

Opportunities and Countermeasures of Higher Vocational Ideological and Political Education in the Era of WeChat

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Abstract. With the gradual development of the related work of the new curriculum reform in China, parents of students pay more and more attention to the cultivation of students' comprehensive quality. To a certain extent, this also improves the requirements of Higher Vocational Education in China. Ideological and political education, as an important part of teaching content in Higher Vocational colleges, plays a very important role in the establishment of students' own values and future career development. At the same time, the rapid development of modern media industry represented by WeChat has also brought new opportunities and challenges to the ideological and political education in Higher Vocational colleges. Therefore, how to combine WeChat with ideological and political education in Higher Vocational Colleges to improve the efficiency of Ideological and political education has become one of the concerns of the majority of Ideological and political education workers.

Keywords: Higher Vocational Colleges; Ideological and Political Education; Teaching Methods; Opportunities and Challenges.

1. Introduction

With the emergence and rapid development of WeChat, people's daily life and communication have undergone tremendous changes. With the continuous deepening of its role in daily life, WeChat has been applied in more and more fields. In the process of carrying out ideological and political education in Higher Vocational colleges, the rational use of WeChat as a new way of communication can effectively close the relationship between teachers and students, so that teachers can understand students' learning needs and formulate appropriate teaching strategies. This is not only conducive to the development of Ideological and political education in Colleges and universities, but also can truly realize the important role of Ideological and political education in guiding students to grow up. However, as far as the current situation of Ideological and political education in Colleges and universities in China is concerned, there are still some problems that limit the improvement of its specific teaching quality. Therefore, the following specific exploration is made on how to rationally use WeChat to promote the development of Ideological and political education in Colleges and universities, with a view to providing reference and guidance for the actual teaching work.

2. The Characteristics and Functions of WeChat

As a new type of social tool, WeChat has brought earth-shaking changes to people's daily life. It also brings challenges to people's daily communication while closely communicating with each other. Therefore, the following is to analyze the characteristics and functions of WeChat itself in order to explore the application methods of WeChat in the process of Ideological and political education in Colleges and universities.

2.1 Characteristics of WeChat

WeChat is a real-time communication social software launched by Tencent. People can communicate real-time information through the platform of WeChat and transmit corresponding text, pictures, videos and other media files. In addition, to a certain extent, WeChat replaces the original telephone call mode. Users can make corresponding voice and video calls through the platform of WeChat, which greatly facilitates people's daily life and communication, but also brings certain impact to the original social way [1].

2.2 The Function of WeChat

As mentioned above, as a real-time social communication software, the core function of WeChat is to carry out daily social activities through the WeChat platform. Therefore, it includes social channels such as circles of friends and public numbers, which gradually integrate into people's daily life while keeping people's daily social activities close. In addition, with the rapid development of the electronic payment industry, WeChat has also introduced the new payment method of WeChat Wallet for everybody to make daily offline payment.

3. The Dilemma of Ideological and Political Education in Higher Vocational Colleges in China

3.1 The Content of Ideological and Political Education is Divorced from the Reality of Life

As far as the daily teaching content of Ideological and political education in higher vocational colleges is concerned, its main teaching direction is to introduce to students some policies and policies pursued by our government. In addition, it is to introduce to students some great decisions in the history of our country. This part of the teaching content is out of line with the daily life of students in Higher Vocational Colleges in our country. In this part of the teaching content, there is a serious lack of corresponding interest in learning, which not only causes the students to gradually have a negative mentality towards the ideological and political education teaching in Higher Vocational colleges, but also has a very negative impact on the teachers to carry out the corresponding teaching work [2].

3.2 The Status of Students as the Main Body of Teaching has been Neglected.

At present, the main orientation of students in Higher Vocational Colleges in China is to prepare for their future career planning. Therefore, many students have not paid enough attention to the ideological and political education and teaching in Higher Vocational colleges, which has led some teachers to gradually neglect the main position of students in the teaching process, and blindly infuse students with cramming knowledge in the classroom. Students' acceptance of teaching content and acceptance situation are not considered. In addition, the current ideological and political education teachers and students in Higher Vocational Colleges lack effective teaching interaction. In the classroom teaching is often only to select a few students to answer questions, but students do not understand their own learning needs. Therefore, the teaching objectives and teaching strategies formulated by them do not meet the current recipient ability of students in higher vocational colleges, which not only guides to a certain extent. As a result, it is difficult for students to understand the teaching activities carried out by teachers, and they gradually lose their original interest in the ideological and political education in Colleges and universities.

3.3 Students Lack Interest in Learning

As mentioned above, most of the teaching contents of Ideological and political education in Higher Vocational Colleges in our country are programmatic policy documents which are out of line with students' daily life, which makes it difficult for students to arouse their due interest in the corresponding teaching contents. At the same time, the students' learning ability in higher vocational colleges is relatively poor. Therefore, in the process of carrying out the ideological and political education content of pure culture courses, they often raise their due interest in the introduction of relevant policies in China, which is also one of the important reasons for the difficulties in carrying out ideological and Political Education in Colleges and universities.

4. The Opportunities of WeChat for Ideological and Political Education in Colleges and Universities

As an instant social communication software, WeChat has gradually integrated into many areas of people's daily life while facilitating people's daily life. Therefore, the following is a concrete analysis

of the opportunities that WeChat brings to the ideological and political education in Higher Vocational colleges, so as to lay a solid foundation for the exploration of practical application methods.

4.1 Optimizing the Teaching Environment of Ideological and Political Education in Higher Vocational Colleges

As mentioned above, WeChat can draw the distance between teachers and students, and enable teachers and students to have more daily teaching interaction. In this way, teachers can get closer to students' daily life and acquire students' actual teaching needs, so as to carry out targeted ideological and political education teaching, and truly realize the important role of Ideological and political education in students' daily life and future development. Ideological and political teachers in higher vocational colleges can communicate face to face with students through micro-letters in the course of daily teaching activities to understand the actual learning needs of students. More importantly, they can close the relationship between themselves and students in this way, so that students gradually lose their resistance to ideological and political education in Colleges and universities, and carry out the next thoughts for teachers. We should lay a solid foundation for political education and teaching.

4.2 Innovation of Ideological and Political Education Method in Higher Vocational Colleges

In the traditional process of Ideological and political education in Higher Vocational colleges, teachers often only inculcate students with cramming knowledge, and the content of Ideological and political education teaching is mostly dull, which makes students gradually react against the content they want to learn in the daily learning process and loses their interest in learning the content of Ideological and political education. Through the new social platform of WeChat, teachers can use words, videos and pictures to teach students in various forms, so as to make the content of Ideological and political education more intuitive, mobilize students' enthusiasm for learning, but also make students more intuitive sense of the importance of Ideological and political education, so as to help students face up to ideological and political work. Governing education is a teaching subject [4]. Counselors can communicate with students in a disciplined way through WeChat in the process of daily teaching activities, which increases the teaching interaction between teachers and students, so that teachers can clearly understand the actual learning needs of students. In addition, the rich ideological and political education resources on the WeChat Public Signal can also add many different learning pleasures to students.

4.3 Widening the Channels of Ideological and Political Education in Colleges and Universities

As mentioned above, teachers can have face-to-face communication with students in the process of carrying out ideological and political education in Colleges and universities, so as to truly understand the actual needs of students. In addition, teachers can also understand students' opinions on current issues and discuss them with students in the process of communication, so as to truly realize the teaching interaction between teachers and students. WeChat itself has a rich educational function, such as public number, which can also spread certain ideological and political education resources for students, which also helps teachers to carry out ideological and political education teaching work laid a solid foundation. Students can make full use of the time after class to preview the contents of in-class education in advance. On this basis, teachers can concentrate on answering questions for students in class. While improving the efficiency of teachers' teaching work, they can help students develop good habits of self-learning, so as to truly realize the ideological and political education in Higher Vocational Colleges and guide students to establish correct values. The important role of this aspect.

5. Application of WeChat in the Development of Ideological and Political Education in Higher Vocational Colleges

5.1 We can Pay Attention to the Circle of Friends and Grasp Students' Ideological Trends.

As mentioned above, WeChat Friendship Circle as a demonstration of students' own living conditions, teachers can obtain students' most authentic ideological dynamics in this way. And on this basis, teachers can formulate corresponding teaching strategies, according to the students' most real learning needs, introduce some current issues of interest to students, and as a starting point, guide students in the ideological aspects, help students gradually establish a correct value outlook, and truly play the ideological and political education teaching work in Higher Vocational Colleges in students' generation. The important role on the road of growth and talent [5].

5.2 We can use WeChat to Guide Public Opinion

As an important social communication software in people's daily life, WeChat is also an important channel for people to get information. Ideological and political educators in higher vocational colleges can use this feature of WeChat to publish some teaching contents and excellent articles related to it in their daily circle of friends, and encourage students to read more relevant teaching resources. Guiding public opinion in this way is like students unconsciously feeling the importance of Ideological and political education.

5.3 We Should Improve the Quality of Political Educators in Higher Vocational Colleges

As a product of the development of electronic information age, WeChat has certain requirements for its users and usage methods. This requires the ideological and political educators in Higher Vocational Colleges to constantly improve their teaching quality in daily life and keep in line with the development of the times. Through contacting network teaching resources in daily life and displaying them to the students through the platform of WeChat, students can use WeChat to carry out independent learning after class, combine teaching after class and give full play to the thinking of Higher Vocational colleges. It is hoped that the teaching of political education will play an important guiding role in guiding students to establish correct values. In addition, ideological educators can also use the rich media of WeChat to introduce the corresponding teaching content to students through video, pictures and text, or use the hot issues of the current society as a starting point, so that students can discuss in groups and share the discussion results in the form of papers with you, which can not only be in a certain process. To stimulate students' personal thinking, can also unconsciously arouse students' enthusiasm for ideological and political education learning, and put them into relevant learning activities in a more active and full state.

6. Conclusion

In summary, with the gradual development of the new curriculum reform in China, parents of students have put forward higher requirements for the comprehensive quality of students themselves. This requires teachers in Higher Vocational Colleges to pay more attention to students' ideological and political education in the process of teaching. At the same time, ideological and political educators in higher vocational colleges should make full use of WeChat, an instant messaging software, to understand students' daily learning needs and ideological trends, and reasonably formulate teaching strategies, so as to truly play the important role of Ideological and political education in guiding students to establish correct values and grow into talents.

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