

The implementation path of ideological and political education in colleges and universities in the new era of we media-- based on the investigation and analysis of 10 universities in Guangzhou university town

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Abstract: The We-Media era makes the network ideological and political education in colleges and universities have become an important part of ideological and political education in colleges and countries. Based on the impact of the We-Media era on the ideological and political education in colleges and universities, and the empirical analysis of the implementation of the Internet ideological and political education in 10 colleges and universities in Guangzhou Higher Education Mega Center, this paper probes into the characteristics and laws of the ideological and political education in colleges and universities in the We-Media era, and then puts forward some suggestions on the implementation path of the ideological and political education in colleges and universities in the new era of We-Media.

The We-Media era has changed the forms of communication and learning for college students. We-Media tools such as Micro-blogs, We-chat, headlines and various audio and video application apps have become the main channels for them to obtain information from the outside world, to participate in information discussions, and to self-provide information. It has the characteristics of openness, multi-consciousness, quick spread and wide influence, which bring opportunity and challenge to the ideological and political education in colleges and universities.

1. The influence of the We-Media era on ideological and political education in colleges and universities

1.1 The transformation of educational work platform

The changes brought by the We-Media era to the ideological and political education platform are open and independent. Online We-Media, with the help of advanced technology of online tools, presents different modes of expression. There are mainly individual blog websites with published content, We-Media including Micro-blog and We-chat Official Account with independent tweets and video We-Media that breaks through the flow limit in the 4G era, which have opened up a new educational platform for ideological and political education in colleges and universities.

1.2 The transformation of educational work style

Compared with the traditional classroom, the new generation of college students in the network age are more willing to obtain the information they need through the network independently, showing the characteristics of convenience, fragmentation and diversity. The traditional way of ideological and political education needs to be changed according to the requirements of the new era.

1.3 The transformation of the means of educational work

The change brought by the We-Media era to the ideological and political education means is to let students become the active filter of information, and become an independent communicator after self-learning. The application of educational means should grasp the characteristics of various kinds of We-Media, proceed pertinently, and grasp the characteristics of student groups and educational theme.

1.4 New standards for educational effectiveness

The We-Media era gives the object of education more autonomy that free voice and communication in the network platform. However, if we measure the effectiveness of ideological and political education by traditional criteria like how many periods and credit hours should be completed, obviously we can not comprehensively evaluate the essence of ideological and political education. The establishment of new evaluation standards and monitoring mechanisms needs to be urgently addressed.

2. An empirical analysis of ideological and political education in colleges and universities under the environment of We-Media

Based on the findings of a survey of 10 universities and colleges in the Guangzhou Higher Education Mega Center, this paper aims at the educational object of ideological and political education work in colleges and universities. According to the findings:

2.1 Behavior on the Internet

First, college students spend a lot of spare time on the Internet, which becomes the main part of their spare time. Second, that the university student uses the emerging self-media platform becomes the mainstream. Third, the main function of We-Media used by college students is mainly to chat, entertain and browse information, followed by paying attention to current political news, which shows that college students pay relatively high attention to current political hot spots.

2.2 Understanding of network ideological and political education

First, students do not know about the website of ideological and political education. Compared with traditional classrooms, they prefer online courses more, but more than 30% of the students do not like them. Second, more than 90% of students think that there is a need to strengthen ideological and political education on the Internet, that the most important influence of the network on the cultivation of their comprehensive quality is their ideological values, and also that the ideological and political education activities carried out by schools are helpful to them (the data is shown in figure 1) .

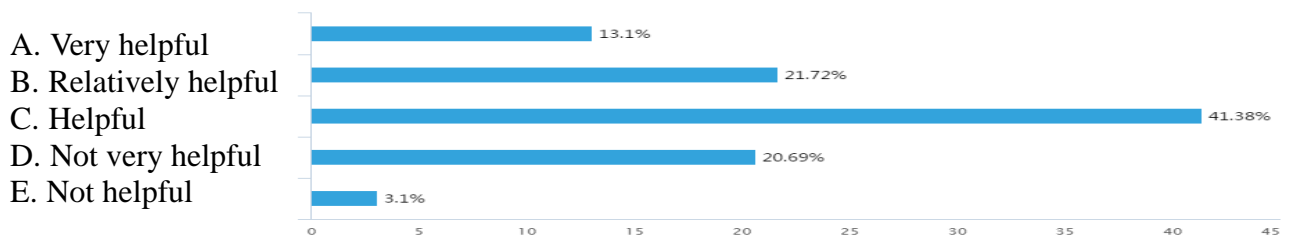


Figure 1 Do you think it will be helpful for your future development to participate in the various ideological and political education activities carried out by your school?

2.3 Acceptance of network ideological and political education

First, most of the students support the media platform to influence their ideas and moral quality, and do not think their three outlooks are easily influenced by the Internet; Second, most of the students think that the ideological and political education can be strengthened through appropriate forms and methods. The influence of the network and social atmosphere is the two major factors that influence the ideological and political trend of college students (the data are shown in figure 2).

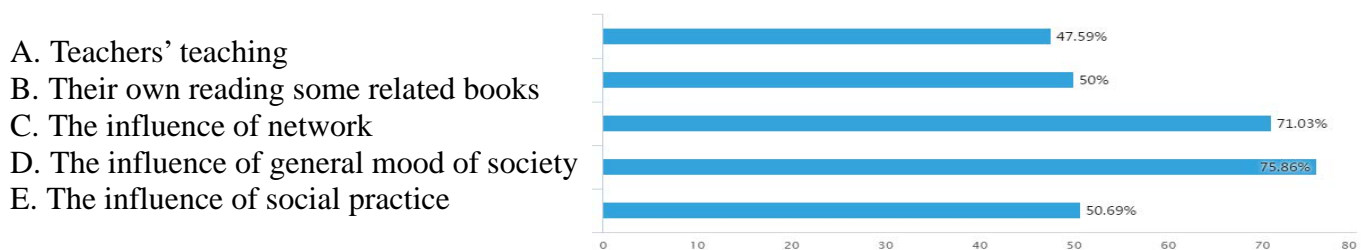


Figure 2 What do you think the most influence on the ideological and political trend of college students are mostly from?

2.4 Views on the implementation of network ideological and political education

First, the students' attitude towards the implementation of the network ideological and political education is appro-bated, and they think the combination of reality teaching and network teaching is better; Second, the content of ideological and political education on the Internet focuses on moral standards, network literacy and psychological guidance, and the way places emphasis on social practice, case analysis and network interaction. Network ideological and political education activities are required to be rich content, diverse teaching methods, be close to current events, humorous and kind words and so on.

Combined with the above analysis of the survey results, it can be seen that there are the following problems in the main body of the ideological and political education.

2.5 The less attention to the function of network ideological and political education

The network language information becomes brief and lively, the information becomes symbolized, the word is used colloquially, the function becomes life, which have become the university student's important study life constitution. However, it is observed that many colleges and universities do not have a strong targeted substantive measures in the network ideological and

political education.

2.6 Content and means are subject to entertainment tendencies.

From the point of view of the We-Media operators, whether it is the text-based content push or audio-visual-based one, aims to lock users with eye-catching, funny, exaggerated and other creative content, and adopts means that are also entertainment-oriented. Therefore, the tendency of entertainment is obvious.

2.7 Obstructed Values and ethic anomie

The Network Age has given the free scene on the virtual space, without the restriction of the identity. The concealment makes the network be filled with various values, and the pluralism of the value expression makes it inevitable to lose moral ethics, which must become the important hindrance in the ideological and political education work.

2.8 A lack of comprehensive and effective evaluation system

The network ideological and political education has not become an important research content in colleges and universities. The main functions of the network media platforms such as the main propaganda website of the School Party Committee and the propaganda official accounts of the Party and Youth League are still propaganda-oriented, while taking into account supervision by public opinions. The comprehensive application of We-Media to ideological and political education has not been studied deeply.

3. Characteristics of ideological and political education in colleges and universities in the We-Media era

Based on the above findings and work practice, we can see the following characteristics of ideological and political education in colleges and universities in the We-Media era.

3.1 The speed and convenience of space-time

On the one hand is shown as the speed of the delivery of the content. The content of ideological and political education should be transmitted to every audience through the network quickly and accurately, and at the same time, it should be monitored and handled in time. On the other hand is shown as the convenience of space, students can learn and watch relevant content through the network terminal.

3.2 The multi-carrier and artistry of the content

We-Media is represented by multi-carrier forms, such as online essays, grouping of Internet population, online video and audio, online live broadcast, etc. Different forms of online media are also reflected in the conception and design of content, and each with its own artistry. The aim is to achieve maximum circulation and maximum heat.

3.3 The age and unique character of the audience group

The growing environment in which the contemporary college students grow up, and at the same time bring up the unique personality which can not be ignored in the ideological and political

education. The information they get is rich and varied in quality, they show more personality, more concerned about the respect of individuals, and they show eager for quick success and instant benefit, impatient to the society, lost to the goal and so on.

3.4 The limitations of the teaching subject

On the one hand, the main body teachers often focus on completing the task of teaching work, and do not really bring the network ideological and political education into the teaching task; on the other hand, the main body teachers' technical attainments in the network ideological and political education are limited. In view of the current multi-carrier and artistic nature of new media, it is necessary to master a certain skill of picture and text editing, audio-visual processing, as well as the dissemination of new media and other knowledge.

4. The law of ideological and political education in colleges and universities in the New Media Era

4.1 Adhere to the socialist core value system.

College Students, as the main force of the national socialist cause construction, are also the "tide players" in the We-Media era. Facing the problems such as the distorted expression of values, the tendency towards entertainment, and the dissemination of bad information, which are prevalent on the Internet at present, when carrying out the network ideological and political education, we must firmly adhere to the law of the socialist core value system and take it as the principle in the content and the way to ensure that the network ideological and political education work path will not be askew.

4.2 Adhere to the human-oriented principle.

Combined with such characteristics expressed by the We-Media era as autonomy, interaction, openness, great influence and so on, the ideological and political education work must be carried out on the human-oriented principle. The essential aim of education is to build up moral character and cultivate human being. We should not only master the individual characteristics of the educational objects, but also focus on the fundamental aim of cultivating human beings, which is truly human-oriented.

4.3 Realize the transformation of educational perspective, educational object and educational model.

First, we should realize the transformation of educational perspective. In the We-Media era, the network main body presents the populace, the network content has the human sentiment, which requests the network ideological and political education to insist the core content, so that realizes the transformation of perspective from being more friendly to the people, being full of rich life color and other aspects. Second, we should realize the transformation of the educational object. The communication in the We-Media era is characterized by precision, individuality, anti-popularization, so the ideological and political education in colleges and universities is accurately positioned to the education object through the design optimization. Third, we must realize the transformation of the educational model. Under the premise of the obvious interactive characteristics of the We-media era, the ideological and political education work mode should form the interactive communication between the educational subject and the educational object in order to form the closed loop of

effective communication.

5. Suggestions on the implementation of ideological and political education in colleges and universities in the We-Media era

Based on the analysis of the characteristics and laws of ideological and political education in colleges and universities in the We-Media era, the following suggestions are made in the implementation of education work.

5.1 Deepen theoretical research and take the initiative

As the main body of ideological and political education, we should attach great importance to the influence of the We-Media era on the work of ideological and political education in colleges and universities, from the leaders of colleges and universities to the full-time teachers of ideological and political education and the relevant departments of ideological and political education. We should deepen the theoretical and practical research of ideological and political education on the Internet from the perspectives of policy and resource allocation, especially grasp the communication characteristics of different application platforms from the media, make individualized content and master the characteristics of Internet communication. Through the construction of a group of network ideological and political research studios, ideological and political education We-Media platform, excellent ideological and political education individual We-Media portal, and according to the individual characteristics of students and the characteristics and laws of ideological and political education in colleges and universities in the We-Media era, we should take the initiative to carry out ideological and political education.

5.2 Strengthen the team construction and infiltrate the value system into the network culture

Colleges and universities should strengthen the construction of the teaching staff, improve the teachers' understanding of network communication by providing network lectures, network practice and so on. At the same time, the professional network ideological and political education teachers or teachers who have their own media accounts are targeted to improve their professional skills, such as image and text processing, film and television production and design basis, so that the ideological and political education content can be better integrated with the self-media platform, in order to provide students with high-quality self-media resources that they like to read and actively share. In addition, the full-time teachers should adhere to the socialist core values of the value system principles, commit to the value system into the network culture while working, so that students learn to absorb imperceptibly.

5.3 Improve students' network quality and enhance two-way interaction

Another important task of the network ideological and political education in colleges and universities is to improve students' network quality and enhance students' two-way interaction with ideological and political education. On the one hand, students should learn to distinguish the truth and falsehood of network information. On the other hand, students should abide by the rules of the network, learn from passive reception to active screening of the information they need, and become active communicators of positive energy. We will further expand the coverage and influence of ideological and political education.

5.4 Perfect the construction of evaluation mechanism and improve the actual effect of education

Combining the perfection of the network ideological and political education system, improving the actual effect of education and perfecting its evaluation mechanism, we should start from many aspects: first, we should have concrete evaluation criteria for the completion of the task of the network ideological and political education, for example, the construction of We-Media platform, the opening of We-Media ideological and political courses, and the construction of full-time teaching staff should have quantitative index evaluation. Second, we should evaluate the implementation effect of ideological and political education on the Internet. Combining with the current network rules, we can use twitter and video data as evaluation reference. Third, we should evaluate the interactive participation of students in online ideological and political education, which includes the evaluation and assessment of students, the performance of students' absorbing behaviors and so on, so that form a three-dimensional effective evaluation mechanism to further promote the ideological and political education in colleges and universities.

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