

An Innovative Analysis of Ideological and Political Education of College Students in the We-media Era

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Abstract: With the rapid development of Internet technology, we-media, represented by microblog, Douyin, wechat subscription number, etc., began to enter the daily life of college students. We-media got rid of the normative shackling of traditional media, presented the characteristics of decentralization and strong interaction, and was deeply loved by college students, and brought profound impact on their thoughts and life. In this context, the ideological and political work of college students needs to be adjusted and innovated, not only to ensure the orderly progress of ideological and political work, but also to comprehensively improve the quality of ideological and political education work. In the era of we-media, the innovation of ideological and political education of college students should not only meet the needs of ideological progress of contemporary college students, but also cater to the characteristics of college students' interests and maintain their enthusiasm for learning. This paper will analyze the behavior characteristics of college students in the era of we-media, and discuss the innovative strategies that can be adopted in the ideological and political education of college students. This paper holds that the innovation of ideological and political education for college students, on the one hand, needs to improve the professional quality of college ideological and political educators, on the other hand, it should also improve the management ability of students themselves, not only to give play to the personalized dissemination of information from the media, but also to actively supervise the network public opinion environment of the university, so as to promote the growth of students.

Keywords: We media; College students; Ideology and politics; Educational innovation

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With the popularization of Internet technology and mobile terminal devices such as smart devices, college students are gradually becoming the main force among China's mobile phone netizens. The we-media represented by Weibo, Douyin and wechat subscription accounts create content based on college students' interests and hobbies, which will have a direct impact on college students' daily life and study. Various we-media brands and tools are emerging in an endless stream. In such an era of information explosion, college students can obtain information in quantity and spread efficiency rapidly. At this time, ideological and political education needs to be innovated and adjusted. It is necessary to give full play to the advantages of we-media in ideological and political education and comprehensively improve the effect of college students. It is also necessary to avoid the negative impact of we-media on ideological and political education of college students and improve students' self-management ability, so as to better promote students' healthy growth.

1. Analysis of college students' behavior characteristics in the We-media era

The discussion on the behavior characteristics of college students in the era of "we media" mainly refers to the analysis of the current situation and tendency of college students to use "we media", so as to help us improve ideological and political education more targeted and achieve educational innovation.

1.1 Analysis of current use of we-media

Through the investigation, it is found that many college students have their own self-media accounts. College students use we-media accounts frequently. The most popular we-media platforms are Weibo, wechat and Douyin, which account for almost 90% of college students. Moreover, college students prefer to use mobile phones to log in to these we-media platforms. Smart phones make it more convenient for college students to log in to and use the platforms, and they are almost not limited by time and region. It usually takes more than one and a half hours for college students to use the we-media platform every day, and more than half of them use the we-media platform several times a day.

1.2 Analysis of we-media usage tendency

College students like to use the we-media platform to obtain information very much, mainly because the we-media platform is not only efficient in information dissemination, but also has outstanding characteristics of individuality and diversification, which can fully meet the needs of college students. In addition, the content analysis of college students' use of the we-media platform shows that college students like entertainment news, shopping, food, hot news and other information. Many college students also like to share their favorite content of the we-media platform with their friends around, and also share their daily life on the we-media platform. It can also be seen that college students are not only concerned about their own daily life, but also like to look at the world to understand the society. Therefore, to carry out ideological and political education in the era of we-media, it is necessary to pay attention to the characteristics of students' information acquisition needs, rather than simply inculcate the content of textbooks.

2. Innovative strategies for college students' ideological and political education in the We-media era

Through the investigation and analysis of social literature, it can be found that the we-media platform will have a direct impact on the life and study of college students, and then affect the ideological and political education. To carry out ideological and political education by using we-media, it is necessary to create a good environment and order of public opinion and help students gradually improve their media literacy.

2.1 Renew backward educational concepts and improve the modernization level of educators

Ideological and political educators in colleges and universities need to abandon traditional and backward educational concepts and fully realize that we media, as the most popular modern technical means among college students, can become a new carrier of ideological and political education. We should make the we media platform play an educational role and seize appropriate opportunities to guide ideological education for college students. Make use of the free and personalized characteristics of we-media to carry out ideological and political education, to get rid of the shackles of indoctrination education mode, teachers and students should have equal communication and genuine dialogue with students. On the one hand, teachers need to start from themselves and improve their media literacy. They can use the we-media platform to create an advanced and modern image of educators and win the attention of college students. For example, teachers can build their own we-media platforms to regularly share interesting and valuable information to attract students' attention and learning. On the other hand, educators also need to participate in more media education activities, closely focus on the life of college students, and actively make friends with students, so as to improve their persuasiveness in the student group. For example, teachers can take the initiative to pay attention to students' we-media platforms, communicate with students online, and improve their familiarity with students, so as to carry out active education guidance.

2.2 Promote the improvement of students' ability and guide the scientific use of we-media

The ideological and political education of college students in the era of "we media" should cultivate students' good discernment ability, so that students can accurately analyze the essence of information in the "we media" platform and discard the dross information. Many we-media platforms contain political, economic, cultural and other content, which contains a lot of subjective content. When conducting ideological education, teachers should pay attention to guiding college students to learn to maintain an objective and neutral position when using we-media platforms, accurately identify the authenticity of such information in accordance with the principles of socialist core values, and at the same time have a sense of verification. You can't believe rumors. On the other hand, teachers also need to pay attention to guiding college students to use we-media to achieve self-perfection. There is a lot of entertainment information in the "we media" platform, but excessive entertainment is often not conducive to the growth of college students. Therefore, in ideological and political education, teachers need to guide students to re-establish the awareness of using "we media" and educate them to pay more attention to national development, politics and economy, so that students can get more information conducive to growth when using the "we media" platform.

2.3 Strengthen school supervision and guidance to help students achieve self-management

In the past, when colleges and universities carried out ideological and political education for college students, they were more likely to conduct ideological education and management of students in a compulsory way, and the school network was also supervised by setting up a forbidden zone, which would lead to more college students using the we-media platform of the mobile Internet to obtain information. This is not conducive to carrying out effective ideological and political education in the era of “we media”, so colleges and universities need to change the blockage into a thin, strengthen the ideological guidance of college students, rather than restrictions on behavior. On the one hand, colleges and universities can use mainstream ideas to guide the ideological growth of college students and help clarify false statements on we-media platforms by promoting authoritative information; On the other hand, colleges and universities should also play the role of outstanding student representatives, strengthen supervision and reporting of bad information in the we-media platform, and jointly create a positive environment for college students’ we-media. Such teaching methods can not only better improve the intensity of network supervision in the era of we-media, but also help students gradually develop good self-management habits and promote the healthy growth of students.

Conclusion:

In the era of we-media, colleges and universities need to improve their innovative understanding of ideological and political education, and combine the growth characteristics of contemporary college students. They should not only give full play to the advantages of advanced scientific and technological means such as media, but also avoid the shortcomings of these technical means. We should not only guarantee the free growth of college students, but also promote the healthy growth of college students under the guidance of correct ideas.

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