view, outlook on life and values, so in the innovation of the discourse system, we must always adhere to the value guidance, integrate the core values of socialism, Marxist theory and other core values into the communication content, and guide the audience

to understand and identify with these values through in-depth and systematic theoretical elaboration and vivid and specific case analysis, as shown in Figure 2. When explaining the basic principles of Marxism, we can combine the development practice of socialism with Chinese characteristics, such as China's achievements in poverty alleviation and scientific and technological innovation, to explain the scientific and practical value of Marxist theory, so that the audience can deeply understand the important significance of Marxist theory in guiding China's development. In the process of communication, it is necessary to pay attention to cultivating the audience's political awareness, moral awareness and sense of social responsibility, guide them to closely link their personal development with the development of the country and society, and actively practice the core socialist values.

Figure 2: Two-Wheel Drive Mode

Emotional resonance is an important means to enhance the communication effect of ideological and political education (DeBray, 2006). In the new media environment, information is disseminated quickly and fiercely competitively, and only by touching the emotions of the audience can we attract their attention and make it easier for them to accept and identify with the content disseminated. Red stories are important materials for ideological and political education, which contain rich emotional connotations and value power. By telling the heroic deeds of revolutionary martyrs such as Liu Hulan, Dong Cunrui, and Huang Jiguang, and showing their noble spirit of sacrificing their lives for the interests of the country and the people, it can stimulate the audience's patriotic feelings and national pride, and make them have a strong emotional resonance. When telling red stories, it is necessary to pay
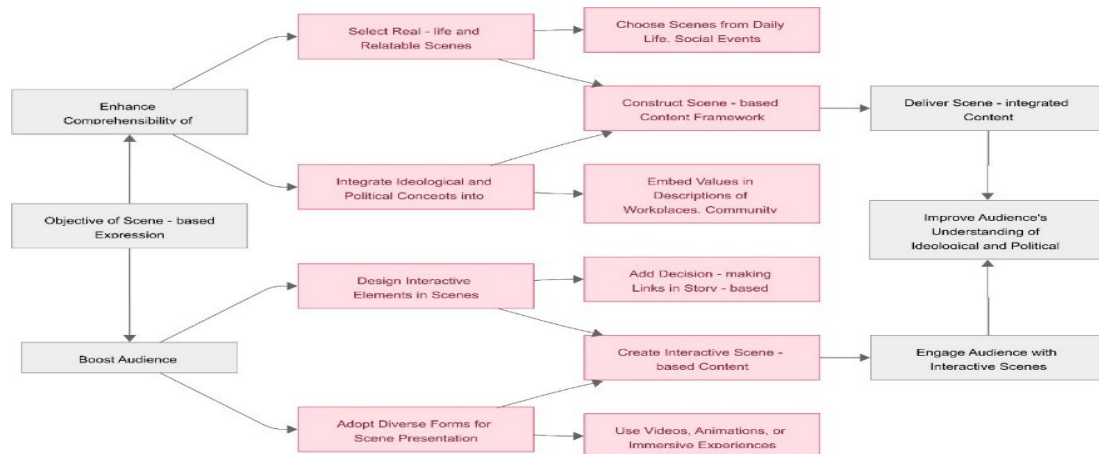
attention to the use of vivid language, touching plots and infectious forms of expression, such as well-made short videos, audio stories, stage plays, etc., to enhance the attractiveness and appeal of the story. It can also be combined with the current social hot issues, from the perspective of emotion, to stimulate the audience's thinking and discussion, and further deepen their understanding and recognition of the content of ideological and political education. In the process of communication, it is necessary to pay attention to the emotional needs of the audience, respect their emotional experience, communicate with them with an equal and sincere attitude, create a good emotional atmosphere, and promote the generation of emotional resonance. "Value Leadership + Emotional Resonance". The two-wheel drive mode emphasizes the combination and mutual promotion of the two. Value guidance provides the direction and connotation for emotional resonance, so that emotional resonance has a profound ideological foundation; Emotional resonance provides motivation and support for value leadership, making it easier for value leadership to be accepted and internalized by the audience. In the actual communication process, it is necessary to organically integrate the two, and flexibly use the means of value guidance and emotional resonance according to different communication content and audience groups, so as to improve the effect of ideological and political education and cultural communication. When carrying out patriotic education, the emotional resonance of the audience can be aroused by telling the red story, and at the same time, the connotation and value of patriotism can be deeply expounded in the story, so as to guide the audience to establish a correct concept of patriotism and realize the synergy of value guidance and emotional resonance.

3.2 Innovation Dimension
3.2.1 Content Reconstruction: Shift from Grand Narrative to Contextual Expression

The traditional content of ideological and political education often focuses on grand narratives, emphasizing the macro level of the state and the nation, and paying attention to the systematization and logic of theories (Li, 2018). Although this narrative can convey profound ideas and values, in the new media environment, in the face of the challenges of information explosion and audience distraction, it is easy to appear abstract and empty, and it is difficult to arouse the audience's resonance and attention. Therefore, it is necessary to transform abstract theories into concrete scenarios, so as to make the content of ideological and political education closer to the reality of the audience's life and enhance its perceptibility and

attractiveness, as shown in Figure 3.

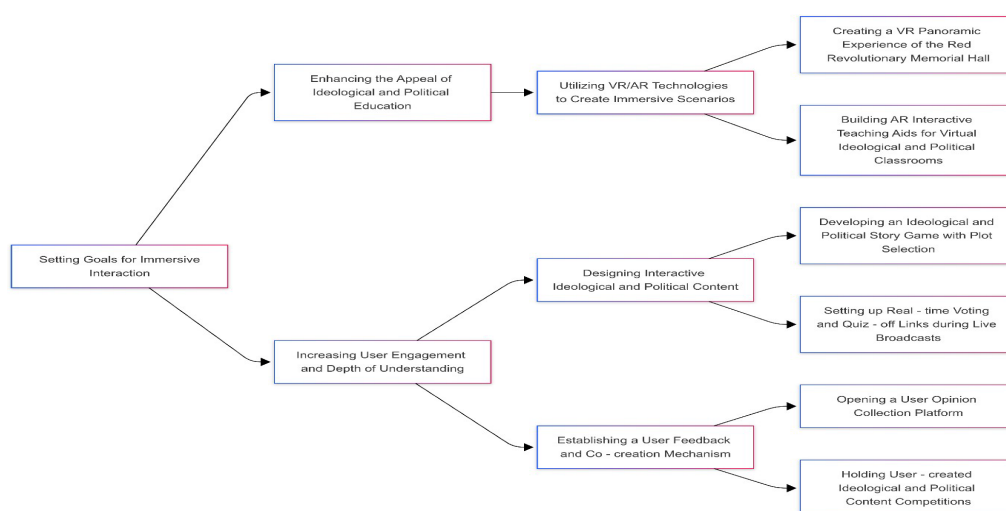**Figure 3**: Scenario-Based Expression

Taking the integration of anti-epidemic stories into ideological and political education as an example, in the process of fighting the new crown pneumonia epidemic, countless touching deeds have emerged, and these stories contain rich elements of ideological and political education. Introducing these anti- epidemic stories into ideological and political education can make the audience feel the power of the core values of socialism more intuitively. By telling the story of medical staff who went to the front line of the fight against the epidemic regardless of their personal safety, it showed their professionalism and dedication; It tells the story of community workers and volunteers who stick to their posts and provide life security and services for residents, reflecting their responsibility and spirit of solidarity and mutual assistance; It tells the story of the people of the whole country uniting as one and working together to fight the epidemic, demonstrating the great national spirit and feelings of family and country. These concrete scenes and stories transform the abstract core values of socialism into vivid cases, making it easier for the audience to understand and accept. In practice, the transition from grand narrative to contextual expression can be achieved in the following ways. The first is to dig deep into the ideological and political education materials in life, pay attention to social hot events, people's livelihood issues, and the people and things around the audience, and combine these materials with the content of ideological and political education to build a scene with a sense of reality and life. When explaining patriotic education, we can combine China's achievements in the aerospace field, such as the successful launch of the Shenzhou spacecraft and the Chang'e lunar exploration project, to tell the stories of astronauts who have made silent dedication and innovation in order to realize the country's aerospace dream, so as to stimulate the audience's patriotic feelings and national pride (Zhang, 2015). The second

is to use multimedia means, such as pictures, videos, audio, etc., to vividly present the scene. Through the broadcast of anti- epidemic documentaries and touching short videos, the audience can feel the hardships and warmth in the process of fighting the epidemic immersively, and enhance emotional resonance. You can also make works in the form of animation, comics, etc., to tell the story of ideological and political education in a more vivid and interesting way to attract the attention of the audience. The third is to pay attention to the way the story is told, use easy-to- understand and infectious language, set up suspense, conflict and other plots, and increase the attractiveness and interest of the story. When telling the story of the fight against the epidemic, it can be told in the first person from the perspective of the inner monologue of the medical staff and the recovery experience of the patient, so as to make the story more authentic and credible and touch the hearts of the audience.

3.2.2 Form Innovation: From Static Text to Immersive Interaction

The traditional form of ideological and political education is mainly based on static texts, such as textbooks, books, propaganda posters, etc., which has certain limitations in information dissemination and is difficult to fully mobilize the enthusiasm and participation of the audience. In the new media era, with the continuous development of virtual reality (VR), augmented reality (AR) and other technologies, it provides new opportunities for the innovation of ideological and political education. The use of VR and AR technology to create an immersive experience can break the limitations of time and space, allow the audience to experience the content of ideological and political education immersively, enhance their sense of participation and interactivity, and thus improve the effect of ideological and political education, as shown in 4.

Figure 4: Immersive Interaction

VR technology can create highly realistic virtual scenes, so that the audience feels as if they are in a specific historical period, cultural environment or social situation, and experience the thoughts and emotions conveyed by ideological and political education. When conducting red culture education, through VR technology, the audience can "travel through". During the years of the revolutionary war, we visited the Jinggangshan Revolutionary Base and the Zunyi Conference Site, witnessed the arduous struggle scenes of the revolutionary ancestors, and felt their firm ideals and beliefs and selfless dedication. In the virtual scene, the audience can interact with the virtual characters and participate in revolutionary activities, such as simulating the battles and marches in the Red Army's Long March, so as to enhance their understanding and perception of revolutionary history. AR technology can combine virtual information with the real world to provide audiences with richer information and interactive experiences (Zhang et al., 2024). When visiting museums, memorial halls and other places, AR technology allows the audience to scan the exhibits through their mobile phones or other devices to get more detailed information, historical backgrounds and related stories about the exhibits, and can also watch virtual displays, such as 3D models of cultural relics and recreations of historical scenes, making the visit livelier and more interesting. In addition to VR and AR technologies, other new media technologies such as interactive videos, H5 pages, and 3D can also be used animation, etc., to achieve an immersive interactive experience. Interactive videos allow the audience to choose the direction of the plot development and participate in the construction of the story during the viewing process, enhancing their initiative and sense of participation. When making interactive videos of ideological and political education, different plot branches can be set up to display different ideological and political education content and perspectives according to the audience's choice, and guide them to think and discuss. The H5 page has rich interactive functions, such as clicking, swiping, zooming, etc., which can be made into vivid and interesting ideological and political education courseware, mini games, etc., so that the audience can learn ideological and political knowledge in interaction. 3D animation can present the content of ideological and political education in a more three-dimensional and vivid way, such as the production of 3D animation propaganda videos of the core values of socialism, through exquisite pictures and interesting plots, to attract the attention of the audience and spread the core values. In order to better realize the transformation from static text to immersive interaction, it is necessary to strengthen the

research and development and application of technology to improve the quality and effect of immersive interactive products. It is necessary to pay attention to the integration of content and technology, and select appropriate technical means to present it according to the goals and contents of ideological and political education, so as to avoid ignoring the essence of educational content for the sake of pursuing technology. It is also necessary to strengthen the guidance and training of the audience, so that they are familiar with and master the use of immersive interactive technology, and improve their engagement and experience.

3.2.3 Escalation of Propagation: From Linear Propagation to Reticular Diffusion

The traditional mode of ideological and political education communication is mainly linear communication, and the transmission process of information from the communicator to the educated is relatively simple, and the educated are in a passive position of acceptance, and the communication effect is often limited. In the new media environment, the popularization of social media has brought revolutionary changes to information dissemination, which presents the characteristics of network diffusion, which can achieve rapid and extensive dissemination and multi-directional interaction (Li et al., 2023). Social media platforms such as WeChat, Weibo, Douyin, etc., have a large user base and strong communication capabilities, with the help of these platforms, ideological and political education information can quickly spread to all corners. After a short video about ideological and political education is released on Douyin, it may receive millions of views and a large number of likes, comments, and retweets in a short period of time, causing widespread attention and discussion. The openness and interactivity of social media make it possible for everyone to be the disseminator and receiver of information, forming a polycentric and distributed communication pattern. Users can independently choose the content and objects they pay attention to according to their own interests and needs, and can carry out secondary dissemination and sharing of information, so as to achieve rapid diffusion and multi-directional dissemination of information. On Weibo, users can share the ideological and political education content they are interested in with more people through forwarding, commenting, etc., forming topic discussions and attracting more users to participate. Social media also provides a convenient platform for the audience to interact and communicate, promoting the multi-directional dissemination of information. The audience can express their own views and opinions on

the content of ideological and political education on social media, communicate and discuss with other users, and form a collision and resonance of ideas. After the official WeChat account of the university publishes an article about ideological and political education, students can leave a message in the comment area, express their views and feelings, and interact with teachers and other students. This kind of interactive communication can not only enhance the audience's sense of participation and enthusiasm, but also allow the communicator to understand the needs and feedback of the audience in a timely manner, so as to adjust the communication strategy and content and improve the communication effect (Rui, 2022). In order to realize the communication upgrade from linear communication to network diffusion, ideological and political educators need to make full use of social media platforms to create diversified communication channels. It is necessary to pay attention to the planning and production of content, and according to the characteristics of social media and the needs of users, produce attractive and disseminated ideological and political education content, such as short videos, illustrated articles, interesting interactive topics, etc., to improve the quality and dissemination effect of content. It is also necessary to strengthen interaction with the audience, actively respond to the concerns and problems of the audience, establish a good interactive relationship, and enhance the stickiness and loyalty of the audience. It is possible to attract the participation of the audience and improve the influence of ideological and political education by holding online live lectures, interactive Q&A, topic discussions and other activities.

4. THE OPTIMIZATION STRATEGY OF CULTURAL COMMUNICATION PATH

4.1 Innovation in Content Production

In the new media environment, innovative content production is the key to improving the effect of ideological and political education and cultural communication. The development of a series of digital products for ideological and political education can bring a new experience to learners (Zhang & Yuan, 2020). The virtual simulation course uses virtual reality technology to create immersive learning scenarios, such as the Long March-themed course, so that students can experience the difficulties and obstacles in an immersive way, deepen their understanding of the spirit of the Long March, and stimulate learningInterest. Animations and micro-

videos are vivid, concise and can quickly engage audiences. Produce animated short films on the theme of socialist core values, integrating abstract values into interesting stories; Micro-videos focusing on social hotspots and good people and good deeds, resonating with real cases and enhancing their appeal, like micro-videos of heroic deeds in the fight against the epidemic, stimulate patriotic feelings and a sense of social responsibility. In order to ensure quality, it is necessary to clarify the target audience and educational goals, and adopt a lively, interesting and interactive form for young people; Ensure that the content is accurate and authoritative, and that the virtual simulation course is produced with in-depth research on historical sources; Strengthen collaboration with professional teams, such as working with animation production companies to create high-quality animations to enhance visual and artistic effects. It is of great significance to explore the modern communication value of red cultural IP. Red tourism integrates resources, creates characteristic routes and scenic spots, such as the development of red tourism projects in Jinggangshan, tourists visit the Revolutionary Museum, experience red activities, understand the history of the revolution, feel the spirit of the ancestors, and some places also combine it with rural and eco-tourism to promote economic development. As a communication carrier, red cultural and creative products integrate red culture and modern design, and launch stationery, jewelry, etc., which are both creative and practical. When disseminating, it is necessary to innovate ways and use new media platforms to publicize, such as making short videos of red tourism to be published on Douyin; Strengthen industrial cooperation, launch red-themed films, animations, and games, such as the movie "Changjin Lake", which has aroused strong repercussions and spread red culture.

4.2 Integration of Communication Channels

Constructing an all-media matrix of "central kitchen + vertical account" is an important measure to optimize the communication path (He et al., 2021). The "central kitchen" integrates media resources, plans, collects, edits, and distributes content in a unified manner, breaks down the barriers between traditional and new media, and improves efficiency and quality. It integrates various forms of ideological and political education resources, produces and distributes content according to the characteristics of different platforms and audience needs, such as in- depth articles on WeChat official accounts, and interesting short videos on Douyin, so as to achieve one-time collection and multiple releases, and expand the scope of communication. Vertical accounts focus on specific fields or groups,

provide accurate and personalized content, and open campus ideological and political accounts for college students to share activities and experiences; Set up workplace ideological and political accounts for professionals, combined with the concept of case communication, to improve audience participation and loyalty. The construction of the all-media matrix of the People's Daily is a successful example, with the "central kitchen" as the core, integrating multi-platform resources, each platform is distributed differently according to its characteristics, and multiple vertical accounts are also opened, such as "Xia Ke Island" and "Learning Country", to achieve collaborative communication and expand influence. Strengthen the application of lightweight carriers such as short videos and live broadcasts, which have fast transmission speed, concise content and strong interactivity. Short videos attract audiences in a short period of time, and simply present complex ideological and political content, such as short videos of red culture that attract attention and sharing; Live real-time interaction, lectures, exhibitions and other activities can be live, and the audience can participate through barrage and comments to enhance the learning effect. Pay attention to content planning when applying, invite experts and others to improve the quality of content; Design interactive sessions, such as Q&A and lucky draws, to stimulate the enthusiasm of the audience; Use the platform algorithm to recommend and optimize the title and tags to improve exposure.

4.3 Mechanism Guarantee System

The establishment of a big data-driven effect evaluation mechanism is very important for the dissemination of ideological and political education culture. Big data analysis technology collects and analyzes communication data, including user behavior and platform traffic, to comprehensively understand the communication effect and provide a basis for optimization strategies (Chen, 2022). By analyzing the communication coverage, comparing the exposure and clicks of content on different platforms, judging the quality of the effect, and adjusting the communication strategy. Analyze audience engagement and feedback, understand audience interest and recognition based on interactive behaviors such as comments and likes, and reflect on and improve content (Zhang, 2024). Optimize strategies based on the analysis results, increase the creation of popular content, adjust channel investment with low conversion rates, and improve communication accuracy and influence. Improving the incentive mechanism for user participation in communication can promote the dissemination of ideological and political education and culture. Set up

points, medals, prizes and other rewards, users can share, discuss, comment to get points, redeem prizes or medals, and increase the sense of honor, such as the "punch in and learn" activity of the ideological and political official account. Establish honorary titles, award titles such as "Star of Ideological and Political Communication" to users with outstanding communication performance, and publicize and commend them, and colleges and universities will commend outstanding students to stimulate enthusiasm for participation. Provide users with opportunities for participation and development space, invite participants in content creation, planning, and review, and organize offline exchange activities, such as ideological and political education institutions holding user symposiums, to improve participation and satisfaction, form a good atmosphere for the whole people to participate in communication, and expand the influence of ideological and political education.

5. PRACTICAL CASE ANALYSIS

5.1 The Content Operation Model of the "Learning Power" Platform

As a highly influential platform for ideological and political education and cultural dissemination in China, the content operation model of "Learning Power" shows many references (Zeng & Liu, 2021). In terms of content planning, the platform closely focuses on the principles and policies of the party and the state, current affairs and hot spots, combined with multiple elements such as history and culture, advanced deeds, etc., to create a rich and systematic content system. From daily updated current affairs news, to in-depth theoretical articles, to vivid and interesting cultural documentaries, everything is available. For example, on the anniversary of major historical events, the platform will launch a series of special topics to comprehensively and deeply show the ins and outs and far-reaching significance of the event through graphics, videos, audios and other forms, so that users can deeply understand the relevant ideological and political connotations in an immersive learning experience. In terms of content presentation, "Learning Power" fully considers the needs and habits of different user groups. For users with fragmented time, it provides concise information bulletins and short videos; For users who want to learn in depth, there are long theoretical works to interpret and in-depth reports. At the same time, the platform also sets up interactive sections, such as comment areas, answering challenges, etc., to encourage users to participate in discussions and test learning results, which greatly improves

users' participation and learning enthusiasm, makes ideological and political education change from one-way communication to two-way interaction, and enhances the communication effect.

5.2 The Practice of Creating Short Ideological and Political Videos for "Generation Z" in Colleges and Universities

Many colleges and universities actively promote the participation of "Generation Z" students in the creation of ideological and political short videos, which has injected new vitality into ideological and political education. Taking [specific university name] as an example, the university has opened a course on ideological and political short video creation and held related competitions. The students worked in small groups to dig deep into the ideological and political elements around them, combined their professional knowledge and personal interests, and created a series of short videos with different styles and rich content. In the creative process, students give full play to their creativity. Some students from journalism and communication majors use professional shooting skills and editing techniques to produce short videos with beautiful pictures(Dong et al., 2017). They focused on volunteer service activities on campus, showed the volunteers' selfless dedication through delicate lens language, and skillfully integrated the "friendliness" and "dedication" in the core values of socialism and other elements into it. Computer science students use programming knowledge to develop short ideological and political videos with interactive functions, and the audience can click on the screen to select different plot directions during the viewing process, which enhances the sense of participation. For example, when telling the story of the history of the party, different historical node choices are set up, so that the audience can experience the historical development path under different decisions and deeply understand the inevitability of historical choices. Judging from the display of achievements, these ideological and political short videos have aroused strong repercussions on campus. The school broadcasts through multiple channels such as official new media platforms, campus broadcasts, and electronic screens in teaching buildings, with a cumulative number of [X] views and more than [X] likes. Some of the outstanding works have also been pushed to social media platforms outside the school, attracting a large number of off-campus audiences and further expanding the influence of ideological and political education. The ideas conveyed by some of the short videos sparked extensive discussions, and in the comment area, students actively shared their insights, forming a good learning atmosphere. However, there are also some challenges in the

process of practice. For example, some students do not have a deep understanding of ideological and political theories, resulting in shallow content of short videos and failure to fully explore the connotation of ideology and politics. In response to this problem, the school organizes ideological and political teachers to carry out special training, interprets theoretical knowledge for students, and guides them on how to combine theory and practice. At the same time, problems such as tight creation time and limited funds also restrict the improvement of the quality of short videos. By optimizing the curriculum arrangement, giving students more time to create, and setting up a special fund to provide students with support in terms of shooting equipment and props, the school has effectively alleviated these problems, promoted the sustainable development of the "Generation Z" ideological and political short video creation practice in colleges and universities, and explored an innovative way for the dissemination of ideological and political education and culture (Dong et al., 2022).

6. CONCLUSIONS

This study comprehensively analyzes the profound changes brought by the new media environment to the cultural communication of ideological and political education, and clarifies the challenges faced in the current communication process, including the disconnection between discourse content and youth culture, the misalignment of communication methods and technological trends, and the authenticity and fragmentation of information. By constructing the core concept of user-centered, value-led and emotional resonance, the discourse system is innovated from the three dimensions of content reconstruction, form innovation and communication upgrading, which provides a solid theoretical support for the cultural communication of ideological and political education. In terms of communication path optimization, specific strategies are proposed from three levels: content production innovation, communication channel integration and mechanism guarantee system construction, and the effectiveness of these strategies is verified through practical cases. The research shows that in the new media era, the cultural communication of ideological and political education needs to realize the transformation from the traditional mode to the scenario-based, interactive and all-media integration mode, so as to improve the effectiveness and influence of the communication, and enhance the recognition and acceptance of the

content of ideological and political education by young people. With the rapid development of science and technology, the new media environment will continue to iterate in the future, and the dissemination of ideological and political education and culture will also face new opportunities and challenges. Metaverse technology is expected to build a highly immersive and interactive virtual space for ideological and political education, allowing learners to deeply experience and understand the connotation of ideology and politics as if they are in the scene of historical events or ideal social situations. The development of AI technologies, such as intelligent recommendation algorithms and virtual teaching assistants, can achieve personalized push and precise tutoring according to learners' interests, learning progress, and knowledge mastery, and follow-up research can focus on how to optimize AI The application of technology in ideological and political education can improve the pertinence and efficiency of education. In the field of cross-cultural communication, the process of globalization has promoted increasingly frequent exchanges between different cultures, and it is urgent to explore how to break through cultural barriers, build a universal and attractive discourse system, convey Chinese values to the world, and enhance the international discourse power of China's ideological and political education culture. At the same time, with the deepening of the application of new media technology in the field of ideological and political education, how to balance the application of technology and the essence of education, ensure that technology serves the educational goals, and avoid excessive interference of technology in the education process is also the direction that needs continuous attention and research in the future.

7. ACKNOWLEDGMENT

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