

Innovation of Ideological and Political Work in Higher Vocational Colleges under the Environment of Self-media

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Abstract: The upgrading and updating of network technology has brought tremendous changes to people's life, work and learning. In this changing trend, self-Media emerged at the historic moment and was loved by the vast number of netizens. This situation provides a new way of thinking for the development of Ideological and political work in higher vocational colleges. Colleges and universities can use self-Media to reform and innovate traditional ideological and political work, so as to improve the level of Ideological and political work. This paper analyses the characteristics of self-media, and puts forward some suggestions on the innovation of Ideological and political work in higher vocational colleges under the environment of self-media.

1. Introduction

The rapid development of self-Media has labeled contemporary society as a self-Media era. As a kind of media, self-Media has attracted wide attention because of its many advantages and new characteristics, and has become popular rapidly in society and University campuses. Under its influence, the dissemination and development of information and information become more private, civilian and autonomous. For the students of Higher Vocational colleges, this situation has both advantages and disadvantages, because on the one hand, the liberalization of information dissemination facilitates students' access to information, on the other hand, some bad information will have a negative impact on students' thinking. Therefore, under the background that self-Media has penetrated into higher vocational schools, the rational application of self-Media has become one of the key points of Ideological and political work in Higher Vocational colleges. For a long time, the national government has paid special attention to the development of Ideological and political work, which is important in all kinds of fields. The conference emphasized the importance of Ideological and political work in the new period. The ultimate purpose of ideological and Political education. In order to cultivate more new people for the country, the government has clearly pointed out in the relevant documents. Ideological and political education in Colleges and universities promotes college students to establish correct world outlook, outlook on life and values. Important channels. With the development of information technology, the Internet has been widely used in modern society. Under the background of gradually mature application of educational technology, technology and teaching practice have been combined. It has become an important reform direction of higher education in China. The self-Media mainly relies on the Internet and the Internet. With network platform and instant messaging as carriers, the integration of Ideological and political education and network technology in Colleges and universities in the media era is of great significance to the innovation and development of Ideological and political work in Colleges and universities in China.

2. Characteristics of Ideological and Political Work in Colleges and Universities in the Age of Self-media

2.1 The integration of self-Media technology and ideological and political work in Colleges and universities can stimulate them

Students' interest in learning, as a young generation, most college students have a strong interest in the Internet, such as Weixin, QQ, Weibo and other instant messaging carriers have been basically popular among college students, so self-Media ideological and political work in Colleges and universities in the sports age can often stimulate students' strong interest in learning. With the help of the advantages of self-media, the knowledge transmitted can stimulate students' senses and enable students to think efficiently. Think about political learning activities. With the help of self-media, teachers can create various teaching situations for students. Promote students to actively participate in teaching activities, while gaining learning pleasure, effectively enhance students' subjective initiative.

2.2 The integration of self-Media technology and ideological and political education in Colleges and Universities in the era of self-media

Colleges and universities can establish corresponding databases for students' ideological and political learning, and then use the Internet to study students. Real-time tracking of learning situation and taking the information acquired as the focus of Ideological and political education reform for reference. Furthermore, it is conducive to the development of students' autonomous learning activities. In the age of self-media, the establishment of network curriculum model can provide great convenience for students to carry out learning activities. The degree of time and space constraints on students in the learning process is constantly decreasing. Students can according to their actual needs. And make use of abundant network resources to carry out autonomous learning activities efficiently

3. Characteristics of Self-media

Self-media refers to a new interactive media reporting mode, which is represented by blog, micro-blog, micro-message, forum and other network communities and accompanied by the development of network technology. Generally speaking, self-Media has the following characteristics.

3.1 Decentralization of the main body of communication.

In the traditional media, the decision-making power of information dissemination is concentrated in the hands of a “gatekeeper”. However, in the self-Media environment, the dissemination of information avoids auditing. Self-media users can publish information and information according to their own wishes, so their subject status has been improved. Everyone is the “center” of the Internet, which means that the central position of the disseminator has been weakened^[1].

3.2 Interactive information dissemination

In the self-Media environment, everyone can browse and publish information, that is, they are both receivers and producers, so the role of self-Media users is interactive. In the self-Media environment, information exchange can be realized between different users of the same website and between users and network servers, so information exchange is interactive.

3.3 The fast speed of information transmission

With the help of smartphones and other communication tools, self-Media can get rid of the limitation of time and space and release information anytime and anywhere, so the speed of information dissemination has been improved. Fourthly, the credibility of content dissemination is low. As far as the current situation is concerned, there is a mix of fishes and dragons in the media,

and the information published by some regular portals will be strictly examined, so the credibility is high; however, the information published by some individual users and marketing numbers is often compiled at will, and the credibility is low; in addition, there are some illegal elements who publish false news or information for the benefit of others. Random tampering results in low credibility of the disseminated content^[2].

4. Innovation of Ideological and Political Work in Higher Vocational Colleges under the Environment of Self-media

4.1 Set up new concepts of researching and using self-media.

(1) Among the ideological and political workers in Higher Vocational colleges, we should set up new concepts of researching and using self-media. First of all, ideological and political workers in higher vocational colleges should realize that ideological and political work can not be separated from the carrier of mass communication, and if properly utilized, the development of Ideological and political work will get many conveniences. Therefore, ideological and political workers should not exclude from the media, but learn to accept, study and use the media^[3].

(2) The development and maturity of self-Media technology has increased the enthusiasm of citizens to participate in network life. If ideological and political workers use self-Media technology, the target groups of political communication and ideological construction will be greatly increased. In order to prevent the situation that is difficult to control, ideological and political workers should conduct in-depth research on the self-Media so as to make the combination of self-Media and ideological and political work more life-oriented and interesting, so that students can accept it more easily and will not have conflicting psychology.

4.2 Difficulties in carrying out ideological and political work in higher vocational colleges.

Therefore, it is necessary to put two occasions of public opinion into one, so as to guide the correct direction of public opinion and the view of value choice. If we want to combine the two public opinion occasions, we should start with the following points.

(1) Establishment of Official Main Platform

Official main platform is an important channel for official release of information. However, many schools have not established such a platform, so the mainstream public opinion of schools is in the state of “aphasia” in the self-media. Therefore, the urgent task of higher vocational schools is to establish the official main platform, such as the micro-blog platform of the school propaganda and education department, to publish some issues of concern to students on the micro-blog platform, so as to connect and integrate the mainstream ideas with public opinion and micro-blog, so as to establish a new highland of Ideological and political work^[4].

(2) Information Disclosure

Information disclosure is an important way to prevent gossip from coming into being and spreading. In the self-Media environment, if the school officials do not make the information public, the students will get the correct or wrong information from other channels, and vulnerable to the incitement and confusion of bad information, and make impulsive behavior. In order to reduce the resistance of Ideological and political work, schools should make information public and let students know the truth of things, so as to avoid the loss of credibility of schools and guide public opinion to develop in a healthy direction.

5. Improving the Self-Media Management and Supervision System.

The freedom of self-Media is relatively high, which indicates that it lacks effective supervision. In higher vocational schools, if we want to use the self-Media to carry out ideological and political work, we should make some restrictions on the self-Media in order to prevent the negative impact of overuse of the self-media. Specifically, the restraint of self-Media should start from the following aspects:

5.1 Improving the construction of laws and regulations.

Internet public opinion involves a wide range, from the state to the individual. Since the leading role of self-Media in network public opinion is increasing day by day, the national legislature should establish a relatively complete legal system, while schools should establish a relatively perfect management system to monitor the public opinion of self-Media and reduce the dissemination of harmful information in self-media^[5].

5.2 Improving the network moral level and self-discipline consciousness of students in Higher Vocational colleges

Self-media is a double-edged sword. If used properly, it can help students improve their quality. If used improperly, it may lead students to go astray. At present, the environment of self-Media is rather chaotic. The ideological and political workers in higher vocational colleges should do a good job in guiding work, increase the propaganda of network morality, so that students can establish the concept of civilized Internet access and become mature self-Media individuals, so as to consciously stop the confusion of bad information and resist the invasion of pornography, violence and other information.

6. The Application of Flipping Classroom Teaching Model

Flipping classroom is a new classroom model in the era of self-media, which refers to the teaching process. Teachers make teaching videos to enable students to complete the corresponding preparatory work before formal classes. Usually, students have a general understanding of the course content by watching micro-videos, and find out the problems that you don't understand in the process of learning, and then take part in the classroom learning with the problems, and pass through. Learn to find answers to questions. In the ideological and political teaching in Colleges and universities in the age of self-media, in view of the application of the flipped classroom teaching mode, teachers should arrange reasonable pre-class tasks for students, which can be centered around. Set up the micro-video for students, and urge students to complete the learning of micro-video content. The corresponding tasks, and then effectively carry out classroom learning. It is worth mentioning that in this teaching mode, we should keep the teaching video time for students in the process of using for about 10 minutes, and the video pictures should be as delicate and graceful as possible. For example, teachers can use hot topics of social concern as micro-videos, and the important speech of General Secretary Xi Jinping as the content of micro-videos to guide learning. Student's study of the content of Ideological and political course.

7. Constructing Network Education Level Platform

The construction of network education platform is one of the important contents of Ideological and political work innovation in Colleges and universities in the era of self-media. The network education platform established by colleges and universities in our country for the development of Ideological and political education should focus on two aspects of functions.

7.1 The function of network teaching.

Schools can arrange for ideological and political teachers to set up online teaching courses at least once a week. In the course of teaching, any student can log on to the public teaching platform by using the student number and corresponding password. In the course of learning, they can promptly ask their own questions and seek answers by leaving messages on the public screen. As far as the current situation is concerned, the network education platform can often produce a greater attraction to the vast number of young students, so colleges and universities must make full use of this platform. Teachers can also conduct current affairs and political analysis through this platform to guide students to further deepen their understanding of China's political environment and better guide their own behavior.

7.2 The exchanged function of information

Through this network education platform, students can communicate with teachers online and discuss a problem online. In the process of problem discussion, all students can express their views and opinions, and achieve progress and growth in extensive communication. In addition, colleges and universities should think about it.

If we want to carry out political work, we can set up corresponding Wechat public numbers and ask students to pay attention to Wechat. Using this platform, we can regularly publish relevant ideological and political information, which will also have a positive impact on students' learning and growth..Under the environment of self-media, students in higher vocational schools have a broader horizon and receive more and more mixed information, which makes it more difficult to carry out ideological and political work in schools. In order to cultivate students' correct values, political standpoint and do a good job in Ideological and political work, ideological and political workers should be good at using self-Media technology to establish a new set of Ideological and political work ideas and methods.

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