

Research on the Innovative Path of Implicit Ideological and Political Education in Colleges and Universities from the Perspective of Micro-network Carriers

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Abstract: The 21st century is an information age, and the Internet has become an important tool for people's daily work and life. Due to the increasing frequency of college students using micro-network carriers, the thinking of college students is greatly influenced by multiculturalism. Therefore, at this stage, the ideological concepts and behaviors of college students in China have undergone great changes. The traditional explicit ideological and political education model is gradually unable to meet the needs of current college students' moral education, and the dominant ideological and political education is also difficult to meet the requirements of the new era. This paper first analyzes the connotation of recessive ideological and political education and micro-network carrier, then analyzes the current situation and problems of recessive ideological and political education in colleges and universities from the perspective of micro-network carrier, and finally puts forward countermeasures for recessive ideological and political education in colleges and universities from the perspective of micro-network carrier, in order to continuously improve the ideological and political level of college students.

1. Introduction

In recent years, with the rapid development of the network, colleges and universities are increasingly relying on the network in the process of carrying out ideological and political education. Therefore, it is necessary to pay more and more attention to the application of micro-network carriers in ideological and political education. The number of college students is increasing, and college students are increasingly using micro-network carriers such as WeChat. It can be seen that the ideological and political education in colleges and universities must be reformed in depth and conform to the requirements of the development of the times. Therefore, we must give full play to the advantages of micro-network carriers, give new content to ideological and political education, and enhance its affinity and interest. On the basis of explicit education, appropriate recessive education will be carried out to finally improve the quality of ideological and political education^[1].

2. An overview of implicit ideological and political education and micro-web carriers

Recessive education is a kind of education that moistens things silently and exerts a subtle

influence on the educated. Because of the education subject, the education goal and so on aspect adopts the concealment education way, has aroused the educatee's enthusiasm and the initiative to a great extent. Recessive ideological and political education changed the traditional form of education and paid more attention to the form of activities. Recessive ideological and political education refers to the fact that all kinds of thoughts, development theories and lines of the party, and all kinds of guidelines and policies of the party are understood by the educatees after being edified in daily life, so as to continuously improve the ideological and moral qualities of the educatees. With the advent of the Internet + era and the emergence of various network carriers and platforms, ideological and political education faces greater challenges. Therefore, strengthening the recessive ideological and political education has become an effective way^[2].

Broadly speaking, micro-network carriers are a new form of media for network carriers. The popularity of Weibo, WeChat, micro-quotations, and micro-expression has brought network communication into the micro-era. The micro-network carrier can be simply defined as a communication tool that can support and disseminate various network information, supported by the collection network and the computer Internet. The emergence of micro-network carriers has greatly changed the way people communicate and communicate in modern society, making information dissemination faster and enhancing interpersonal interaction^[3]. Figure 1 shows the results of the 41st Statistical Report on CNNIC. It can be seen from the figure that the social life form shaped by the mobile Internet is further strengthened, and more and more people are using the Internet to obtain information.

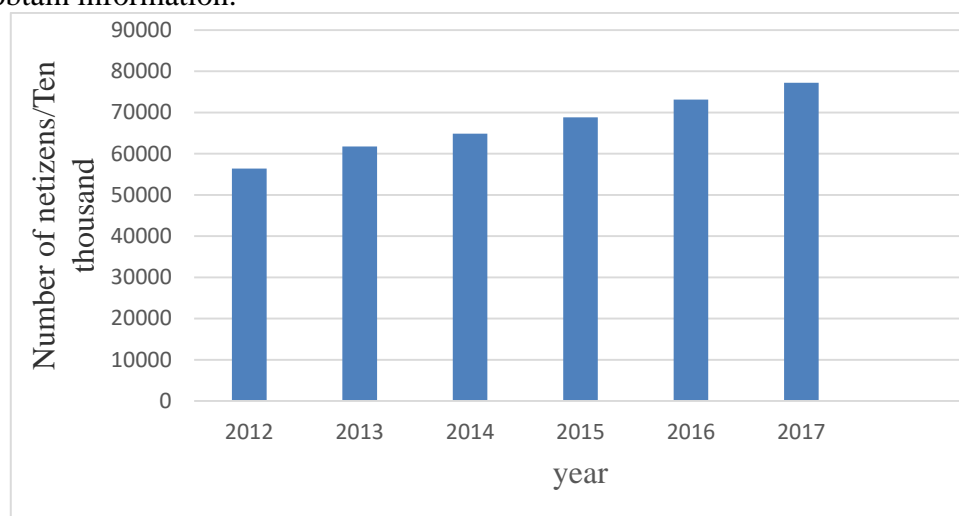


Figure 1 Analysis of the results of CNNIC's statistical report

3. The status quo and problems of implicit ideological and political education in colleges and universities from the perspective of micro-network carriers

3.1 The new era follows the traditional way of ideological and political education

In the era of Internet +, network media prevail and there are more information transmission carriers. However, the contents of ideological and political education in many colleges and universities are basically the same, and it is impossible to carry out ideological and political education work by comprehensively using online communities and online platforms, which seriously affects the enthusiasm, initiative, enthusiasm and creativity of college students in learning ideological and political education. At present, college students are mainly in the post-1995 generation, who are quick to accept new ideas. If effective methods are not adopted and students are

not given psychological touch, the effectiveness of ideological and political education will be greatly reduced.

3.2 The information age brings great challenges to ideological and political education in colleges and universities

Under the background of the vigorous development of Internet technology, the self-awareness of college students is increasing. At the same time, due to the openness of the network and the dynamic nature of information dissemination, college students can actively obtain information of their own interest through the network, and some students also consciously disseminate some information. Therefore, the ideological and political education of college students is more challenging in the information age.

4. The hidden ideological and political education countermeasures in colleges and universities under the micro-network carrier

Under the micro-network carrier, in order to truly exert the effect of ideological and political education, colleges and universities should implement the points in Table 1 in the development of moral education, as follows:

Table 1 The hidden ideological and political education countermeasures in colleges and universities under the micro-network carrier

● Reasonably set the media agenda
● Strengthening college students' media literacy education
● Improve the ability of educational staff to use micro-network carriers

4.1 Reasonably set the media agenda

Media agenda setting refers to guiding public opinion through reasonable arrangement of agenda in the actual dissemination of moral education information. For example, when using traditional media such as television and newspapers to spread news, important events are often arranged in prime time or on the front page of newspapers to attract more attention. In the Internet era, microblog, WeChat and other media are more open and interactive, and the general public have strong self-selection when browsing various information. Therefore, when carrying out the recessive ideological and political education, colleges and universities need to make full use of this feature, reasonably set the media agenda, and attract the attention of college students to the correct guidance of public opinion. When setting the media agenda, ideological and political education work in colleges and universities should focus on mainstream ideology such as socialist core value system. For example, some interesting and educational historical stories selected from some excellent literary works in China are set as the agenda of microblog media to influence students imperceptibly and spread positive energy^[4].

4.2 Strengthen media literacy education for college students

Media literacy refers to an individual's ability to correctly judge media information and its role in order to adapt to the new media environment and changes in social relations. In the current network era, media literacy should mainly include image processing ability, information organization and communication ability, multitasking ability, skepticism and moral accomplishment. In the current era, the quality of network information is uneven, and students must have good media literacy to correctly judge the impact of information on their own development. Media literacy is not innate,

which requires schools to strengthen media literacy education for college students. Therefore, colleges and universities need to help students learn how to identify, evaluate, select and reflect on media information, so as to avoid college students being disturbed by bad information on the Internet. Finally helps the student to mold the correct world outlook, the outlook on life, the values.

4.3 To improve the ability of education staff to use micro-network carriers

The emergence of micro-network carrier requires the majority of college education staff to actively learn modern information technology in actual education work and flexibly apply various micro-network media in moral education work. At present, the ideological and political education staff in most institutions of higher learning have a high level of professional knowledge. However, most of the educators are not familiar with the new media and micro-network era, which has affected the smooth development of recessive ideological and political education in colleges and universities to some extent. Therefore, colleges and universities can regularly carry out information technology training to help teachers understand the methods of information production and the process of information dissemination. In this way, colleges and universities can ensure the scientific nature of information dissemination, truly realize the goal of ideological and political education, and cultivate high-quality professionals for the society^[5].

5. Conclusions

Ideological and political education is one of the important contents of college education. It is an effective way to help students establish a correct outlook on life, values and world outlook. Under the new situation of the Internet +, the ideological concepts of China's colleges and universities have undergone significant changes, which has made it difficult for the current educational model to meet the ideological and political education of colleges and universities. In the information age, micro-networks have become an important tool for people's daily work and life. It is a suitable choice for colleges to introduce hidden ideological and political education. The ideological and political education in colleges and universities should make full use of the micro-network carrier, so that the goal of moral education in colleges and universities can be truly realized.

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