Innovation of Ideological and Political Education for College Students in "Micro Era"

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Abstract: In the era of rapid innovation, China's Internet development is accelerating at top speed, followed by the great changes in the diverse sectors. At present, people's daily work and life have entered the micro-era. Nevertheless, the Internet is regarded to be a double-edged sword. It brings people convenience, but it causes some negative effects as well, especially for college students who are not mature enough to distinguish between right from wrong because of their vulnerabilities to distractions. Therefore, it is imperative to innovate new methodologies of the ideological and political education for college students.

1. Introduction

The process of ideological and political education is to some extent the process of acquiring, selecting, and disseminating information. In other words, it is the process of influencing and edifying the mindsets, personal values, and inner world of the educated with correct, rich, and vivid information. The micro-era enables people to transmit text, sound, image and TV information anytime, and, anywhere, and to any person as long as they have terminal equipment. Therefore, micro-era changes the condition of ideological and political education, enriches the teaching methodologies,and enhances the educational effect.

2. Network Brings the Opportunity to Improve the Effectiveness of Ideological and Political Education

2.1 The Organization of Faculty is Expanded for Ideological and Political Education in Colleges and Universities

2.1.1 Regional Boundaries Are Removed and Multi-Dimensional Communication Channels Are Established

In the micro era, people can undertake education in forms of one-to-one, one-to-many, many-to-one, or many-to-many, which leads to extensive and divergent thinking. Unsimilar to the traditional mode, this kind of education method is the one in which teachers, students, and

classrooms are all fixed, but possesses a two-way, or even multi-way communication mode with interactivity.

2.1.2 Break the Time Limit and Enhance the Subjectivity

The micro era provides for us the diverse accesses to acquire the knowledge of the ideological and political course. In this scenario, college students can learn knowledge of various periods according to their individual needs. This makes the study schedule more flexible and allows students to strengthen the weaknesses. By doing so, the target audience for the ideological and political education will be expanded. Except from college teachers and students, other people can also be involved in and become the subjects of ideological and political education.

2.2 Enrich the Object of Ideological and Political Education in Colleges and Universities

2.2.1 Remove the Information Limitation and Enhance Its Sociability

As an information carrier, network enables its users to socialize, to learn and accumulate the knowledge in a broader social environment than before. In this way, their own personalities are formed and their own socializations are smoothly realized. The network spreads the behaviors, values, cultural traditions, and customs of various nations all over the world. The virtual reality created by the network can provide more opportunities for repeated practices and lay a foundation for people to correctly understand the society and solve conflicts, so that people can try to fulfill more social roles in the society.

2.2.2 The Timeliness of the Network Agglomerates More Objects

Internet, a type of hypermedia, comprises the advantages that traditional media has. For instance, in terms of sense, surfing the Internet requires more interpersonal communication components than traditional media, including visual, auditory, tactile, and other senses. In terms of technology, the Internet comprehensively integrates the use of computer, communication, audio and video technologies, organically combining the computer with a variety of household appliances. These advantages attract more college students, providing more space for ideological and political education to develop.

2.3 Diversify the Carrier of Ideological and Political Education in Universities

The transmission methods adopted by the network are diverse and compatible. Information can be expressed through sound, image, or text to activate multiple human organs, or they can integrate multiple technologies. In the network environment, information dissemination is featured with "timeliness". Anything can immediately appear when people simply click the mouse at any appropriate time. Thus, network can make ideological and political education more comprehensive, because it can have a positive effect in all stages, on different groups of college students, and even on every college student.

3. Innovative Approaches to Ideological and Political Education for College Students in Micro-Era

3.1 Actively Communicate with Students through Micro Media

Sina Weibo and WeChat are two widely used apps among students in China, which can bring a

lot of convenience to them. Therefore, teachers can also apply Sina Weibo and WeChat in their teaching. Apart from understanding these two apps' functions and better understanding the students, teachers can also effectively shorten the distance between themselves and students. There will always be some natural gaps between students and teachers. Once the relationship is not handled well, it will have a negative impact on students' learning performances. Taking good advantages of two apps and making friends with students on these apps can increase the intimacy between teachers and students, which further improves the efficiency of ideological and political education and teaching. Furthermore, by communicating with students on Sina Weibo and WeChat, teachers can have a better understanding of the students' characteristics, which allows the targeted teaching and realizes the teaching goals. The relationship between teachers and students will become more harmonious as well. In addition, it will improve students' academic performance and strengthen the ideological construction. In a word, it is a good way to kill two birds with one stone.

3.2 Innovation in Ideological and Political Education and Teaching through Micro-Media

There are many functions in Weibo and WeChat that can be applied in ideological and political education to create a beneficial teaching effect. For example, the headlines recommended by Sina Weibo and WeChat can be used to find attractive issues of the society and the campus that students are concerned about. With in-depth analysis, the issues can be investigated deeper through practical educational activities. In this way, we can understand and guide students through microblog and WeChat, and finally achieve the goal of ideological and political education. Moreover, teachers can use some particular functions on WeChat, such as called "shake-it-off" and "drifting bottle", where ideological and political education content can be contained. Being unconsciously exposed to education, students may gradually arouse their curiosity and interests. In conclusion, we need to consider how to make good use of such frequently used apps as teaching tools to better understand and guide students, improving ideology and politics teaching effect.

3.3 Positive Promotion of Ideological and Political Education through Micro-Media

Compared with the traditional, class-centered teaching method, using Weibo and WeChat to carry out ideological and political education is distinctive. It does not require the teacher to be on the stage nor the students to be the audience.

Instead, teachers will forwardly put files of learning content on WeChat public accounts and students can select whatever they want to study and gain an insight into the ideological and political knowledge by themselves. It is true that this teaching method gives both teachers and students considerate latitude. It does not conflict with traditional classroom teaching; it can be done in the meantime. Currently, Weibo and WeChat public accounts are frequently used in the education of every levels. Therefore, information on these two apps will be received by students actively and students can form learning habits unconsciously in the long-term, which is also a very precious learning quality.

4. Conclusion

In a word, due to the wide popularity and application of information technology, people's daily work and life have been greatly affected. However, given that the values of college students are just formed, they are easy to be misguided by some wrong information and go astray. Therefore, we must constantly prioritize the ideological and political education in college. As ideological and political course is important in curriculum, we should attach great importance to the innovation of ideological and political course, making it go with the development of society, so as to lay a solid

foundation for the growth and development of college students.

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