

# Research on the Platform Construction of WeChat Carrier for Ideological and Political Education of College Students

Hong-Bo XIU

College of Automobile & Civil Engineering, Beihua University, Jilin 132013, China.

**KEYWORD:** WeChat; Ideological and political education; Platform construction

**ABSTRACT:** The WeChat is the new information dissemination channels, which has some merits to the traditional propagate to ideological and political education in university, such as more professional, more flexible and suitable for students. In the paper, public elective WeChat platform was constructed as well as its realization of the module is given with some text descriptions to relative ideological and political education. and it approves that WeChat platform meets functional demands and performance demands by analyzing test results. In the end, it expounds the results achieved in the development and it proposes improvement direction for WeChat's further development.

## 1 GENERAL INSTRUCTIONS

With the rapid development of online media and the popularity of smart phones, mobile Internet has become the primary means of communication of people, WeChat consists of ten of its convenience and real-time as the mobile phone network APP leader. WeChat college audience gradually increased, in this context, the ideological and political education workers should explore the functions and features of WeChat, micro letter as a carrier of ideological and political education to make up for the deficiencies of traditional carriers to play its positive role. Micro-Letter (English name: wechat) is Tencent in January 2011 launched a 21 provides instant messaging services for free Intelligent Terminal application.

WeChat software attached to smartphones, can also use the website on your computer. Traditional SMS messaging, can only send text and picture messages, and the price is a little expensive, but QQ communications and slightly monotonous and boring, WeChat support for voice chat, real-time intercom, instant video, text and image features such as group chat, breaking operators boundaries, opening up a new vision communication network, meet people in communication and interaction, while a strong show of WeChat function and good privacy.

Innovative mode of communication. WeChat mobile communications not only inherited the tradition of sending text, but also opened up a new mode of voice messaging, and introduced real-time intercom, make the cell phone walkie-talkie. This innovation changed the text communication no emotion defects, so that people in the use of mobile communication software, the perfect combination of the three graphic sound. WeChat in October 2014 launched a small video capabilities, WeChat users can send small video, support for sending the chat box and circle of friends, anytime, anywhere to share in front of the world. WeChat group chat function to facilitate the formation of micro-Friends of the interest group or groups exchange group, group owners can choose a chat group of friends to help communicate with each other and share resources.

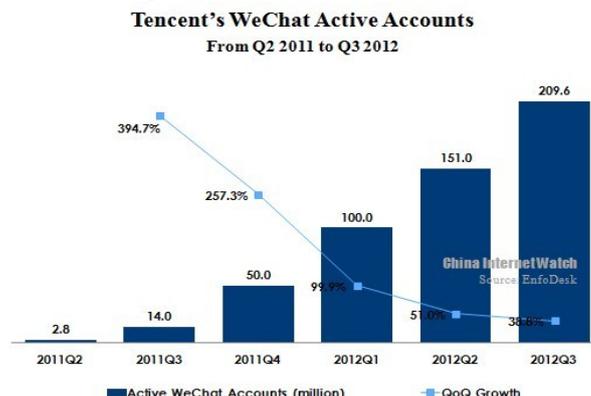


Figure 1. Tencent's Wechat active accounts from Q2 2011 to Q3 2012

The new free experience. WeChat software itself does not charge any fee, all fees for the Internet traffic fees charged by the operator, and WeChat flow of small consumption. Operators to launch WeChat flow exclusive package of business, for the majority of WeChat enthusiasts to provide greater convenience, especially for college students almost no income, WeChat communication is the best choice. WeChat support used in wifi environment, free wifi area, the use of WeChat chat is completely free, WeChat on the iPhone, Android, Symbian, Windows Phone, BlackBerry and other mobile platforms can be used, and provide a multilingual interface, making WeChat maximize been accepted.

The new free experience. WeChat software itself does not charge any fee, all fees for the Internet traffic fees charged by the operator, and WeChat flow of small consumption. Operators to launch WeChat flow exclusive package of business, for the majority of WeChat enthusiasts to provide greater convenience, especially for college students almost no income, WeChat communication is the best choice. WeChat support used in wifi environment, free wifi area, the use of WeChat chat is completely free, WeChat on the iPhone, Android, Symbian, Windows Phone, BlackBerry and other mobile platforms can be used, and provide a multilingual interface, making WeChat maximize been accepted.

Circle of acquaintances and strangers ring binding system connections. WeChat low registration threshold, using a mobile phone number, QQ number, and mail and other ways to register, WeChat users through phone contacts, QQ friends automatically import, or search for micro-signals, etc. Add the familiar friends, but also by finding nearby people search radar friends, shake and drift bottles Add unfamiliar friends. Add a friend WeChat WeChat so that the diversity of users growing circle of contacts, promote the combination of network of acquaintances and strangers network, expanding the user's WeChat circle of friends, to enhance the ability to WeChat users of dating.

## 2 POLITICAL AND IDEOLOGICAL EDUCATION OVERVIEW

Ideological and political education is the ideological and political education through some form of education means to meet the target conduction ideas social development required, political views, ethics, etc., to have a good process of ideological and moral qualities. In this process, educators need to choose some form of education, such as political theory, visits, activities of social practice, cultural construction and through these forms interact with the object of education, which is a form of ideological and political education carrier. Ideological and political education carriers have different characteristics at different angles, the paper carrier of ideological and political education and ideological and political education system in the perspective of other factors distinguish, summarize its characteristics.



Figure 2. WeChat platform features functional partitioning interface

Objectivity and subjectivity. Ideological and political education carrier material-based, it is an objective, not a subjective creation thereof, requires a certain material basis, which reflects its carrier objectivity. Ideological and political education as a human body, can subjectively choose any suitable carrier of ideological and political education, so the carrier is a subjective activity. Both objectivity and subjectivity closely indispensable, reflected in the determination and

application of ideological and political education in the process of the carrier. As a WeChat mobile applications, is an objective reality, people can be active and play operation, reflecting the objectivity and subjectivity coexist.

Practical and developmental. Ideological and Political Education Carrier is a product of social practice, with outstanding practicality. Continuous social development and progress, ideological and political education carrier also constantly improve the development. WeChat through numerous experiments and tests to promote the use of the product of practice. In the wave of development of the times, the WeChat continuous innovation to meet the new requirements of people with developmental.

Bearer and conductivity. Political and Ideological Education to be able to carry the ideological and political education of many factors to interact and contact for conduction provides the premise and condition. Various independent factor when ideological and political education began interacting conduction begins. Educators only through the ideological and political education carrier in order to carry out the conduction of the educated, complete ideological and political education purposes and tasks. WeChat itself as an intermediary, only to be mastered by educators to host a factor of ideological and political education, the educational practice of the educated.

### 3 EXTENSIVE MICRO LETTER WILL HELP IMPROVE THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION

Rich WeChat audience resources, including not only large-scale dissemination of information in the community, including small-scale exchange of information of individuals, WeChat information publishers and the audience can also be converted into each other to further expand the audience. Extensive use of WeChat WeChat audience of college students ideological and political education to make educated in number, scope and level are improved. Since the WeChat network transmission, no time and geographical constraints, can be anywhere on the educated ideological and political education. Strong interaction ideological and political education to get a good spread, and increase the influence of ideological and political education.



Figure 3. Ideological and Political Education chat interface

Micro letter to the authority that is to the center, is an important feature WeChat, mainly refers to the propagation of WeChat, the "voice" of equality, so that the information WeChat spread to a certain extent to ensure the authenticity and independence. "In the ideological and political education, the object of education is the dual identity of unity for educators teaching activities, educational subjects showed identity object side ..... In an interview, the practice of ideological and political education process in his capacity as the main object of education arose, he consciously and dynamically in order to understand the perspective of the main practical activities of educators expressed its significance to their own perception, interpretation of diagnostic schema, select, within education who passed the ideological and political education, and through their own practical activities to practice the ideological and political education has behavioral instruction significance. "letter using micro ideological and political education, ideological and political workers is no longer irrefutable authority and control were two sides to each other That is education Zheyi is educated, can fully mobilize the initiative of the educated, so that affinity ideological and political education gradually increase.

Communication principles to the ideological and political education process, mainly refers to the practice of educators and education targets both emotional interaction information, two-way communication. Communication can enhance feelings of educators and educated, enhance mutual trust, reduce conflict and mistrust each other, make educators and educated thought to reach a consensus, and gradually help the educated within the ideological and political education into personal good quality, maintain a healthy state of mind.

WeChat is a digital transmission, transmission speed, time-sensitive, less restrictive factors. WeChat real-time contribute to the political workers in the first time to understand the dynamics of university students, educated with communication. Educators use communication skills to be flexible, so that the content of education successfully be educated to accept.

Environment is a necessary condition for the formation of personality, personality is at any certain environmental impact formation. Ideological and political education environment, refers to the ideological and political education faced by the surrounding around the object of education, and its impact on the objective facts. Marx's analysis of utopian socialists and the French materialists on the role of the environment in the formation of personality is said: "..... people to create an environment, the same environment created man" in the ideological and political education, ideological and political education and environmental impacts of the individual role is a dialectical unity. Anonymous use of WeChat, WeChat users can hide their true identity, freedom of expression and promote harmony. WeChat anonymous, thus enabling educators and educated ideological and political education to achieve barrier-free exchange interaction in micro-letter. Equality of ideological and political education environment conducive educated explain their true views; to reduce its equity educated exclusion and resentment, play a catalytic role for the implementation of the ideological and political education. Educators and educated in the micro channel were good interaction, promote sound development of equality ideological and political education environment.

Enhance the ideological and political education in the use of WeChat performance

Ideological and political education workers as the main ideological and political education, should have sufficient capacity to manage the WeChat, learning and practice, improve professional level, we are committed to building a strong ideological and political education team. Micro letter as ideological and political education carrier has its unique advantages, but equal voice WeChat weakened subjectivity status ideological and political education of educators, while generally acquire the rate of ideological and political workers to the WeChat use is not high, it is difficult to fully play the advantages of micro-letter, ideological and political education should improve their "micro-ability" to grasp the initiative.

Ideological and political education workers, charged with the ideological and political education of college students glorious mission. Students use WeChat free speech, virtually forming a unique sound and strength. Ideological and political education should adapt to the times, adapt to the propagation of WeChat complex, and the use of its advantages to promote the innovation and development of ideological and political education. Ideological and political education should strengthen the WeChat support awareness, establish WeChat carrier status and function of ideological and political education, and continuously improve the ability to use ideological and political education theoretical level and support to strengthen the WeChat dissemination of information understanding and assessment of power.

From the foregoing it can see the spread of WeChat complexity and unpredictability. Ideological and political education should pay close attention to students as well as WeChat dynamic overall trend and seize the ideological and political education situation, to avoid negative factors. Engels pointed out: "Nothing is fixed and unchanging, but everything is in motion, change, generation and disappear." WeChat the flow of information and the ideological and is constantly changing. By sharing circle of friends, college students ideological and political workers to understand this phase of trends and issues of concern, found that adverse effects, should take appropriate measures to produce their adverse consequences to a minimum. State analysis of college students, College Students extent of absorption of the ideological and political education, and through the WeChat dynamic Undergraduates analysis summary, improved dissemination of the contents and forms of communication, the progressive development of innovation, the ideological and political education more in line with demand from students to achieve good educational purposes.

#### 4 CONCLUSIONS

WeChat since launch in 2011, was quickly accepted and recognized. "You WeChat today it?" A moment become the buzzwords. I am in of college students conducted a questionnaire survey found that college students, most people use WeChat micro letter to the students to provide a more convenient way to communicate, enrich the university students learning and entertainment, has become the main way college students get information one. Students due to its own values has not been determined, resolution information is poor, it is difficult to resist the false information and online fraud on the WeChat is not conducive to the healthy physical and mental development of college students. Micro-letter ease and convenience of interaction of the micro channel to meet the ideological and political education support features, extensive WeChat, go authoritative, real-time and anonymization, it has the advantages of ideological and political education carrier. In this context, the ideological and political education workers should actively use micro letter carrier, ideological and political education function, help students out of the woods, to achieve a more comprehensive development. Today has been part of the political workers in the micro channel as a carrier of ideological and political education, the spread of ideological and political education information, the use of WeChat public platform and a circle of friends already have some achievements, but not controllable WeChat, information WeChat flow waterfall and ideological and political workers are not high quality so that micro letter to the carrier of ideological and political education has certain limitations. Ideological and political education efforts should be made from the build WeChat ideological and political education of new system to enhance the ideological and political education in the WeChat use ability of college students use WeChat correct guidance and create a WeChat carrier good ideological and political education environment these four aspects, so that WeChat become ideological weapon in the hands of political educators, the better for the ideological and political education services to help students better and more comprehensive development.

#### 5 REFERENCES

- Sun Fulin need Implication of Marxist Theory of the essence of Nanjing Institute of Politics, 2004 (06): 12 to 18.
- Li Li, Li Chaomin The Construction of the WeChat platform of Moral Education Academic Forum, 2014 (08): 162-167.
- Wang Hongtao, Xu Yanhong, Zhu new use of the WeChat to carry out ideological and political education practice and exploration of Industry and Science Forum 2014 (13): 146-148.
- Jin Fang Investigation micro letter on the Ideological and behavior of Hefei University, 2014 (05): 100-105.
- Bai Hao Hao Jingjing application of WeChat public platform in the field of higher education in the Chinese education information, 2013 (4): 78-82.
- Zeng Hui, I was happy, Chen Retrospect and Prospect of Ideological Education Carriers ideological education research, 2014 (10): 17-26.
- Zhuhui Juan of "micro" perspective of ideological and political education communication mechanism innovation microprobe Students theory GUIDE, 2013 (07): 88-91.
- Cho Chang, Yang Ling, Man Wang status of public service platform for the development of WeChat and Countermeasures of University Library Library, 2014 (2): 61-67.
- Zhangwei Gui, Li Ziwei, Wang Feifei Mental Health Education of College Students Based on positive qualities and the intervention of Chongqing Technology and Business University, 2012 (3): 156-160.