

Analysis and Discussion on the Application of “Micro-Cultural Communication” Based on “Internet +” in Ideological and Political Education of College Students

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Keywords: “internet+”, Ideological and political education for students, “micro-cultural communication”

Abstract: The “Internet +” action plan was first proposed by Premier Li Keqiang in the 2015 government work report. The State Council issued the “Guiding Opinions on Actively Promoting the “Internet +” Action”, which heralds the arrival of a new era of “Internet +”. Today, when carrying forward the national spirit and zeitgeist, the ideological and political education of college students is the top priority in our ideological and moral construction. This article will make a detailed analysis and discussion on the application of “Micro-cultural Communication” based on “internet plus” environment in ideological and political education of college students.

1. Introduction

Compared with traditional teaching, student groups are more willing to accept the “Micro-cultural Communication” teaching method based on the “Internet +” platform. The concept of “Micro-culture” was first put forward by the lead singer of the “Micro” band at that time. Through the “Wheat and Micro” column, the concept of “Micro-culture” was spread and had a certain influence throughout the country. How to use “micro-cultural communication” to organically integrate with students' ideological and political education in the “Internet +” environment has become an inevitable trend for the university education system to explore and innovate from the traditional education mode.

2. “Micro-Cultural Communication” Based on the “Internet +” Environment is the Era Characteristic of Ideological and Political Education for College Students

2.1 The Development of “Internet +” Has Given a New Era of Ideological and Political Education for Students

“Internet +” represents a new economic form and Internet innovation will be deeply integrated into all fields of society [1]. General Secretary Xi Jinping pointed out in his 19th report that we should strengthen cultural confidence, strengthen ideological and moral construction, and speed up the construction of an innovative network power. In the forum for teachers of ideological and political theory courses in colleges and universities, it was also pointed out: “to promote the reform and innovation of ideological and political theory courses, we must constantly enhance the ideological content, theoretical nature, affinity and pertinence of ideological and political theory courses.” [2] This requires that students' ideological and political education at this stage should stick to the connotation of the times and innovate and strengthen the way of ideological and political work. Today, “Internet +” has been widely used in all fields of society including education. In the new era, the ideological and political education of college students should be closely combined with the “internet +” environment, and it has become the educational mission to continuously open up innovative educational models.

2.2 Relying on the “Internet +” Environmental Platform, “Micro-Cultural Communication” Will Carry out Ideological and Political Education with Students as the Core

Today's education is student-centered education. In the traditional classroom, students'

ideological and political education is always taught according to textbooks. Other forms are only limited to passive methods such as seminars, lectures and heart-to-heart talks. This inherent mode makes students' access to information very limited. Under the “Internet +” mode, the typical “Micro-cultural Communication” such as WeChat, Weibo, QQ, Tik Tok, small videos, micro-movies, etc. has greatly strengthened the equality and interactivity in the process of students' education. Students are interested in contacting courses and improve their participation. It is different from the traditional single passive education and truly achieves the student-centered education mode.

2.3 Based on the “Internet +” Environmental Curriculum, “Micro-Cultural Communication” Will Expand Both in Space and Time

The abundant network resources expand the content of ideological and political education, and “Micro-cultural Communication” makes education spread more rapidly. With the help of the “Internet +” platform, educators can show more current affairs news to students through the network, expanding students' information contact with their knowledge and at the same time expanding the teaching scope of educators. Students can not only learn ideological and political ideas from the classroom, but also obtain educational resources such as video, audio, pictures and other educational information besides words from mobile internet media such as websites, web pages and APP. “Micro-cultural Communication” conforms to the view habits of young students and can obtain more innovative and open educational contents anytime and anywhere.

3. “Micro-Cultural Communication” under the “Internet +” Environment is Facing Severe Challenges in the Ideological and Political Education of College Students

2.1 The complex and changeable international situation has posed a severe external challenge to the ideological and political education of our country in the new era, and the traditional ideological and political education positions of students have been impacted

The rapid evolution of the multi-polarization of the world pattern has made “Micro-cultural Communication” simpler and faster in the “Internet +” environment, with more diverse ways of communication. Some erroneous ideological trends have been continuously imported and infiltrated into China, challenging the safety of mainstream ideology. [3] More “options” have gradually dispelled some college students' belief in collectivist moral concepts, resulting in some students' ideological emptiness, political apathy and lack of faith.

3.1 Traditional Educational Concepts Are Difficult to Change in a Short Period of Time, and There Are Conflicts between Educators and Students' Learning Styles

“Micro-cultural Communication” media has expanded the teaching content and education methods of students' ideology and politics. Students are more willing to accept the flow reading of pictures, texts, audio, video, etc. The amount of information received is huge, the development is too personal, and the absorption of information is jumping. However, the traditional education of “one classroom, one teacher, one blackboard, one chalk” is limited by time and space, and the breadth and depth of imparting knowledge are limited by the individual abilities of teachers. The construction of curriculum is only the monopoly of knowledge by schools and the control of knowledge by teachers. The spoon-fed one-way traditional education method is no longer suitable for the environment of the Internet era. The content and form of ideological and political education have already changed in the current “Internet +” media.

4. The Effective Ways to Build Microcarriers of Ideological and Political Education for College Students under the Background of “Micro-Cultural Communication” Based on “Internet +”

4.1 Strengthening the Advanced Consciousness of College Counselors in Carrying out Ideological and Political Work through “Micro-Cultural Communication”

In the process of carrying out students' ideological and political education in colleges and universities, counselors' rational use of “Micro-cultural Communication” will be more effective in communicating with students. Specific measures such as using QQ, Weibo, WeChat and other platforms to maintain good contact with students, teachers can use the micro-platform to guide and manage students, which is also conducive to maintaining a good relationship between teachers and students. Through the micro-dynamic observation of network students, college counselors are guided to grasp the ideological trends of students in a timely manner. “Micro-cultural Communication” is perfectly combined with ideological and political education in colleges and universities to create an ideological and political education environment with time and space value and to carry out ideological and political education for college students more effectively.

4.2 “Internet +” and “Micro-Cultural Communication” Become New Carriers to Expand Ideological and Political Education for College Students.

“Micro-cultural Communication” based on “internet +” can fully stimulate students' interest in learning. Under the network environment, the two sides of equivalence can make students get respect and recognition. The dissemination of knowledge is flexible and changeable, and audio and video can stimulate students' senses. Students will no longer passively accept the text of teaching materials, thus injecting vitality into the ideological and political education of college students. The combination of “Micro-cultural Communication” based on “Internet +” and educational content innovation will naturally give full play to students' main role in the teaching process. It is the mission of ideological and political educators in the student-oriented new era, firmly grasp the mainstream cultural and ideological positions, and grasp the voice of students' ideological and political education.

4.3 Traditional students' ideological and political education and “Micro-cultural Communication” under the “Internet +” environment are organically integrated to create a new method of ideological and political education

Ideological and political educators in colleges and universities should pay attention to the resource allocation of “Micro-cultural Communication”, strengthen the overall design, scientifically control the proportion of “Micro-cultural Communication” and traditional education, broaden the development field of “micro-cultural communication”, and build a micro-platform of ideological and political education in colleges and universities that conforms to the psychological characteristics of students and their own development. While developing the “Micro-cultural Communication” under the “Internet +” environment, we should not abandon the original traditional education mode and organically combine the two, give full play to their respective advantages, complement each other and eventually occupy the mainstream ideological heights.

College students are in the period of shaping their ideological and moral character. They must make full use of the Internet, give full play to the guiding function of ideological and political education, and deeply expose the invading bad ideology. Therefore, the new era must ensure the controllability of ideological and political education under the “Internet +” environment. At the same time of information dissemination, we should actively realize the innovation of using “Micro-cultural Communication” working methods, and conform to the requirements of mainstream ideology, so that college students can clearly distinguish ideological trends and establish correct world outlook, outlook on life, national pride and sense of responsibility.

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