The Challenges and Countermeasures of Ideological and Political Education Theory Course Teaching for Art Students in Universities in the New Media Era

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Abstract: *Contemporary art students in universities are a generation that has grown up in the context of new media. With the increasingly close integration of art and new media, in order to enable art students to better shoulder the mission of spreading the excellent culture of the Chinese nation, ideological and political course teachers in universities should strengthen the reform and innovation of ideological and political theory courses for art students in teaching content, teaching methods, and the use of new media, Ensure that art students embody a positive energy of thought in their artistic creation. In this study, a crude oil price prediction model based on quantum leap radius and polynomial fitting is established by building a market atom model, fitting financial funds as "market atoms" with energy, and applying quantum leap theory to describe the leaping behavior of price. The LSTM neural network model is used to learn the price jump paths of financial instruments to improve the prediction effect. After 2000 rounds of iterative training, the RMSE of the model reaches 3.1136, and the correlation coefficient is 0.48084; the model's loss function decreases rapidly, indicating that the training effect is good. The study reveals the potential value of quantum theory in finance, preliminarily verifies the application of quantum leap and LSTM model in crude oil price prediction, and provides new ideas for the in-depth study of quantum finance theory.*

Keywords: new media; Ideological and Political Theory Course; Art student.

1. INTRODUCTION

With the continuous increase of investment in the construction of art disciplines and talent cultivation by the country, the proportion of art students in higher education is also increasing, and the impact of art works in social life is also increasing. With the rapid dissemination and popularization of new media, people's channels of perceiving art works are also becoming more diverse. According to the 43rd Statistical Report on the Development of China's Internet, as of December 2018, the number of short video users reached 648 million, with a usage rate of 78.2% among netizens. Especially with the intervention of internet "user thinking", this indicates that the general public has joined the creative team. Therefore, whether the ideological and political beliefs and moral values of college art students are correct or not is directly related to whether the Ideology#Political ideologies guidance of art creation dissemination is correct or not. In the era of new media, ideological and political teachers are not only disseminators of knowledge, but also good guides and guides for art students in politics, ideology, and action. Art students should learn to record life and society when creating art, because only art works that respond to the major concerns of the times and care about people's lives can have lasting vitality.

2. THE IMPACT OF NEW MEDIA ON ART TH AND IDEOLOGICAL AND POLITICAL THEORY COURSES IN UNIVERSITIES

2.1 The "participatory nature" of new media dissemination highlights the individuality of art students.

The "universal participation" of new media is reflected in different levels, genders, and People of equal status have completely equal access to online information. In addition to the information disseminated by professionals, more information is released by the public through new media tools such as WeChat and Weibo. Nowadays, many first-hand materials, especially video materials, of news events are mostly from the public. Professional journalists need to verify the authenticity of the news and systematically report it. With the birth of a series of live broadcast platforms such as "Tiktok", "Kwai" and "Little Red Book", many "online celebrities" have been successfully launched, prompting many art students in colleges and universities to find a sense of achievement and satisfaction in Personal media, to create art in the new media platform, to show themselves in more personalized content and

form, and to maximize their personal value and personality. Although art students can create creative works through new media, due to the lack of correct ideological guidance, most of the works are only created for fresh stimulation or to gain more traffic. This kind of creation deviates from reality and becomes blindly imitation and online exposure of culture, leading to the emergence of a large number of vulgar works.

2.2 The "generalization" of new media dissemination has dispelled the authority of ideological and political theory courses.

The "generalization" of new media mainly refers to the "generalization" of the communication level and the "generalization" of the communication subject. The "generalization" of the communication level breaks the limitations of time and space, and the "generalization" of the communication subject breaks the active and passive positions of educators and learners. In the era of new media, everyone is a "journalist" and can freely express their opinions in the online public opinion field. The boundlessness of new online media further aggravates the "pan entertainment" of news communication, that is, when new media choose to push "news" or "events", they usually excessively cater to the public taste, resulting in some serious and correct topics being diluted by a large number of vulgar and gossip news, eliminating the leading function of new media in highlighting Core Socialist Values, and increasing the difficulty of "preaching" in ideological and political courses to a certain extent, The traditional dominant discourse of rigid preaching and rote preaching is difficult to stimulate emotional resonance and value identification among art students. At this stage, art students in universities have the most shaping power in their values, outlook on life, and worldview The "generalization" has impacted the "three perspectives" of art students, gradually diluting the mainstream ideas and authoritative consciousness disseminated in ideological and political theory courses.

2.3 The "decentralization" of new media communication has affected the Value judgment of art students.

The "decentralization" of new media communication is mainly determined by its "generalization". The rapid development of the Internet has broken the traditional monopoly of information resources by elites in society. Everyone can participate in the Internet, and everyone can leave messages, participate, or forward social hot topics. But it is precisely because of the "decentralization" that many news reports become more "amateur". Taking various official account as an example, according to statistics, there are more than 20 million official account in China at present. In order to ensure a certain number of readers, many official account sensationalize their content, even buy "zombie fans", so the "headline party" is also popular. False news is emerging in an endless stream, and it is difficult to distinguish the true from the false information of unknown sources, Especially some Western democracies and extreme religionists use new media to carry out ideological struggles under the banner of cultural dissemination, which can easily alienate the thinking and values of art students.

3. THE CHALLENGE OF ART TH IDEOLOGICAL AND POLITICAL EDUCATION THEORY COURSE IN UNIVERSITIES UNDER NEW MEDIA

3.1 Challenges to existing teaching content.

According to the survey, 18.29% of students believe that only teaching content that is linked to their growth and talent needs can be more attractive to students. But at present, the ideological and political theory course in colleges and universities is basically a unified situation of one thousand books and one thousand people, which cannot arouse the interest of art students in learning. In particular, a series of "Metanarrative" and ideal beliefs about the Marxist world outlook and methodology, history, national conditions, etc. in the ideological and political course, the teaching content of Core Socialist Values and the acceptance and acceptance of art students are largely misplaced. In the era of new media, the decentralization and diversity of information dissemination, as well as the equal and open access to information resources, require that the teaching content of ideological and political teachers is closely related to the daily lives of art students. In short, in the context of new media, ideological and political course teachers must adjust according to the development characteristics of art students themselves, and improve the pertinence and effectiveness of ideological and political courses.

3.2 Challenges to traditional teaching models.

The "decentralization" of new media has affected the value choices and judgments of art students, and the multicultural ecology has caused extreme differentiation of the entire social value system. In this environment, the maintenance of the core value system is particularly important. The ideological and political classrooms in

universities play a very important role in maintaining the core value system of society. However, the fragmented information dissemination methods of new media have further exacerbated the difficulty of reasoning in the ideological and political classrooms, The most difficult thing in the world is to put one's own thoughts into the minds of others. College ideological and political workers are engaged in such work, and they need to design courses, reform teaching processes, and other methods to make this kind of thought grow from students' minds. At present, the teaching method of ideological and political classes in universities is mainly based on teacher explanations, and the assessment method for students is basically based on the grading model of "usual grades+final grades". The usual grades are mainly composed of "attendance+homework after class.

The final grade mainly examines some theoretical knowledge that needs to be memorized by rote. Although the proportion of each score in the assessment varies among different universities, it is generally similar. This teaching mode is completely different from the learning habits of art students. The practical operation of professional courses for art students in universities is relatively strong, and the curriculum and teaching environment are relatively flexible and free. Individual reasoning not only cannot stimulate the interest of art students, but also can easily lead to their exclusion from ideological and political courses.

3.3 The challenge of using new media

With the rapid development and comprehensive popularization of new media, public platforms such as Weibo and WeChat have enriched ideological and political theory courses in universities. However, due to the relative equality between students and teachers in information possession, the one-way teaching mode of ideological and political courses has also had a huge impact. Although many universities use new media technology to innovate teaching methods, Exploring the modern information technology and teaching methods of ideological and political courses, such as "micro courses", "MOOC", "knowledge classes", and "Flipped classroom", but generally speaking, it is still in the exploratory stage. Some colleges and universities even monitor the "head up rate" and "seat arrival rate" of the classroom through modern data analysis, but the effect is very small. Even the Yiban online learning platform, which is vigorously promoted by the Ministry of Education, faces enormous challenges in terms of its hematopoietic capacity and user stickiness compared to social network platforms such as WeChat and Weibo. These phenomena indicate that universities have not yet fully understood and applied new media in ideological and political education, especially how to form ideological and political courses through new media that are open in form and content A targeted and universally applicable teaching model has not yet been formed.

4. COUNTERMEASURES FOR THE TEACHING OF ART TH IDEOLOGICAL AND POLITICAL EDUCATION THEORY COURSES IN UNIVERSITIES UNDER THE NEW MEDIA

China has advocated financial inclusion for many years and has had difficulty in implementing relevant policies because of the lack of collateral, insufficient access to information, lack of concentration, low profitability and difficulty in controlling risk among its clientele. The lack of financial inclusion often leads to unbalanced allocation of financial resources and distorted allocation of resources. These problems can lead to the phenomenon of "elite capture" in the allocation of financial resources, thus further aggravating the problem of uneven economic development in China. Digital finance will help alleviate the difficulties in the development of inclusive finance. Digital finance can combine big data technology and financial innovation to solve the pain points in the development of inclusive finance: 1) analyze user needs through massive user data to provide micro and small enterprises and individuals with the financial products they need. 2) project the factors affecting users' credit through big data modeling and analysis and carry out targeted information collection behaviors based on user behavioral data on the Internet and solve the problem of insufficient information access for small and micro customers through big data storage (3) Through the advantages of big data storage technology + Internet, realize the online promotion of financial products, on the one hand, users can enjoy convenient financial services without leaving their homes, on the other hand, it can further expand the coverage of financial enterprises' services, and solve the problem of high operating costs of financial institutions due to the dispersed and non-concentrated distribution of small and medium-sized customers. (4) Through the analysis of big data, we can estimate the financing cost that users can bear and the profit of financial institutions, so as to achieve differentiated pricing strategy for users, which can alleviate the problem of high financing cost of users and maximize the profit of financial institutions.

4.1 The teaching content should be targeted.

Engels pointed out that "those who engage in activities in the field of social history are conscious, contemplating or acting with passion, and pursuing a certain purpose. The occurrence of anything is not without a conscious agenda or expected purpose. The teaching of ideological and political theory courses should be different in different departments and disciplines. The teaching of ideological and political theory courses for art students is different from that for students majoring in ideological and political science. Students majoring in ideological and political science are required to proficiently and systematically master the basic theoretical knowledge of Marxism, and the amount and depth of theoretical knowledge and reading are not the same. The teaching of ideological and political theory courses for art students cannot adopt the same teaching mode, but should combine the growth laws, ideological characteristics, and the particularity of ideological and political education laws of art students, and clarify the training objectives. The ideological and political theory textbook is essentially the education of values. The core of art student education is to shape people's hearts. Therefore, the training goal of the ideological and political theory course for art students is to give full play to the guiding role of Core Socialist Values in the creation of art works, and to dig deeply into the ideology, humanistic spirit, and moral norms contained in the Chinese excellent traditional culture in the process of art creation, Inheriting and innovating in accordance with the requirements of the times, creating portraits and composing music for the times, and promoting the dissemination of excellent traditional Chinese culture. For example, music majors adopt "one lesson, one song", art majors adopt "one painting, one lesson", and journalism and communication majors adopt teaching models such as "one lesson, one broadcast", integrating ideological and political art with artistic ideological and political education.

4.2 Teaching methods should be innovative.

Media scholars believe that "any discourse (theory) is both effective and ineffective, depending on its discourse adaptability." Therefore, the final acceptance of ideological and political courses by art students is the key factor determining whether a discourse in an ideological and political course is effective. Teachers of ideological and political courses should combine the practical and operational characteristics of art students' professional courses, appropriately utilize new media, and use the interpretation of art students to make the knowledge in books move. For example, in the course of Outline of Modern and Contemporary Chinese History, we can show the history of Ming Dynasty in the form of melodrama, or we can use video teaching and introduce the analysis of historical problems through subjective and vivid sense of scene to increase students' sense of experience.

In the course of "Ideological and Moral Cultivation and Fundamentals of Law", art students can be organized to shoot micro films and micro videos related to ideological and moral law, and some high-quality TV program segments can also be used as a starting point for a certain theoretical knowledge, such as "Focus Interview" In columns such as' Today's Statement ', it should be noted that when selecting images, try to choose image materials related to art students as much as possible. In the course of 'Situation and Policy', debate competitions can be used to clarify reasoning. In the course Introduction to Maoism and Socialism with Chinese characteristics, we can carry out teaching by comparing the political environment between China and the West in order to know ourselves and the other. Although the energy and time of teachers are objectively limited and cannot be strict with each ideological and political course teacher adopting different teaching methods for students in different disciplines, the ability to improve teaching methods and continuously inject new vitality into the teaching process should be maintained.

4.3 The application of new media should be practical.

In fact, no matter how modern information technology develops, ideological and political courses are only auxiliary tools. To fully leverage the rational effect of new media in just a few minutes of classroom teaching, ideological and political course teachers must establish a teaching concept of "content as the king, means as the auxiliary". Fully leverage the advantages of equal communication and resource sharing through new media, and utilize the teaching model of "traditional classroom+new media" to integrate multiple teaching elements such as images, text, video, and audio into ideological and political courses in universities, effectively enhancing the attractiveness of ideological and political courses. At the same time, utilizing the advantages of large information volume and timely information dissemination through new media, theoretical knowledge and social hot topics are combined to integrate classroom teaching into rich social information. Seize key time points, combine the characteristics of art students' majors and knowledge points of ideological and political courses, and fully utilize new media to stimulate the enthusiasm of art students. For example, on the occasion of National Day, art students can be organized to carry out online singing activities similar to "Youth, Singing for the Motherland". Each student can be actively involved in the mode of a department or class, and through original songs and new media, positive energy can be promoted, highlighting the main theme, Thus achieving personalized teaching in ideological

classrooms in universities.

4.4 Supply Chain Finance for Industry Chain Development

Supply Chain Finance is a financial institution that builds corresponding credit models based on the internal structure of the industrial chain of the real economy by analyzing the specific conditions of each company upstream and downstream of the industrial chain, analyzing the corresponding risks and designing financial services such as financing and wealth management. The core financing method is collateralized financing, which can be distinguished as accounts receivable financing, inventory quality pledge financing and prepaid accounts financing according to different collaterals. The generation of supply chain finance has well solved the financing difficulties of small and medium-sized enterprises in the upstream and downstream enterprises in the supply chain. It plays a very important role in realizing the upgrading of China's industrial structure and promoting the domestic economic cycle.

In the real business operation, the most difficult point in the implementation of supply chain finance lies in how to prevent and control supply chain risks and credit risks, and how to make the supply chain business run more efficiently. Financial institutions can take advantage of the information technology of financial technology to solve the difficulties in supply chain finance. The special encryption algorithm technology of blockchain is conducive to the encryption and verification of information between financial institutions and enterprises in the supply chain, and it can also be combined with the Internet of mixtures and cloud computing to realize the capital verification and control of collaterals in the cloud; after obtaining the loan, it can also real-time monitor the situation of enterprise repayment of the loan, and record the bad faith record of the enterprise that can not pay back the loan and share the information of the bad faith with the entire blockchain; share the information of collateral of bad faith enterprises in the supply chain, and accelerate the recovery of bad assets and the recovery of the credit risk of enterprises. The information of the collateralized items of the defaulted enterprise is shared in the supply chain to accelerate the turnover of non-performing assets.

5. CONCLUSION

Foreign Direct Investment (FDI) and international trade are inseparable components of the global economy. In the process of globalization, economic activities between different countries are increasingly interconnected. FDI refers to capital investment activities conducted by enterprises abroad to obtain high investment returns, develop new markets, or acquire advanced technology. International trade involves the exchange of goods and services between countries, creating trade opportunities due to the differences in market demand and supply. There exists a close connection and mutual dependence between FDI and international trade. Firstly, FDI can promote trade activities. By investing in establishing production facilities or subsidiaries overseas, multinational companies can more easily gain access to local markets and benefit from supply chain advantages. Secondly, international trade can also drive the development of FDI. Increased cross-border trade brings more market demand for businesses, prompting them to further expand their operations and engage in more investment activities. However, FDI and international trade also face challenges and barriers. Restrictions on capital flows, trade barriers, political risks, and issues of unequal distribution can negatively impact the connection and development of both. Therefore, formulating proactive policy frameworks and cooperative mechanisms to promote stable growth in international investment and trade is crucial. This includes advancing bilateral and regional agreements, reducing administrative barriers, lowering taxes, and encouraging innovation, among other measures. By conducting in- depth research on the linkages between FDI and international trade, we will be able to better respond to the challenges faced in the globalized economy and effectively promote the development of the global economy.

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