

# Research on Innovative Thinking of Ideological and Political Education of Universities in the Era of Micro Media

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**Keywords:** Ideological and political education, Micro media era, Wechat, Microblog

**Abstract:** In the era of micro media, micro-blog and WeChat have become the main social media for college students, which have brought opportunities and challenges to ideological and political education workers in universities. To ensure the effectiveness of ideological and political education, ideological and political education workers must keep pace with the times. We should strengthen micro media communication, conduct micro media activities, enhance micro media quality and construct micro media platform to innovate ideological and political education methods.

## 1. Introduction

Micro media mainly refers to the promotion medium of the individual, such as micro-blog, WeChat, micro film, micro radio and so on. Especially the popularization and application of software to micro-blog and WeChat as the representative, has greatly promoted the information acquisition and social behavior, identity, geographical boundaries and convenient, the people was weakened and fuzzy, communication is no longer time from the objective factors such as the center, the world becomes very small. And the college students are at this age. The emerging culture form, transmission mode and life form characterized by fragmentation, fragmentation, fragmented and instantaneously led by micro media have redefined our lives in a subtle way. Compared with traditional media, information released by micro media is not only official or formal, but also personal users push and forward comments in a timely and rapid way. The mode of communication rapidly covers many audiences, and it has a wide impact on other people's ideology and behavior. Among them, after the release of WeChat public number, publishers can accurately know the effect of information dissemination through the reading rate and sharing rate displayed behind the background, and the information arrival rate is very high. My words, instant vivid pictures or video, compared to traditional media need to spend more time reading a text report, micro media resources for college students in the information explosion times more willing to choose fast. The micro media represents a kind of civilian culture which is close to the civil situation, a grass root culture in the era of elitist. For example, micro communication can express serious and formal topics in a humorous way, and break through the conventional way of political communication. Users can communicate or share their experiences, feelings and feelings at any time in the easy and easy language or with a vivid and short video on the Internet. Emotional needs are also greatly satisfied. This is also the main reason that the micro media is favored by the young people.

## 2. Positive Functions of Micro Media on Ideological and Political Education of Universities

In the micro media era of college students, actively contact new things and new ideas, no longer limited by teachers in the classroom teaching in the traditional books or acquire knowledge learning, fast and convenient to obtain all kinds of information through the mobile client and the mobile network, greatly broaden the knowledge of students, enrich the students' knowledge, exercise can judge right and wrong. On the other hand, the virtual network can speak freely, so that college students can participate in political affairs, whenever and wherever possible the social hot topics, ideals and beliefs of the categories discussed in view of social life, improve their participation, enhance the master consciousness, micro instant media of information dissemination to enhance the

efficiency of education. In the first time, micro media can send accurate and valuable information to the audience to avoid the negative effects of information attenuation or delay. Teachers can select positive energy information that helps students understand the society correctly, and transmit them to the target group, and guide them correctly, enhance communication between dots to effectively improve the efficiency of education. The traditional ideological and political education, to collective meetings, individual talk, making publicity column as the main form of activity, which controls the content and information education completely by the counselor or relevant departments of the school, sometimes to influence and control the political tendency and ideological attitude, will even take block message or consciously convey specific information. The way, make students completely passive from information and education content of school counselors or unilateral, this way of education, students tend to resist, it will seriously affect the enthusiasm of the students, the education effect is not just passable. The convenience and spacetime of micro communication can effectively promote the development of social public welfare and arouse the enthusiasm of college students to participate in public welfare or social mutual assistance activities. Students use fingertips to complete an easy job to do act and allow them to love relay, keenly aware of everyone can use love and kindness to create value, return to society. At the same time, college students can also be the initiator, executor and supervisor of public welfare activities, which fully stimulated their participation enthusiasm and moral autonomy, and enriched the way of micro commonweal activities.

### **3. Negative Functions of Micro Media on Ideological and Political Education of Universities**

The effect of micro media network wealth phenomenon, impetuous, vanity, and other psychological students curry favor by claptrap, the wealth as personal value and successful logo to show off, distortion of the university students' Outlook on life and social values. Reading behavior has a negative impact on the cultivation of College Students' cultural accomplishment. The popularity of mobile reading makes college students' reading places, reading carriers and reading ways greatly changed. College students to read in their leisure, boring and waiting time pieces, unable to focus in depth, thus forming a kind of superficial reading habits, just look at the picture does not look at the text, look at the title does not look at the content, easy to appear one-sided understanding, with the inertia of thinking. This is convenient for reading the traditional reading needs your breath meditation pose a threat to the vision of university students myopia, knowledge accumulation shallow, deviate from the core values. The construction of policies and regulations is relatively lagging and the information filtering network is missing, which leads to low, vulgar, or even false statements that cannot be suppressed. The ability to identify weak students, easy to network group psychological about giving up their own rational judgment and joined a motley crew. However, extreme, manic, irrationality, and irrational emotions are incited by the ulterior person, which can easily induce violent behavior and harm the public security. Micro media makes the habit of college students rely on network communication, weakens their ability to communicate with people face to face, and even form fear of strangers, forming social barriers, which will have a serious impact on social employment in the future. WeChat control or micro-blog control in college students is too dependent on online social networking tools, it is also prone to delusion, virtual life as a real life, easy to ignore the colorful world, thus affecting the development of physical and mental health.

### **4. Strategies of Ideological and Political Education of Universities in the Era of Micro Media**

#### **4.1 Strengthen Micro Media Communication**

In the era of micro, micro-blog, WeChat, because of its "amiable and easy of approach", has become the contemporary college students every day to pay more attention to the media, many college students all-weather WeChat online, keep contact with the circle of friends and their mood whenever and wherever possible, as well as music, pictures of their love, their concerns, and to share with friends. Ideological and political education workers should be opened WeChat public account,

or to establish a school official micro-blog, added to the student's "circle of friends", by micro-blog and WeChat, to understand the thoughts and behaviors of students', they touch the passions, and through interaction, help students to solve the puzzle of life, let the student realize the sincere care the counselor, won the trust of students, and in the light of its general trend, targeted dissemination of the contents of Ideological and political education of college students, the ideological deviation, strengthen college students' socialist ideal and belief. We should make use of all kinds of opportunities and occasions to form life scenes and social atmosphere conducive to foster and carry forward the socialist core values, so that the influence of core values is as ubiquitous and endless as air. College Ideological and political workers should be good at mining micro example of college students, namely setting up typical examples in the students. Through WeChat or micro-blog platform, to publicize the party's advanced thought students and campus are energy information, or by voice and picture contact the students to set up their own class; the WeChat platform, you can through the school counselor WeChat notice and pushed to the individual activities, let micro-blog, WeChat really play a role as a bridge to communicate the ideological and political education workers.

#### **4.2 Conduct Micro Media Activities**

Campus network public opinion is often reflected by the micro-blog or WeChat of college students. Counselors should actively participate in the discussion of micro-blog or WeChat in college students, occupy the new position of ideological education, understand and grasp the trend of campus network public opinion. The specific approach is to focus on those who can have a certain influence on the campus public opinion direction of grassroots leaders, timely understanding of their mental state, public opinion trends and understand the real-time monitoring network, to give appropriate guidance when necessary, to ensure that the campus network public opinion control, and toward the healthy and positive direction. Micro-blog and WeChat are a platform for interactive communication between people and people. Information can not only be transmitted in one way, but also can be responded to in time. In the process of information transmission, there will be a transmission way of "fission circulation". Just like cell division, information will soon be replicated, diffused and responded, and form public opinion in a short time. People have a herd mentality, so when people find their views or at a disadvantage in the minority groups, often with the opinions of the majority, or shake their point of view, this will seriously restrict the penetration of college network public opinion has the integration, feedback adjustment, education, motivation and conduction of forecasting and decision making the auxiliary function. Counselors can also use WeChat's function to do data mining, analyze students' preferences according to their frequent places, and strengthen their interaction with corresponding scenarios, corresponding topics and realities. It can also make use of the hot recommendation function of WeChat, find the social hot spots and campus hot spots that students care about together, and do in-depth analysis and interaction through practical educational activities.

#### **4.3 Enhance Micro Media Quality**

College Students' use of micro-blog WeChat has been irresistible. College Ideological and political education workers should use positive attitude to guide college students to improve their media literacy, and correctly use micro-blog, WeChat and other self-media. First, to guide students through micro-blog, WeChat access to news and information, such as professional knowledge and positive energy to convey useful information; secondly, micro-blog WeChat communication information is false, instructors should guide students to improve the ability of screening information, so that students are not false information to confuse, and consciously resist the adverse impact of information. To improve their ability to deal with the network. Media literacy is a kind of discrimination of the correct application of the new media ability and knowledge model, through education and life experience knowledge structure gradually established media to get information and independent judgment of the value of the information, is the complexity of media information query, evaluation, choose to understand the expression ability of speculative strain is. A kind of learning ability for all citizens. Many western countries have introduced media literacy education into the formal education system. From primary school to university, there are corresponding educational

contents, which enable students to understand the media from childhood, identify and judge information, and use media to learn for themselves. China's colleges and universities should vigorously promote media literacy education, and introduce media literacy education courses into the university education system, combined with the strength of universities, which is one of the most effective and scientific methods to solve the problem of College Students' media literacy. University counselors should also improve their media literacy and micro-blog WeChat and other new media skills, to better interact with students, and use college students' favorite form to carry out ideological and political education. During setting up, we should adopt a combination of practical courses and multiple theoretical education courses. At the same time, the school can also promote college students to set up a correct new media concept by holding lectures, thematic salons and other activities.

#### **4.4 Construct Micro Media Platform**

Universities can cater for college students' preferences for new media, encourage grass-roots party and League organizations to open WeChat public numbers, build a network virtual organization community platform, organize multi form theme activities, such as red theme micro video contest, online reading micro essay contest, etc. In the interaction of the new activities, students can deepen their understanding of the theme of activities and play the role of ideological leadership. In addition, colleges and universities can also use micro platforms, advocating the "micro public welfare" activities and promoting the spirit of young volunteers. For a long time, the group of students believe that public welfare is an activity involving units or enterprises, very far away from themselves. The Communist Youth League volunteer service can use the micro signal or the micro-blog platform, launched the volunteer activities of different themes, to participate in public welfare activities become a habit, transfer "in the spirit of the students in water wears through a stone. Counselor, ideological and political teachers can take the initiative to open personal WeChat public number, setting up the theme plate, regularly publish relevant core values of learning materials, notes, pictures, videos, research papers and other information, to seize the micro position with positive sound and advanced culture". At the same time, we can create different WeChat groups for different types of students, such as graduate group, college student cadre group to establish situational virtual communities, and communicate with students in a purposeful way, and enhance students' sense of belonging.

#### **5. Conclusion**

Micro media era brings opportunities and challenges to the ideological and political education work, the ideological and political education workers must have a clear understanding, and to keep pace with the times, actively innovate education mode and open education ways, to cope with the challenges of new era, to improve the effectiveness of Ideological and political education of college students.

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