

Clever Use of Weibo Culture to Improve the Effectiveness of College Students' Ideological and Political Education Management

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Abstract : Weibo is a platform favored by college students, and it has a significant impact on college students' ideological and political education management. Therefore, teachers should be aware of the importance of microblog culture and make full use of it to carry out ideological and political education for college students. Management, cultivate the ideological and political awareness and moral quality of college students. Based on this, this article focuses on the use of Weibo culture to improve the effectiveness of college students' ideological and political education management, and provides a reference for the development of related research.

Keywords : Weibo Culture; College Students; Ideological and Political Education Management; Effectiveness

In the new era, it is very important to strengthen the ideological and political education and management of college students. From this analysis, teachers should strengthen the ideological and political education management of college students, make full use of the microblog culture, gradually improve the learning level of college students, ensure the quality and actual effects of ideological and political education management, and use its unique educational advantages and values. Fully manifest it, let college students be nurtured by ideological and political education, cultivate college students' ideological and political awareness and moral quality, allow college students to establish correct and reasonable values, and promote the healthy development of college students.

1. Analysis of the influence of Weibo culture on college students' ideological and political education management

1.1 Contribute to innovation in ideological and political management

In the current process of ideological and political education for college students, teachers will choose to launch it on the Weibo platform, which meets the actual educational management needs of our country and is also a comprehensive innovation of ideological and political education management. In the past education and teaching process, it is difficult to apply to the Weibo platform. In this situation, teachers should rely on the unique advantages and characteristics of the Weibo platform to implement innovations in working methods and methods according to the actual preferences of college students, ensure the efficient development of ideological and political education activities for college students, and gradually improve the quality of ideological and political education management. And the actual effect, to ensure its smooth deployment on the Weibo platform.

1.2 Contribute to improving the effectiveness of college students' ideological and political education management

Weibo is a platform favored by college students, mainly because the information dissemination speed in this platform is relatively fast. Weibo can deliver diverse and rich information to college students in a relatively short period of time. In the process of ideological and political education and management of college students, Weibo has unique characteristics, which can ensure the efficient development and implementation of ideological and political education and management activities. With such factual and hot event information, the efficient implementation of college students' ideological and political education can be ensured, and

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ideological and political education can be improved. Education quality and effectiveness.

1. 3 Contribute to improving the ideological and political level of college students

Under the new environment, the public's ideology is gradually improving, and technology has changed the public's daily life to a large extent, and has brought many influences to the study and life of college students. Regarding Weibo, college students often use this platform, which is the main force of the Weibo platform. For students in college, they are very fond of being exposed to new things. Weibo culture is a more magical culture, which can add more fresh power to the daily life and study of college students. College students mainly live in a networked environment. For example, when teachers improve the ideological and political level of college students, they should explore the development trend suitable for college students, realize the innovation of the ideological and political education concept, and promote the modernization and development of college students' ideological and political education in the direction of modernization and networking.

2. Measures to improve the effectiveness of ideological and political education and management of college students by clever use of Weibo culture

2. 1 Innovative ideological and political education methods

In the current ideological and political education management work for college students, if teachers want to make full use of the microblog culture, they should realize the innovation of educational methods and methods. The methods and methods used are not determined by the teachers' thoughts and opinions, but to realize the reform of the policy system, understand and study the actual learning situation of college students, and clarify the actual development trend of today's society. With the continuous spread of Weibo, teachers should realize the innovation of ideological and political education methods, keep pace with the times, and avoid ignoring the innovation of methods and methods in a relatively short period of time because of unsatisfactory educational results. From this analysis, teachers should continue to innovate in accordance with specific conditions when guiding students, attach importance to the cultivation of college students' practical level and ability, and attach importance to the cultivation of high-quality talents. In actual communication with students, teachers should pay attention to the penetration of microblog culture, ensure information dissemination, improve the effectiveness of ideological and political education management, and allow college students to engage in ideological and political curriculum activities and master more knowledge and skills.

2. 2 Enriching the content of ideological and political education

In the past ideological and political education process, teachers would follow the course content to teach and teach, but the content is relatively simple and boring, it is difficult to attract the attention of students, resulting in many college students not interested in learning this aspect of knowledge. At the same time, the interaction between teachers and students is not enough. The teaching of teachers is limited to textbooks, and certain aspects of the expansion are ignored, resulting in low reliability and pertinence. Under this circumstance, teachers should make full use of the Weibo platform in actual teaching to ensure the actual speed of information dissemination, so that the information content can be updated in time. In this way, the actual scope of ideological and political education for college students is broadened, and ideological and political education is realized. Diversity and richness of educational content. For example, in the actual teaching, teachers should infiltrate the microblog culture in the ideological and political classroom to realize the real-time transmission of knowledge and information, and allow college students to conduct inquiries and analysis on specific information content. In such a process, teachers should attach importance to the guidance of college students and guide them to establish the correct three views. It not only makes the ideological and political classroom activities more flexible, but also full of fun, which drives the learning autonomy and enthusiasm of college students.

2. 3 Exploring the microblog culture in depth

When college students' ideological and political education and management work is actually carried out, teachers should conduct in-depth and comprehensive exploration and exploration of Weibo culture, and attach importance to the cultivation of students' media literacy, so that both parties can achieve a high degree of compatibility. Therefore, in the current ideological and political education, colleges and universities can strengthen cooperation with People's Daily Online, Xinhua News Agency, etc., to popularize relevant knowledge points in majors or ideological and political courses to college students. In addition, colleges and universities should deal with and solve the specific problems of college students. For example, the topic of emotion and interpersonal communication is regularly launched in Weibo. In this situation, teachers should strengthen guidance in accordance with the problems faced by college students, and give full play to the teacher's guiding role. Relying on this method, it lays a good foundation for the application of Weibo culture in colleges and universities, provides sufficient help and guidance for it, guarantees

the wide application of Weibo culture in ideological and political education, and gives full play to its unique advantages and value come out.

2. 4 Strengthen the management of microblog culture construction

In the current process of ideological and political education, if teachers want to ensure the quality and effect of ideological and political education for college students, they should make full use of the microblog culture. In this situation, the microblog culture belongs to the trend culture, and it has an important influence on the construction of campus culture. In this situation, new network technologies should be used in the ideological and political education of college students. For colleges and universities, they have begun to build a Weibo network platform, but how to store enough information on such a platform has become a hot event. Whether it is the development of universities or the development of college students, it is very critical. The microblog culture in the campus has unique campus characteristics, allowing college students to have rich and diverse learning resources, and teachers should rely on the microblog platform to lay a good foundation for the formation of the three views of college students and point out the actual direction for their development. A special microblog culture should be formed in colleges and universities, to create a relaxed and good network space for college students, to ensure a good combination of ideological and political education and college students' study and life, so that the distance between the two parties will continue to shrink. At the same time, the network environment in colleges and universities must be purified to promote the healthy growth and all-round development of college students.

3. Conclusion

All in all, in the microblog culture environment, it is very important to ensure the full development of the ideological and political education and management tasks of college students. In the current ideological and political education, teachers not only carry out theoretical education for college students, but also analyze the actual education and teaching situation at the current stage to ensure the implementation of the actual education goals and give full play to its guiding role. It belongs to thinking. The foundation of political education. When teachers give practical guidance to college students' ideology, awareness and employment planning, they should reflect the unique advantage value of Weibo culture to ensure that it plays an important role in ideological and political education management activities and promote the overall development of college students.

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