



RESEARCH ARTICLE

The Implementation Strategy of College Moral Education under the Background of Convergence Media

Xiong Dingyong^{1*}, Chen Pengyu², Yang Yonggang³

¹Shinawatra University &Sichuan Institute of Industry and Technology

^{2,3}Sichuan Institute of Industry and Technology

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ABSTRACT

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The objectives of this study are: 1.To explore the components of the implementation strategy of college moral education under the background of convergence Media. 2. To develop managerial guidelines to the implementation strategy of college moral education under the background of convergence Media. A mixed methodology research approach is utilized. The study surveyed 380 students and instructors from ten universities in Sichuan Province who are involved in the field of the moral education under the background of convergence Media. The sample size was determined using a statistical program and obtained through stratified random sampling method, resulting in a total of 380 participants. Data was collected using a semi-structured interview, a five-point scale questionnaire, and a focus group discussion. Exploratory Factor Analysis (EFA) was the statistical method used for data analysis. The findings of the study revealed that: 1. There are four components of the moral education under the background of convergence media which consist of the construction of campus culture, use the advantages of convergence media, changes in the way information is transmitted, diversified of students' ideas. 2. There are 9 managerial guidelines to the implementation strategy of college moral education under the background of convergence Media.

***Corresponding Author:**

pengyuchen613@163.com

1. INTRODUCTION

Moral education in colleges originated from the Confucian education thought in ancient China. After thousands of years of evolution and development, it has gradually formed a moral education system with Chinese characteristics. In different historical periods, the main contents and goals of moral education in colleges are different, but they all emphasize the moral quality, ideological and political education and the inheritance of excellent traditional culture. Since the reform and opening up, moral education in colleges in China is facing new opportunities and challenges (Wang Qingqing, 2024). On the one hand, the development of market economy and the advancement of globalization make college moral education face the test of diversified values; on the other hand, the state attaches moral education to universities, and moral education is gradually standardized and systematic (Zhu Tong, 2017). With the rapid development of new media such as Internet and mobile communication, moral education in universities in the era of convergence media arises at the right moment. In this context, moral education in colleges needs to adapt to the new media environment, use modern scientific and technological means, and innovate the form and content of moral education, so as to improve the effectiveness of moral education (Zhang Wensong. 2023).

Under the background of the media era, moral education in colleges is facing unprecedented opportunities and challenges. In order to improve the quality of moral education, China has introduced a series of policies to promote the application of convergence media in moral education in colleges and universities."Opinions on Comprehensively Deepening Curriculum Reform and

Implementing the Fundamental Tasks of Moral Education" clearly puts forward to further promote moral education reform and take moral education as the fundamental task of education work (Zhang Xiaoguang & Zhang Lili & Yang Wenqing. 2018)."Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students" emphasizes the need of using new media and new technological means to innovate the way of ideological and political education of college students. The Guiding Opinions on Promoting the Integrated Development of Traditional Media and New Media proposes to promote the integrated development of traditional media and new media, strengthen the guidance of public opinion, and spread positive energy."Opinions on Further Strengthening and Improving the Construction of Network Culture" stressed the need to strengthen the guidance of network culture and promote the integration of network culture and socialist core values (Gao Xiaoqian & Wang Jianhu & Zhang Jin. 2018).

Under the background of convergence media, the diversified information communication channels and the accelerated communication speed have brought great influence on the moral education in colleges and universities. With the diversified ways of information dissemination, the dominant position of moral education in colleges is challenged. Negative information spreads rapidly, which is easy to have a negative impact on the values and morality of college students (Chen Hui & Zhou Jie & Fan Lei. 2018). A wide range of channels for college students to obtain information, which leads to the content and form of moral education is difficult to meet the needs of students. Moral education is out of touch with the real life, and it is difficult to stimulate the moral consciousness of college students. The quality of the moral education team in colleges is uneven, which affects the development of the moral education work (Li Yaohai & Liu Nian & Huang Dongtao, etc. 2022). In conclusion, there has been great progress in the study of Moral education in colleges and universities, but not very fully, not thorough enough, the to explore the components of the implementation strategy of college moral education under the background of convergence Media, and to develop managerial guidelines to the implementation strategy of college moral education under the background of convergence media that is very necessary.

2. LITERATURE

The construction of campus culture

Jin Zhao.(2023).pointed out that colleges should make full use of convergence media resources, spread the content of moral education and innovate the forms of moral education through new media platforms such as microblog, wechat and short video. At the same time, combined with traditional media, such as campus radio, school newspaper, propaganda board, etc., to form a comprehensive moral education communication system.

Li Shuang.(2022).pointed out that moral education in colleges should not be limited to classroom teaching, but also emphasize practical education. Through organizing a variety of social practice activities, students can deepen their moral cognition and improve their moral quality in practice.

He She.(2023).pointed out that the moral education in colleges should closely revolve around the socialist core values, integrate them into the whole process of education and teaching, and guide the students to establish the correct world outlook, outlook on life and values.

Zhao Yu. (2023).pointed out that campus culture is an important part of college students 'life, which has a subtle influence on students' thoughts and behaviors. Strengthening the construction of campus culture is conducive to creating a good atmosphere of moral education and improving students' moral quality.

Use the advantages of convergence media

Zhang Yu. (2023). pointed out that with the help of the convergence media platform, universities can build a moral education model combining online and offline. Online platform can realize information sharing and interactive communication, and provide rich educational resources for moral education; offline activities can realize practical operation and emotional experience to enhance the effectiveness of moral education. Under the background of media, the content of moral education in colleges should keep pace with The Times, combine the characteristics of The Times, integrate the socialist core values, network morality and other contents, so that students can better meet the needs of social development. Use the convergence media platform to improve the information literacy and

technical ability of moral education teachers, and build a professional moral education team with a high sense of responsibility and mission.

Li Guang. (2023).pointed out that the convergence media can realize the instant dissemination of information, so that the moral education information in colleges can quickly cover a wide range of students. The convergence media platform can realize the interaction between teachers and students, between students and students, and enhance the participation and effectiveness of moral education.

Faye Wong. (2022).pointed out that the convergence media gathers all kinds of media resources and provides rich and diverse educational materials for moral education in colleges and universities. The convergence media platform can provide customized moral education content according to students' personalized needs to improve the pertinences of moral education.

Changes in the way information is transmitted

Zhang Shen. (2020). pointed out that under the background of media, moral education in universities should make full use of media resources and enrich the educational content. Through the introduction of online education resources and social media platforms, students are provided with a variety of moral education learning materials to enhance the attractiveness and effectiveness of moral education. Moral education in collegeshould adapt to the characteristics of the era of media and innovate educational methods. For example, to carry out online moral education courses, organize network theme activities, so that students can feel the charm of moral education in the participation, so as to improve the effect of moral education.

Li Yu. (2023).pointed out that in the era of convergence media, information communication is characterized by diversification and fragmentation. The accelerated speed of information dissemination and the wider source of information pose new challenges to the moral education in colleges and universities. The change of information dissemination mode has exerted a profound influence on the moral education in colleges and universities. On the one hand, abundant information resources provide more materials for moral education; on the other hand, requires moral education to keep up with The Times and improve the educational effect.

Wang Youyou. (2022).pointed out that social media platforms such as Weibo and Wechat should be used to spread moral education concepts and guide students to establish correct values.

Zhao and Chuang. (2021).pointed out that the moral education network curriculum and education APP are developed, so that students can learn moral education knowledge at any time on mobile devices, and improve the effect of moral education.

Diversified of students' ideas

Liu Qiang. (2019). pointed out that in the convergence media environment, students can have access to various types of information, which leads to the trend of diversification of their ideas. This is not only conducive to students to broaden their horizons and enrich their knowledge, but also easy to make them fall into the confusion of values. The network environment is full of all kinds of bad information, such as violence, false information, etc., which has a serious impact on the physical and mental health of students. At the same time, the complexity of the network environment also makes the difficulty of moral education in collegemore difficult.

Zhang Xiaoguang. (2020). pointed out that in the era of convergence media, students have diversified channels to obtain information, and they can choose the learning content according to their own interests and needs. This makes students' personalized needs in moral education become increasingly prominent. collegeshould strengthen value guidance, integrate socialist core values into moral education teaching, and guide students to establish correct values. At the same time, we should pay attention to students' personality differences, teach students in accordance with their aptitude, and help them establish a correct world outlook, outlook on life and values.

Wei Siyao. (2018). pointed out that collegeshould actively explore the new forms of moral education, such as the organic combination of moral education curriculum and practical activities, and the combination of online and offline, to improve the quality of moral education. At the same time, we should strengthen the construction of moral education teachers and improve their professional level

and service ability. colleges should pay more attention to network moral education, strengthen the construction of network civilization, and cultivate students' correct network literacy.

Chen Limin. (2017). pointed out that colleges should strengthen the communication and cooperation with parents, and pay close attention to the development of students' moral education together. Parents should pay attention to students' mental health, guide them to deal with interpersonal relationship correctly, and cultivate students' good moral quality.

3. OBJECTIVES

1. To explore the components of the implementation strategy of college moral education under the background of convergence Media.
2. To develop managerial guidelines to the implementation strategy of college moral education under the background of convergence Media.

4. METHODS

4.1 Research design

This study comprehensively explores the current situation and challenges of the implementation strategy of college moral education under the background of convergence media through three steps. First, the researcher conducted a content analysis of relevant literature, combined with qualitative research methods, and gained an in-depth understanding of the core variables of the implementation strategy of college moral education under the background of convergence Media through in-depth interviews with key information providers. Then, based on the variables obtained in the first step, the researcher designed a questionnaire as a tool for collecting data. Through a questionnaire survey among students and instructors majoring in the implementation strategy of college moral education under the background of convergence Media in 10 universities in Sichuan province, the researcher further explored and Validating key development components for the implementation strategy of college moral education under the background of convergence Media. Finally, the researcher used exploratory factor analysis (EFA) to analyze the collected data to clarify the core components of the implementation strategy of college moral education under the background of convergence media and develop targeted management guidelines accordingly.

4.2 Population and sample

This study focuses on students and instructors majoring in the implementation strategy of college moral education under the background of convergence Media in 10 colleges in Sichuan Province, with a total of 4020 people. According to the sampling formula of Krejcie and Morgan, 380 samples were finally determined to participate in this study. The samples were obtained through stratified random sampling method, which ensured the representativeness and diversity of the research sample.

4.3 Research instruments

In the first step of the research design, qualitative data were collected through a semi-structured interview form, which was designed to combine flexible exploration of preset questions and actual interview situations to gain an in-depth understanding of the core variables of the implementation strategy of college moral education under the background of convergence Media. Entering the second step, a questionnaire was designed based on the key variables obtained in the first step, and these variables were quantitatively evaluated through a five-point Likert's scale to ensure the systematicness and comprehensiveness of data collection. In the third step of the research, a focus group discussion format was used, and a specially designed discussion guide was used for in-depth exchanges, aiming to comprehensively collect insights and suggestions on the implementation strategy of college moral education under the background of convergence Media.

4.4 Data collection

The first step in data collection was to request permission from Sichuan institute of industry and technology for data collection. After obtaining approval, the researchers further sent detailed research plans and data collection requests to the 10 participating universities in Sichuan Province to ensure that each participating unit had full understanding and support of the research purpose and process. Subsequently, the researcher used an online questionnaire to distribute the questionnaire to the target sample group. During the qualitative data collection phase, in-depth

interviews with key informants were arranged via email and telephone appointments to ensure the depth and quality of the data.

4.5 Data analysis

This chapter presents an analysis of the data collected. First, through literature review, the researcher identified the concepts, principles, theories and related research related to the implementation strategy of college moral education under the background of convergence media of Sichuan universities, and formed a table containing 14 variables. Through content analysis, these variables were used to prepare a five-point scale questionnaire and the quality of the questionnaire was verified through content validity and reliability. In order to ensure the validity of the questionnaire content, the researcher sent the questionnaire to five experts for verification. Item-objective consistency (IOC) was used to evaluate the questionnaire items. The items with a score of 0.6 or above were retained, and finally a questionnaire with 14 items was obtained. The reliability of the questionnaire was tested by distributing 30 questionnaires to non-sample groups. Cronbach's alpha coefficient was 0.983, indicating that the questionnaire had high reliability.

Data analysis revealed four key components, including the construction of campus culture, use the advantages of convergence media, changes in the way information is transmitted, diversified of students' ideas. These components were obtained through exploratory factor analysis, and the result of KMO and Bartlett's sphericity test was 0.951, indicating that the data are very suitable for factor analysis. The loadings of each factor reveal the key variables of each component. For example, campus culture is described by 5 variables, with the largest eigenvalue being 86.224, explaining 80.753% of the total variance.

In summary, through in-depth data analysis, this chapter reveals the multi-dimensional composition of the implementation strategy of college moral education under the background of convergence Media, and provides solid data support for subsequent management guidance.

5. RESULTS

In the study of the implementation strategy of college moral education under the background of convergence Media, five key components were revealed through exploratory factor analysis (EFA), which deeply reflects the multi-dimensional characteristics of college moral education under the background of convergence media.

Table 1: Analysis chart of key dimensions and variables of the implementation strategy of college moral education under the background of convergence Media

variable dimension	Number of key variables	Eigenvalue and variance explanation	Factor loading range	Representative variables
The construction of campus culture	4	83.764, explaining 68.853% of the total variance, showing the core position of this component of college moral education under the background of convergence Media.	0.769-0.765, showing the close correlation of variables with this component.	"Innovate campus cultural activities" (maximum factor loading 0.769) and "Establish a moral education evaluation system." (minimum factor loading 0.765).
Use the advantages of convergence media	3	The maximum eigenvalue is 3.179, explaining	0.677-0.741, indicating that the variable is closely related	"Integrate moral construct the big pattern of moral education" (maximum factor loading 0.741) and "Strengthen the construction of moral education teachers and

		1.564% of the total variance.	to this component.	enhance the ability of education." (minimum factor loading 0.677).
Changes in the way information is transmitted	3	The maximum eigenvalue is 3.025, explaining 1.811% of the total variance.	0.748-0.870. It shows that Increase commodity screening efforts.	"Diversified communication channels" (maximum factor loading 0.870) and "Personalized information needs"(minimum factor loading 0.748).
Diversified of students' ideas	4	The maximum eigenvalue is 1.467, explaining 1.121% of the total variance.	0.715-0.813.The importance of Providing communication skills training was emphasized.	"Strengthen the development of teachers " (maximum factor loading 0.813) and "Pay attention to students' self-education and guidance" (minimum factor loading 0.715).

Through a detailed analysis of the above constituent factors, a comprehensive perspective on the the implementation strategy of college moral education under the background of convergence Media is obtained. The results not only provide collegewith a clear direction for the implementation strategy of college moral education under the background of convergence Media, but also provide scientific basis for formulating more effective the college moral education strategies and management guidelines.

Implement diversified selection strategies:

1. Adhere to the fundamental task of cultivating morality and cultivating people.

Education is the cornerstone of national development, and moral education is the soul of education. Always adhere to the fundamental task of cultivating people by virtue, moral education throughout the whole process of education, to ensure that every student can get all-round development in moral accomplishment, cultural accomplishment, social responsibility and other aspects.

2. Integrate media resources to enrich the content of moral education.

In order to improve the attractiveness and effectiveness of moral education, we should make full use of the advantages of integrated media, integrate online and offline education resources, and integrate rich moral education content. Through classroom, network, social practice and other channels, we provide students with rich and colorful moral education resources, so that students can enjoy the convenience brought by modern science and technology, and feel the profound connotation of moral education.

3. Expand the moral education channels and innovate the forms of moral education.

Actively build diversified moral education channels, including classroom education, network education, and social practice and so on. At the same time, combined with the characteristics of The Times, innovate the form of moral education, such as carrying out network moral education activities, organizing social practice activities, etc., so that students can enhance the awareness of moral education in practice, improve the effectiveness of moral education.

4. Strengthen the construction of teachers' ethics and give full play to the leading role of teachers.

Teachers are the backbone force of moral education work. Attach great importance to the improvement of teachers' moral education quality, and give full play to the leading role of teachers in moral education. By strengthening the construction of teachers 'ethics, teachers can become students' moral models and set a good example for cultivating students' moral character.

5. Carry forward the fine traditional Chinese culture.

Integrate the excellent traditional Chinese culture into moral education, and enhance students' cultural confidence and national pride through the study of traditional culture. At the same time, pay

attention to cultivating students' self-management ability, so that students enhance moral awareness in practice.

6. Strengthen mental health education and network construction.

Combine mental health education with moral education, and pay attention to the development of students' mental health. At the same time, the network platform is used to carry out network moral education activities, improve students' network literacy, and cultivate students' network moral consciousness.

7. Establish the moral education evaluation system and improve the mechanism.

In order to evaluate the students' moral education results scientifically, we improve the moral education evaluation system, establish the moral education research mechanism, strengthen the moral education research, and constantly improve the scientific and practical effectiveness of the moral education work.

8. Strengthen the construction of campus culture and social practice.

Through the construction of campus culture, to create a strong atmosphere of moral education. At the same time, organize students to participate in social practice activities, enhance students' sense of social responsibility, let students experience and feel the importance of moral education in practice.

9. Strengthen home-school cooperation and full participation.

Strengthen communication and cooperation with parents, and pay attention to the moral education of students. It is emphasized that all teachers and students should participate in moral education to form a good situation of full education.

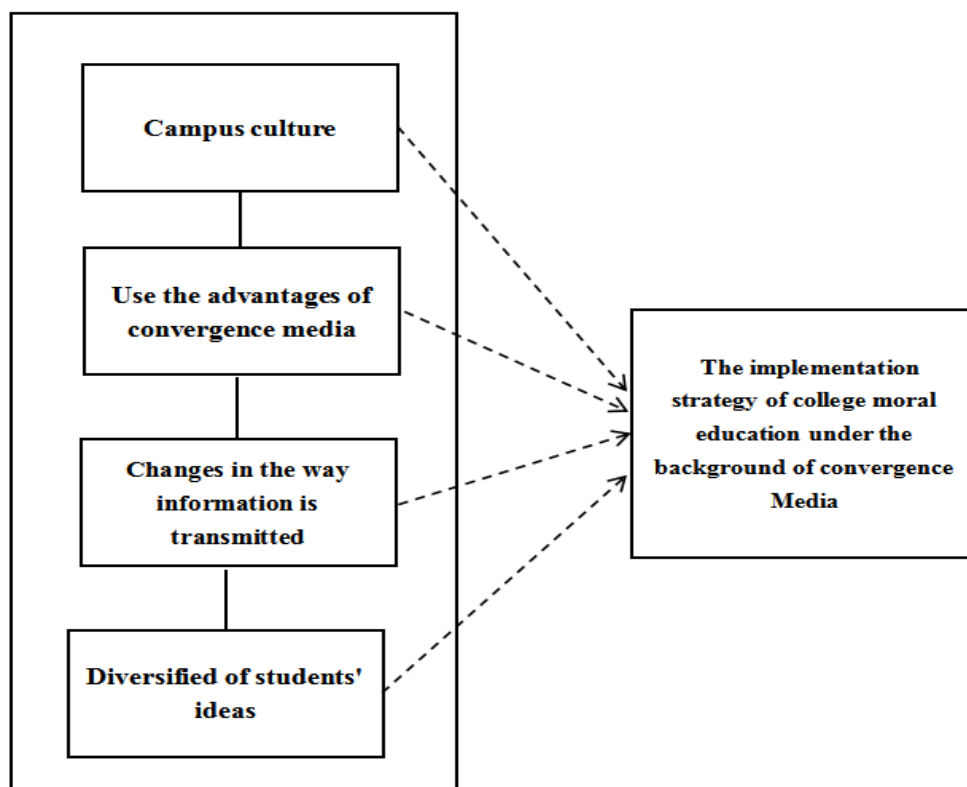


Figure 1: Shows components of the implementation strategy of college moral education under the background of convergence Media

6. CONCLUSION

Objective 1: To explore the components of the implementation strategy of college moral education under the background of convergence Media.

There are four components of the implementation strategy of college moral education under the background of convergence Media which consist of the construction of campus culture, use the advantages of convergence media, changes in the way information is transmitted, diversified of students' ideas.

The construction of campus culture: Innovate campus cultural activities, strengthen the construction of network moral education, integrate the traditional and modern educational resources, and establish a moral education evaluation system.

Use the advantages of convergence media: Innovate the moral education mode and integrate online and offline education resources, Integrate moral education resources and construct the big pattern of moral education, Strengthen the construction of moral education teachers and enhance the ability of education.

Changes in the way information is transmitted: Diversified communication channels, Real-time sexual information update, personalized information needs.

Diversified of students' ideas: Strengthen the construction of moral education curriculum system, strengthen the development of teachers, innovate the forms and methods of moral education, Pay attention to students' self-education and guidance.

Objective 2: To develop managerial guidelines to the implementation strategy of college moral education under the background of convergence Media.

There are 9 managerial guidelines to the implementation strategy of college moral education under the background of convergence Media:

1) Adhere to the fundamental task of cultivating morality and cultivating people

Education is the cornerstone of national development, and moral education is the soul of education. Always adhere to the fundamental task of cultivating people by virtue, moral education throughout the whole process of education, to ensure that every student can get all-round development in moral accomplishment, cultural accomplishment, social responsibility and other aspects.

2) Integrate media resources to enrich the content of moral education

In order to improve the attractiveness and effectiveness of moral education, we should make full use of the advantages of integrated media, integrate online and offline education resources, and integrate rich moral education content. Through classroom, network, social practice and other channels, we provide students with rich and colorful moral education resources, so that students can enjoy the convenience brought by modern science and technology, and feel the profound connotation of moral education.

3) Expand the moral education channels and innovate the forms of moral education

Actively build diversified moral education channels, including classroom education, network education, social practice and so on. At the same time, combined with the characteristics of The Times, innovate the form of moral education, such as carrying out network moral education activities, organizing social practice activities, etc., so that students can enhance the awareness of moral education in practice, improve the effectiveness of moral education.

4) Strengthen the construction of teachers' ethics and give full play to the leading role of teachers

Teachers are the backbone force of moral education work. Attach great importance to the improvement of teachers' moral education quality, and give full play to the leading role of teachers in moral education. By strengthening the construction of teachers' ethics, teachers can become students' moral models and set a good example for cultivating students' moral character.

5) Carry forward the fine traditional Chinese culture

Integrate the excellent traditional Chinese culture into moral education, and enhance students' cultural confidence and national pride through the study of traditional culture. At the same time, pay attention to cultivating students' self-management ability, so that students enhance moral awareness in practice.

6) Strengthen mental health education and network construction

Combine mental health education with moral education, and pay attention to the development of students' mental health. At the same time, the network platform is used to carry out network moral education activities, improve students' network literacy, and cultivate students' network moral consciousness.

7) Establish the moral education evaluation system and improve the mechanism

In order to evaluate the students' moral education results scientifically, we improve the moral education evaluation system, establish the moral education research mechanism, strengthen the moral education research, and constantly improve the scientific and practical effectiveness of the moral education work.

8) Strengthen the construction of campus culture and social practice

Through the construction of campus culture, to create a strong atmosphere of moral education. At the same time, organize students to participate in social practice activities, enhance students' sense of social responsibility, let students experience and feel the importance of moral education in practice.

9) Strengthen home-school cooperation and full participation

Strengthen communication and cooperation with parents, and pay attention to the moral education of students. It is emphasized that all teachers and students should participate in moral education to form a good situation of full education.

7. DISCUSSION

In the era of convergence media, the way and speed of information dissemination have undergone profound changes, which has put forward new challenges and opportunities for the moral education work in colleges and universities. Under the background of media, moral education in colleges and universities not only needs to inherit the traditional educational concepts and methods, but also should actively explore new paths and new modes to adapt to the characteristics of the new era, so as to promote the all-round development of students. The development of convergence media technology provides more abundant and diverse educational resources and forms for moral education in colleges and universities, such as online courses, micro-course videos, virtual reality experience, etc., which makes the content of moral education more vivid and intuitive. At the same time, social media platforms also build a bridge for the communication and interaction between teachers and students, promoting emotional resonance and value sharing. This is consistent with the theory of Zhang Hua (2020). However, the convergence media has also brought some negative effects, such as the bad information in the network environment may have a negative impact on students' ideas. Strengthen the spirit and guidance of the campus: strengthen the mission and vision of the school through the cultural symbols such as the school motto and the school song, and guide the students to establish the correct world outlook, outlook on life and values. Enrich the content of campus activities: organize diversified cultural and sports activities and social practice activities, such as cultural festivals, volunteer service projects, etc., so that students can feel the strength of the collective and cultivate a sense of social responsibility. This is consistent with the theory of Li Ming (2019). Create a healthy network environment: strengthen the supervision of the campus network platform, purify the network space, encourage teachers and students to use the new media platform to spread positive energy, and form a good network cultural atmosphere.

Through short videos, live broadcasts and other forms, the moral education content can be more vividly displayed, such as socialist core values and patriotism education, so that students are more likely to resonate. AR (augmented reality), VR (virtual reality) and other technologies are used to create an immersive learning experience and improve students' participation and learning results. Convergence media platforms, such as Weibo, WeChat and TikTok, have a huge user base. This is consistent with the theory of Wang Fang (2021). Publishing moral education content through these platforms can quickly reach more student groups. The network platform is not limited by time and space. Students can receive moral education information at any time and in any place, which improves the flexibility and convenience of moral education work. The interactive functions of the

convergence media platform, such as the comment area and the bullet screen, provide convenience for the communication between teachers and students. Teachers can timely understand the students' ideological trends and adjust their moral education strategies. Students can also express their views and suggestions through these platforms, forming a good interactive atmosphere and helping to build a harmonious campus culture. With the help of big data analysis, students can accurately grasp their needs and interest points, and push moral education content targeted way. Through the analysis of students' behavior data, the potential problems and risks can be found, and timely intervention measures can be taken to improve the effectiveness of moral education.

In the environment of convergence media, the content of moral education needs to be more close to students' real life, and pay attention to students' interests and hot issues. Through vivid and interesting forms, such as short videos, animation, interactive games, etc., to attract students' attention, improve the attractiveness and effectiveness of moral education. Make full use of social media, online education platforms and other new communication tools to build a diversified moral education communication channels. This is consistent with the theory of Chen Jie (2020). For example, moral education information will be released through campus microblogs and wechat public accounts, and online moral education activities will be carried out through the live broadcasting platform to enhance students' sense of participation and experience. In combination with the characteristics of convergence media, various teaching methods such as project-based learning, case analysis and role-playing are adopted to encourage students to actively participate in moral education practice and improve their moral cognition and behavior habits. The establishment of a scientific and reasonable moral education evaluation system not only pays attention to students' knowledge mastery, but also examines students' actual performance and social responsibility. This is consistent with the theory of Liu Ya (2020). Through the multi-dimensional and multi-level evaluation mechanism, to promote students' all-round development. Big data technology is used to analyze students' behavior habits and interest preferences, and realize the accurate push of moral education information. Through the personalized recommendation system, different student groups are provided with moral education content meeting their needs to improve the pertinency and effectiveness of information dissemination. Students are encouraged to share their moral education experiences and insights on social media to form a good online community atmosphere. Through the interaction between teachers and students and students, the transmission and influence of moral education information can be enhanced. Combining text, pictures, audio, video and other media forms, to produce rich and colorful moral education materials. Multimedia integration can not only enrich the expression form of moral education content, but also improve the readability and dissemination efficiency of information. Use the interactive function of the convergence media platform, collect students' feedback in time, and constantly optimize the content and method of moral education. Through the real-time feedback mechanism, it can quickly respond to the needs of students and improve the flexibility and adaptability of moral education.

8. RECOMMENDATIONS

Under the background of convergence media, moral education in colleges is facing new opportunities and challenges. With the rapid development of information technology, the traditional education model is gradually being replaced by more diversified and open forms. Integrating media technology not only changes the way of information dissemination, but also provides a broader platform and more diversified means for moral education in colleges and universities.

1) Use the convergence media resources to enrich the content of moral education

Information dissemination in the convergence media environment is characterized by immediacy, universality and interactivity. colleges can make full use of this advantage to release positive information, such as outstanding alumni deeds, social welfare projects, through new media platforms, such as official websites, microblogs and wechat social public accounts, so as to stimulate students' sense of social responsibility and moral feelings. At the same time, experts, scholars and industry elites can also be invited to carry out online lectures or live broadcast activities to broaden students' horizons and enhance the attractiveness of moral education content.

2) Build a moral education system combining online and offline education

In the era of convergence media, online education resources are increasingly rich, but offline practice is still an indispensable link. colleges should actively explore the moral education model combining online and offline education, such as organizing students to participate in volunteer service, social practice and other activities, and sharing their experiences through social media platforms, so as to realize the effective combination of theory and practice. In addition, schools can also build virtual reality (VR), augmented reality (AR) and other technology platforms to provide students with immersive moral education learning experience and enhance the educational effect.

3) Strengthen the interaction between teachers and students and improve the pertinency of moral education

The convergence media technology provides convenient conditions for the communication between teachers and students. Teachers can understand students' ideological dynamics and actual needs through online questionnaire, online discussion and other forms, and adjust the focus and methods of moral education in time. At the same time, students are encouraged to use social software to form learning * * and conduct in-depth discussions around specific topics to form a good learning atmosphere. In this way, it can not only increase the affinity and appeal of moral education, but also effectively improve its pertinency and effectiveness.

4) Strengthen the construction of teachers and enhance the ability of moral education

In the face of the new changes brought about by convergence media, colleges need to increase the training of moral education teachers, help them master new media technologies and methods, and improve their ability to use convergence media to carry out moral education. At the same time, teachers are encouraged and supported to participate in relevant scientific research projects, explore new models of moral education suitable for the actual situation of the school, and constantly promote the innovative development of moral education.

In short, under the background of convergence media, the moral education work in colleges is facing unprecedented opportunities. Only by keeping up with the pace of The Times and constantly innovating the ideas and methods of moral education, can we better cultivate talents in the new era with noble moral character and social responsibility.

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