Research on the Enlightenment of Short Videos on Ideological and Political Courses

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Abstract: In order to promote the ideological and political education work in Colleges, the paper analyses the new guidelines according to the current situation, which combined with the network development in the new era. It studies the advantages and disadvantages of short video phenomenon on students' Ideological and political work. It puts forward many measures such as the construction of short-term frequency discourse power of Ideological and political work in Colleges, so as to improve the level of Ideological and political work in Colleges.

In recent years, the short video platform represented by Kwai, Tiktok and second shot has developed rapidly in a fountain style, deeply among young people, even other age groups in society. On March 2, 2023, the China Internet Network Information Center (CNNIC) released its 51st "Statistical Report on Internet Development in China". According to data, as of December 2022, the number of short video users has exceeded one billion for the first time, ranking third in the number of users of various internet applications, an increase of 8.3% compared to the same period in 2021, and a user utilization rate of 94.8%. (See the figure below for details). It has become a common practice for young people to use multiple short video platforms on their mobile phones to browse videos, which will inevitably have an impact on the channels and thoughts of them, especially college students, receiving information. Therefore, this is a new environment for ideological and political education in college, where challenges and opportunities coexist. In the new situation, ideological and political education in colleges must face the impact of short video applications, promote strengths and avoid weaknesses, broaden the development path of ideological and political education, and improve the teaching effectiveness of ideological and political education. (Table 1)

Table 1: 2021.12-2022.12: User Size and Utilization Rate of Various Internet Applications

Application	2021.12 User Usage Cases (10000)	2012.12 User Usage Rate	2022.12 User Usage Cases (10000)	2022.12 User Usage Rate	Growth Rate
Instant Messaging	100666	97.5%	103807	97.2%	3.1%
Network Video (including short videos)	97471	94.5%	103057	96.5%	5.7%
short videos	93415	90.5%	101185	94.8%	8.3%
Online payment	90363	87.6%	91144	85.4%	0.9%
Online shopping	84210	81.6%	84529	79.2%	0.4%
Online news	77109	74.7%	78325	73.4%	1.6%
Online music	72946	70.7%	68420	64.1%	-6.2%
Online live streaming	70337	68.2%	75065	70.3%	6.7%
Online games	55354	53.6%	52168	48.9%	-5.8%
Online literature	50159	48.6%	49233	46.1%	-1.8%

——This image is excerpted from page 35 of the 51st Statistical Report on Internet Development in China[1]

1. The influence of short video on College Students

(1). "Fast food" cultural intake affects the spread of Ideological and Political Courses

Ideological and political education in Colleges is a theoretical course with strong ideology, which contains profound philosophy and wisdom, has profound theoretical support, and requires profound speculative ability and research, which is bound to require long-term accumulation and analysis. The difference between short video and the previous means of information dissemination highlights a "short", which is similar to the "fast food" cultural experience, which is consistent with the current pace of life and reflects the real needs of people's life under the rapid development of productivity. However, "understanding Karl Marx" in ten minutes," discussing the 20th National Congress in five minutes ", "two minutes to understand the Sino US economic war" and "understand so and so in one minute" are destined to be a fragmented understanding of the theory, lacking a complete grasp and profound analysis of the theory[1]. In the era of short video, the development of information technology has become a double-edged sword. Although it speeds up the dissemination of information, it has greatly compressed the ideological and theoretical nature.

Many students absorb a large amount of video information in a short period of time through short videos, believing that the information they receive is true and meaningful, "learning without thinking is useless". Fragmented and ultra-short screen browsing will lead to one-sided understanding of the knowledge acquired. Many people think that they are brushing knowledge by brushing videos. In fact, they have only obtained a large number of fragmented and half understood information. Just like some fast food, although they are hungry, they lack balanced intake of nutrition and taste analysis of chewing slowly. Because the short video platform encourages users to consume fragmented content in an accompanying context, it helps users absorb knowledge by taking advantage of scattered time in their lives[2]. However it may lead to cognitive inertia and difficulty in focusing on systematic and holistic thinking. This will inevitably affect students' understanding of knowledge. The ideological and political theory courses are systematic content, and fragmented understanding is bound to fail to achieve the purpose of curriculum education. The impartation of knowledge is not equivalent to the superposition of trivial knowledge points. When students are accustomed to fragmented knowledge intake, their understanding of ideological and

political education is prone to the risk of "one leaf obstructing the eye" and "seeing only trees but not trees"

(2). Market oriented video production and pan entertainment content

The short video platform has become an active field of offline life online, and everyone can become a video producer as long as a mobile phone. Due to the surge in the number of short video audiences, the field of short video has become an important platform choice for many people to start businesses. In a market-oriented atmosphere, traffic represents revenue, and traffic is an important standard for judging the content "good" and "bad". Many bloggers have racked their brains to attract traffic. Some of the main creators of online short video often make up for it by making a fool of it when they lack their own knowledge and theoretical connotation. They do not hesitate to cater to the audience in shallow and empty content and vulgar and funny ways. At the same time, "entertainment above" has become an important principle to attract traffic. Classics are teased, beliefs are ridiculed, tragedies are ridiculed, and some negative social information is exaggerated. Some are vulgar, vulgar Kitsch videos are common. Behavioral psychology research shows that repetition of more than 21 days will form a habit, and repetition of 90 days will form a stable habit. Under the influence of long-term and stable video brushing behavior, students will be used to using short video thinking to explain or elaborate various social phenomena, which is a potential hazard for teenagers who do not form complete values, and also a challenge for ideological and political educators, Ideological and political workers need to guide students with greater energy and patience. At the same time, they also need greater attraction to attract students' attention. This is not only a test of ideological and political courses, but also a test of each course.

(3). The multicultural platform brings challenges to ideological and Political Education

With the intervention of new media represented by short videos, the field of education has changed, the veil of the authority of educators has been lifted, the background of the educated is unprecedentedly complex, and even the concepts of "education" and "learning" have been redefined. The traditional theoretical education is often promoted by the government. The selection of teaching materials and content is a top-down political behavior with multiple checks and reviews, especially the ideological and political education, which is highly valued by the state and defined as the core curriculum of morality cultivation. The short video platform is more of a bottom-up market behavior driven by all sectors of society. The background of video producers is unprecedentedly complex. The culture behind the video is also diverse, including content that conforms to socialist values, content that is influenced by western social trends, content that extols the merits of policies, and criticism of social reality. In the context of the lack of effective content quality control audit, the short video platform has become the epitome of various social phenomena. In such an atmosphere, various cultures and even social trends of thought are bound to mix into the campus with the spread of short video, affecting students' values. The top-down moral education propaganda and education collided with the bottom-up spontaneous market behavior in the campus. There are positive factors for this collision, such as teachers can learn from the short video platform content and even participate in the production and guidance of students. However there are also obvious negative factors, such as the short video platform content may not be a brick to the traditional propaganda and education at some levels, but a demolition against it. Especially in an environment where the traditional didactic teaching can no longer stimulate the young scholars' desire for knowledge in the combination of theory and actual environment, colorful short videos with not necessarily healthy content will imperceptibly affect the students' values. What's more it will lead to a small number of College Students' imitation of vulgar content, affecting the effect of education and teaching, and the realization of the goal of Building Morality and cultivating people

(4). Strong attraction of content impacts the main position of Education

Ideological and political education is rational, and it is an important goal to speak deeply,

thoroughly and flexibly. However, the basic premise of giving full play to the main front of Ideological and political education is that students are happy to listen and learn. It is undeniable that the content of the short video platform is rich and colorful, and its attraction is far greater than that of the traditional ideological and political theory course. Although the ideological and political theory course is set as a required course in the college students' training plan, many students are not interested in the traditional teaching method, so the teaching effect is greatly reduced. Therefore, the short video platform, which can provide values, will impact the main position of traditional ideological and political education. Even when values collide, some videos released by the short video platform may mislead students, which is undoubtedly a problem that should be paid great attention to in Ideological and political education.

2. Analysis of the opportunities brought by short video phenomenon to ideological and Political Education

(1) Efficient dissemination of information to assist ideological and political teaching reform

With the rapid development of information technology, the pace of people's life has changed rapidly. Being more efficient, convenient and rapid has become the norm of many people's lives, which is bound to affect students' living and learning habits.

To some extent, it cannot fully meet the social demands for students' development. Short video is the product of the 5G network era. Compared with the text, pictures and voice of 3G and 4G, short video can realize the rapid transmission of information with larger internal capacity. It can not only adapt to the current people's fast-paced life, but also be more intuitive and vivid, easy to receive and spread, and enhance the effective interpretation of information. Sometimes, the information of a five minute short video can be equivalent to the information which are transmited by the teachers in the previous class. This has prompted the official media, including Guang ming Daily and People's Daily, to transform and set up short video accounts. Thereby it will meet the audienc's demands conveniently and efficiently. When the audience of short video, especially young students, have been used to this mode of information transmission, it is bound to force the reform of traditional education and drive education to accept the cognitive habits of young students. Short video platform is an important channel that traditional education can use to assist teaching reform and improve teaching vitality. Therefore, when we discuss the adverse effects of short video platform on Modern Ideological and political education, We should also face up to the role of short video platform in catering to the pace of life of young students, and actively use short video platform to assist teaching reform.

(2). Fresh practical materials to enrich theoretical teaching

Theory comes from life, and so does ideological and political theory. Therefore, to further understand the theory, it is difficult for pure classroom education, especially in the case that some ideological and political teachers themselves lack practical experience, to explain the content deeply, thoroughly and vividly. Behind the short video are countless people's social practice, life perception and hot spot tracking. If after screening, selecting rational and correct content will greatly make up for the lack of practice in the ideological and political theory course, enrich the teaching content, more conveniently help teachers tell the story behind the truth, and use life practice to help students realize the profound philosophy behind the theory, which can greatly enhance the attraction of teaching, Improve the effect of education and teaching.

(3). Nationwide participation, peer interaction, and building a learning atmosphere

In the era of mobile Internet, the communication power based on individuals has been activated, breaking the asymmetric, unidirectional and local communication ecology in traditional society.[3] The era of "individuals being activated": the reconstruction of communication ecology under the

logic of the Internet. Therefore, on the short video platform, anyone can become the subject of education, sharing information, expressing views, and transferring knowledge to the community platform, which provides a broad source of education subjects for ideological and political education. On the short video platform, students can see the relevant information of top scholars in their majors, as well as the views of their peers on certain periods. The theoretical palace level content are more close to life. Taking the recent floods in Beijing, Tianjin and Hebei caused by typhoons as an example, we can understand the local disaster situation in real time through short videos. Many young anchors rushed to the disaster front line to record the local government's "hard core" flood fighting measures. Many scholars also provided a series of suggestions and measures on flood fighting or the volunteers from all over the country were reckless, etc. Such nationwide participation and the creation of a society not only promoted young students' understanding of society, but also helps young students better accept and spread the socialist core values, and helps the ideological and political theory course really enter the mind and heart.

3. Focusing on students and continuously deepening the reform of ideological and political education

Short video platforms are a product of the development of information technology and a result of the times. Ideological and political education is the work of "foster virtue through education". Youth in different eras have different characteristics, so ideological and political education should also have the characteristics of the times. It should "advance according to the times", "new according to things", and "move according to people", and should not be complacent. It is necessary to actively stand at the forefront of the development of the times. And it is important to dialectically treat and apply new media technology, which promotes the organic integration of ideological and political education and information technology. They can learn from each other's strengths and complementing each other's weaknesses. As a result, they work together to enhance the timeliness and attractiveness of ideological and political theory, and the level of education.

(1) Creating ideological and political education courses, consolidating the main battlefield of the classroom

Faced with the many challenges brought by the information age represented by short videos, ideological and political theory courses want to effectively play the role of the main battlefield, adhere to integrity and innovation, and maximize the unique advantages of ideological and political theory courses, so that each ideological and political course is a "golden course" with rich content that students enjoy learning, rather than a "water course". Although short videos have a wide impact, they have a series of advantages that theoretical courses do not have. For example, teachers can teach courses face-to-face and improve classroom content in a timely manner based on students' performance. Teachers and students can discuss together in class to form a learning scope. Teachers can provide systematic and comprehensive in-depth lectures on the content taught. Short videos may use a few minutes of video to make students leave a slight impression on a certain knowledge point. But they cannot explain the origin and development of knowledge as clearly as teachers, so as to explain the theory deeply and thoroughly. Short videos may make students feel interesting and fresh for a while, but they cannot achieve the immersive companionship of "integrating people and lessons" like teachers, thus shaping students' values. The ultimate criterion for evaluating the quality of ideological and political education is students, so it is necessary to always focus on students and construct classroom content based on their acceptance and development needs. Materialist dialectics tells us that content and form are didactically unified. Content determines form, and form reflects content. The two complement each other. A good form can make content easier to spread, understand, identify, and accept. Therefore, in order to create a good Golden Class, we need to start

by improving teaching form and content. Ideological and political education should not only be "rational", but also "emotional", not only "profound", but also "lively", Not only should teachers have "academic rationality" but also "vivid and lively", not only should they be "high up" but also "sound on the ground", not only should they be "neat and unified" but also "take into account individual factors". This requires teachers to "practice their internal skills", master "housekeeping skills", and organically integrate truth and value into every classroom, so that students can thrive in the nourishment of Marxist academic theory. The theory consciously firmly adheres to Marxist ideals and beliefs. On the other hand, it is to enrich classroom forms and research theoretical implementation techniques. Currently, many teachers have chosen various teaching methods to apply to the classroom, such as exploratory, flipped classroom experience, thematic teaching, and online and offline mixed teaching, which have achieved certain positive results. Teachers should actively absorb relevant experience, combine student characteristics, enrich teaching forms, and strive for excellence in teaching theoretical courses, Improve teaching effectiveness.

(2) Actively entering the market and building discourse power in ideological and political education in the field of short videos

The information age has arrived, and only as participants, promoters, and even leaders will they not be eliminated by the times. Therefore, ideological and political teachers must not be high-ranking spectators, but should actively participate in the education work in the field of ideological and political education on short video platforms, promote the construction of an online and offline ecological pattern of ideological and political education, and achieve the healthy development of ideological and political education. To achieve high-quality participation of teachers, two aspects need to be coordinated. Firstly, the teacher performance mechanism needs to introduce relevant evaluation indicators. Emotional participation alone will not last long. Therefore, it is necessary to build an incentive mechanism for ideological and political teacher participation, which will finely score the quality and impact range of short video releases, and include them in professional title evaluation indicators or other reward indicators. Teachers are encouraged to build ideological and political fronts on short video platforms and actively create relevant discourse power. On the other hand, ideological and political teachers need to strengthen their sense of mission in the information age, deeply understand that "relying solely on offline teaching from teachers can no longer meet the diverse needs of college students in the new era, but active and diverse short video platforms are known for their vitality and sense of reality" [4]. Teachers should take responsibility, transform thinking, and pay more attention to the ideological dynamics of the new generation of young people. The theoretical platform is create combining the perspective of young students' thinking, the academic rationality as one's own advantage, the rules of short video playback as the criterion, actively voice of ideological and political professionals. It actively produce and output value goods that are both ideological and approachable. We need to cultivate the "fertile land" that has not yet been cultivated in this short video. Ideological and political teachers, as well as highly effective teachers, should actively learn the laws and experiences behind short video headlines, actively explore various materials that students enjoy, and be close to students' lives. They should tell theoretical stories in students' language, analyze the philosophy behind students' perspectives, and use students' experiences to understand the charm of knowledge. They should strive to achieve an organic combination of classroom teaching as the main focus, and the short video content selected and created by the teacher team as the auxiliary. They should promote the formation of a synergistic resonance effect between information technology and ideology, build a resounding ideological and political brand, actively guide young people and even a wider social group, make the voice of ideological and political theory occupy the highland of short video network space, and achieve comprehensive coverage of ideological and political education for college students on various platforms.

(3) Strengthen students' online identification ability and ensure that value guidance does not deviate

Short video platforms have opened a window on the internet for young students to understand the world, but a vast amount of content coexists with truth and falsehood, with various vulgar content appearing to attract young people's attention, and some even crossing the boundaries of the law. Therefore, the promotion and guidance of ideological and political education in college should not only focus on the excellent teaching, but also constantly strengthen the role of network security with network applications. Students are guide to establish correct concepts. They are able to improve their network identification ability and enhance their self-control against vulgar habits. And they are encouraged and even required to strengthen their learning of network security knowledge, consolidate the ideological and cognitive systems. Their ability and quality are improved to cope with complex network environments, prevent the erosion of vulgar network ideas, and reduce the interference of erroneous ideas. They should regularly hold special lectures on cybersecurity education, refute some non-socialist social ideological trends that appear on the internet, and enhance students' vigilance and awareness, so that every student can become a pure participant in the internet, a practitioner, propagandist, and defender of cybersecurity.

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