Research on the Effectiveness of Ideological and Political Education and the Setting of "Micro Content" in Colleges and Universities Based on "Easy Class" Platform

Dong Long

Zhuhai College of Jilin University

cpcimeici2018@163.com

Keyword: "Easy Class"; Ideological and political education in colleges and universities; Effectiveness; Setting of "Micro Content"

Abstract. Aim is to study the effectiveness of ideological and political education and the method of setting up micro-content in the "Easy" platform. Method is to analyze the key points of the effectiveness of the "Easy" platform in the ideological and political education in colleges and universities and setting method of the "micro-content" are analyzed through the literature analysis method and inductive method. It is found that the construction of the "Easy Class" platform for ideological and political education in colleges and universities should adhere to the concept of comprehensive science, profound theory and integration into life, and insist on relevance, interaction, affection and complementarity. Conclusion is the "Easy Class" platform is currently a high-quality network education platform with mature development, great influence and smooth operation in China. It has been widely welcomed by teachers and students of all colleges and universities. It mainly relies on online media and has gathered a large number of excellent educational resources。It has a well-established class management model and various scientific and sound management systems, which plays an important role in the ideological and political education of colleges and universities. For further enhancing the effectiveness of ideological and political education, colleges and universities should make full use of the "Easy Class" platform and its advantages of openness, efficiency and convenience, combining the characteristics of contemporary college students with the shortcomings in traditional education. Strive to conform to the trend of the times via establishing effective concepts such as scientific concepts, seeking basic theoretical guarantees, and actively integrating into real life. With the powerful system of "Easy Class", we will continuously improve the attraction and influence of ideological and political education, and fundamentally enhance the pertinence and effectiveness of ideological and political education.

Since the launch and implementation of the "Easy Class" platform, it has caused extensive discussion and great repercussions among the major universities in the nation, and has achieved remarkable results which have played an important role in the development of ideological and political education in colleges and universities. It actively integrates the two dimensions of network informatization and college ideological and political education management, continuously enriches educational content, expands educational media, and enhances educational influence. In the meanwhile, it strives to innovate and optimize management concepts, management methods and mechanisms to truly make colleges and universities ideological and political education breaks away from books and breaks through the limitations of classroom space to gradually moves towards society. Besides, it also promotes the transition of ideological and political education in colleges and universities from a single form to a pluralistic form, allowing students to transform from passive learning to active learning. It fundamentally strengthens the timeliness and convenience of information exchange, draws the distance and emotion between teachers and students and students. Also, it has built a network interactive platform with resource sharing and participation, which satisfies the practical needs of current ideological and political education in colleges and universities.

The Method of Strengthening the Effectiveness of Ideological and Political Education in Colleges and Universities Based on the "Easy Class" Platform

① Comprehensively establish scientific concepts

1. Ideology

Contemporary college students are the backbone of the great national rejuvenation of the Chinese dream and vital to the future development of our country. As a major network platform for college teachers and students to promote the party's policies, lines, strategic guidelines, and practice socialist core values, and to carry out ideological and political education, "Easy Class" platform must also stand with the Communist Party and the people for construction and development. Adhere to the basic moral bottom line of Marxism, socialism with Chinese characteristics, and maintain the mainstream ideology of the society, we should eliminate all other thoughts, political systems, and partial speech that are not conducive to China's development, and ensure the healthy development of ideological and political education in colleges and universities.

2. Human service concept

As the virtual community of large-scale online education, the most important value and function of "Easy Class" is to provide high-quality and efficient services for teachers and students, and meet the actual needs of them to improve the efficiency and quality of higher education. Therefore, the construction and development of "Easy Class" should be closely related to the daily study life, hobbies and other characteristics of current college teachers and students, especially contemporary college students, and thus enhance the level of love and dependence of college teachers and students on "Easy Class".

3. Constant innovation Concept

Innovation is the driving force for ensuring continuous improvement and the basis for promoting development. The creation of "Easy Class" is also an important innovation for the ideological and political education of colleges and universities. To realize the sustainable development of "Easy Class", we also need the idea of continuous innovation and the persistent spirit of continuous exploration. In the modern network society, the most striking feature is the rapid speed and diversity of various aspects. Specifically, the technology is changing with each passing day, the demand is increasingly diversified, and the values and cultural forms are diverse. Under such an environment, "Easy Class" should positively respond to the rapidly developing society, actively conform to the development of the times, and keep up with the mainstream rhythm. On the basis of adhering to the essence of tradition, we should open up, absorb, innovate and transcend to fully realize interface design of the system, content layout, communication and work forms, etc. Improve the overall efficiency and quality of ideological and political education based on "Easy Class" platform.

4. Concept of cooperation

From the perspective of its own fundamental attributes, "Easy Clsss" belongs to the group network virtual communication space, which is the main platform for colleges to carry out network ideological and political education. Compared with the traditional college ideological and political education in the past, the most significant advantage of the "Easy Class" system is that face-to-face communication is not required as in real life, only communication through computers. And this is also the special communication method of "physical absence" in "Easy Class". Body is also a kind of action system and practice mode except a simple physical entity. Therefore, "Easy Class" system can break through the limitations of time and space, enabling education to achieve inter-temporal and two-way interaction. In addition, there's existence of student information fraud, deliberate avoidance, and hidden emotions in college network ideological and political education, In response to these problems, we should combine the ideological and political education in the daily life with "Easy Class" in the development of ideological and political education in colleges and universities, to form a virtual and realistic collaborative education model, and jointly promote the all-round development of ideological and political education in colleges and universities.

②Actively integrate into real life

1. Create a rich and standardized "Easy Class" culture

Firstly, create brand culture. We should focus on its distinctive characteristics and advantages, design special signs, simple but powerful propaganda slogans, and songs that are easy to sing each other for "Easy Class". Secondly, we must create content culture. The setting of the content theme of "Easy Class", the layout of the content, the location of each module, etc. should be designed according to the principle of mutual unity and coordination. That is to ensure the coordination and unity of science and art, the coordination and integration of guidance and pluralism, the harmonization of inheritance and innovation, and thus make it more attractive and stimulating. Finally, to build an institutional culture, relevant departments should pay more attention to the construction and development of the "Easy Class" system culture, formulate detailed rules and regulations, and clarify the relevant laws and regulations. The language should be standardized, meticulous and accurate, which can reflect the seriousness and authority of the law, the scientific and rigor of the system for laying a solid foundation for the benign development of the "Easy Class" education in colleges and universities.

2. Fully embody the guiding function of the subject

The important subjects in the development of "Easy Class" stability and long-term development generally include government departments, relevant departments of universities, full-time and part-time staff of ideological and political education, etc. Actively play the role of the controller and the manager's own functions, establish a network management team to avoid the occurrence of information such as stolen information, complicated information, insufficient information, etc. It is fundamentally ensured that the forward guidance and healthy and safe environment of ideological and political education in colleges and universities will be smoothly carried out on the "Easy Class" platform. Social intellectuals, academic authorities, college counselors, and university cadres are key components of the "Easy Class" communication subject. Therefore, it is necessary to clarify one's own identity and reflect the positive energy efficiency of opinion leaders. Expand the scope of information dissemination and deepen the level of communication and extend to all corners via the influence of their status, sufficient contacts, and the high trust of others. For college students, they are the largest participants in "Easy Class" system. Not only master the work system of "Easy Class", but also strictly manage, constrain and constantly improve them. They should treat problems with dialectical thinking, maintain a calm and rational attitude, conscientiously obey specific management systems, standardize their own network language, consciously resist bad information, and promote the stable and healthy development of "Easy Class" through our own practical actions.

Micro-content setting of college ideological and political courses based on "Easy Class" platform

①The micro-content setting of ideological and political courses in colleges should be implicitly related

In order to carry out education and teaching via "Easy Class" platform, the agreement and balance in the systemic and holistic content of the fragmentation, fragmentation and ideological affairs of the network micro-content must be found for the ideological and political courses in colleges. It is necessary to display the micro-content form of the ideological and political course in colleges and universities that is suitable for the learning of "Easy Class" platform, and not to cut the integrity and coherence of the classroom teaching of the ideological and political course. So, it is required to design the micro-content of the ideological and political course in colleges and universities to be "shaped and gather together". That is to say, the micro-content of the ideological and political course is in the external form as a relatively fragmented "knowledge particle", but on the other hand, and there is a grass-grey-like main line of knowledge logic between the seemly distinguished "knowledge particle". The main thread of the knowledge content of these volcanic veins is extracted, correlated and integrated in the students' learning, and finally forms a relatively complete

knowledge content system through "Easy Class" platform.

②The micro-content setting of college ideological and political courses should reflect the interactivity

"Easy Class" learning platform is the product of the Web2.0 era. Interactivity and participation are its important functions, and it is also the main magic weapon to attract students to learn in "Easy Class". For this purpose, the ideological and political education based on "Easy Class" platform should establish a "user-centered" education concept in the network era, and actively take the learning style of "participating in learning" and "sharing learning" to carry out ideological and political courses in colleges and universities. The micro-content setting of the ideological and political course in colleges and universities which is probable for "Easy Class" should be replaced or changed by the trend and time, and reflect the interaction and participation between teachers and students, students and students during the learning process of "Easy Class" platform.

③The micro-content setting of ideological and political courses in colleges should give prominence to emotions

It is believed by the humanistic learning theory also that sensible needs and emotional domains are the essential factors for understanding human's learning behaviors. Pursuing a higher level of emotional experience can be the motivation source of motivation for learners to learn. For attracting students, the micro-contents of the ideological and political education based on "Easy Class" platform must be able to satisfy the students' online access to knowledge information and also obtain rich emotional experiences. Studies have shown that the learner's emotional experience can be divided into the emotional experience of the instinct level (the experience that the learner is stimulated by the senses such as vision and hearing during the learning process), the emotional experience of the behavioral layer (the experience of the interaction between the learners during the learning process), and the emotional experience of the reflective layer (the experience of the learner's thinking activities such as thinking during the learning process). The micro-content setting of the ideological and political course in colleges can carry out the conscious emotional design based on the characteristics of the above emotional experience, and then enhance students' interest in "Easy Class" learning. In the design of "Easy Class" micro-content based on the emotional experience of the instinct layer in the ideological and political course, condiment on the scenes, sound effects, pictures and other factors can be taken to stimulate the emotional experience of students in their instincts except setting appropriate micro-content knowledge information.

④The micro-content setting of ideological and political courses in colleges should include the complementarity

The ideological and political course micro-content promoted by the "Easy Class" platform contains the features include "short" (short time required to learn or browse the micro-content), "small"(the theme shown in the micro-content presentation is relatively small), "little"(micro-content contains relatively less knowledge and information), "concision" (simplified form of micro-content presentation) and its own characteristics. That is, the micro-contents of the ideological and political courses in colleges and universities on "Easy Class" platform should "keep the initial heart", and always focus on the education and teaching of ideological and political education in colleges and universities. Therefore, we must circumvent the disadvantages include "decentralization" of Internet micro-content in the Internet era, the requirement of network communication is almost "zero threshold", and the lack of "gatekeeper" in the content of communication. We must adhere to the micro-content put on "Easy Class" platform to serve the education and teaching of ideological and political education in colleges and universities. The micro-content on "Easy Class" platform and the class teaching content of the ideological and political course in colleges should be parallel. They should complement each other.

Conclusion

"Easy Class" platform is currently a high-quality online education platform with mature development, great influence and smooth system operation in China. It has been widely welcomed

by teachers and students of all universities. It mainly relies on online media and has gathered a great number of excellent educational resources. It has a perfect class management mode and various scientific and sound management systems, which play an important role in the ideological and political education of colleges and universities. To further enhance the effectiveness of ideological and political education, colleges and universities should make full use of "Easy Class" platform and its advantages of openness, efficiency and convenience, combining the characteristics of contemporary college students with the shortcomings in traditional education by comprehensively establishing scientific concepts, seeking basic theoretical guarantees, and actively integrating into real life, strive to adapt to the trend of the times. With the powerful system of "Easy Class", the attraction and influence of ideological and political education will be continuously improved, and the pertinence and effectiveness of ideological and political education will be fundamentally enhanced.

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