On the Establishment of Discourse Power of Ideological and Political Education in Colleges and Universities under the Background of "Micro Media"

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Abstract: With the development of mobile Internet, the form of media presents a diversified development trend. With the rise of self media, everyone can become the publisher and disseminator of information. As the most easily accepted group of college students, various "micro" platforms, such as wechat, microblog, tremolo and other micro media, have a huge impact in Colleges and universities. With the changes of the times and the development of information technology, the ideological and political education in Colleges and universities is in a historical period of both opportunities and challenges. How to combine the traditional advantages of Ideological and political education with information technology has become a new era topic of Ideological and political education in Colleges and universities.

1. Introduction

This undoubtedly brings new opportunities to the ideological and political education of college students, but at the same time, it also faces unprecedented challenges and impacts[1]. Therefore, how to keep up with the pace of the times, grasp the opportunities, face the challenges, and vigorously carry out the innovation of Ideological and political education becomes particularly important. The "micro" platform represented by microblog and wechat, as well as various news clients, provide a variety of choices for information dissemination. With the help of various platforms, micro media can selectively publish their own views.

2. Characteristics of Micro Media

2.1. DIVERSIFICATION AND FRAGMENTATION

Micro media has the characteristics of diversity. The diversity here has not only the diversity of communication methods, but also the diversity of communication content. In college students, micro media also has these two characteristics. Influenced by the openness of the network and the diversity of the micro media publishers, the micro media information accepted by college students is complex and diverse. Among these information, there are both positive and negative. Positive information can promote the formation of the correct values, world outlook and outlook on life for college students, while negative information may impact their inherent values and eventually lead to price Distortion of values[2].

In addition to the diversity of micro media in college students, fragmentation is also a major feature. In the era of information fragmentation, people's reading methods have changed dramatically. For the college students, the fragmented information can increase their knowledge and broaden the width of knowledge, but on the other hand, it takes up a lot of time and can't accumulate systematic knowledge. The diversified and fragmented features of micro media not only help college students enrich their after-school life and increase their knowledge, but also have a negative impact on the formation of College Students' values if they are not effectively utilized.

2.2. IMMEDIACY AND SELECTIVITY

Micro media not only has the characteristics of diversification and fragmentation, but also has

the characteristics of immediacy and selectivity for the audience. With the continuous development of the mobile Internet, the immediacy of the micro media continues to strengthen, the time for the audience to receive information continues to shorten, and the speed of information dissemination on the Internet also speeds up. Software such as live network, video sharing and so on are springing up. The college students in the "baby stage" are a group who are eager to learn, eager to show themselves, and looking forward to their views being recognized, Micro media provides a good platform for contemporary college students. They can express their opinions, record their lives[3], learn knowledge and so on by choosing their favorite software platform. Students change from passive educatees in the classroom to active information publishers, and enhance their subject consciousness.

3. The Connotation of Hidden Ideological and Political Education in Colleges and Universities

Recessive ideological and political education and dominant ideological and political education are the extension of recessive education and dominant education. Recessive Ideological and political education is compared with dominant ideological and political education. Recessive ideological and political education refers to the recessive component of Ideological and political education, which is mainly composed of recessive courses, cultural atmosphere[4], environmental impact, etc. the main feature is to use the available resources around the students to influence them imperceptibly. On the one hand, recessive ideological and political education in Colleges and universities can fully mobilize the initiative of students and improve their sense of participation. We should be good at integrating the ideological and political education in Colleges and universities into the rich and colorful network, combining with the personalized characteristics of contemporary students, and making the mainstream voice of the society in the way that students like. As shown in Figure 1
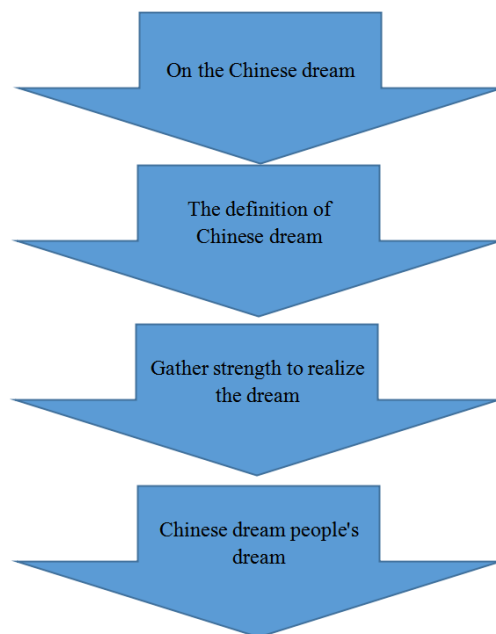

Figure 1 Ppt picture of learning a powerful country

On the other hand, the hidden ideological and political education in Colleges and universities can promote the overall development of students' quality by improving the pertinence of education. In today's society where everyone is self media, students' personality can be demonstrated, which also provides an opportunity for colleges and universities to carry out targeted education. By combining the creation of network ideological and political education brand with the use of Ideological and political education resources hidden in the network, we can give full play to the advantages of big data and other new technologies, and carry out targeted and wide-ranging ideological and political

education, so that students can not only It is influenced by the mainstream ideology. To carry out ideological and political education in Colleges and universities in the new era, we should adhere to the combination of explicit ideological and political education and implicit ideological and political education, give full play to the advantages of positive teaching and subtle coordination, so that ideological and political education in Colleges and universities shows new vitality and vitality[4].

4. Working Principles of Hidden Ideological and Political Education in Colleges and Universities in the Era of Micro Media

4.1. CONTINUOUSLY DEVELOP IDEOLOGICAL AND POLITICAL RESOURCES IN EXCELLENT MICRO MEDIA

The micro media represented by wechat and microblog contains rich ideological and political resources. The hidden ideological and political education in Colleges and universities should fully mobilize the positive elements of the network, and build a platform of Ideological and political education that students like to hear, see and accept. Due to the rapid development of the network, the contemporary college students pay more and more attention to the society through the network, and their sensitivity to current affairs and politics is constantly strengthened. We should make full use of this feature to enhance the attraction and affinity of the micro media network platform in Colleges and universities. At the same time, we should also see that in today's extremely fierce ideological struggle, low-level red, high-level black discourse forms, cultural nihilism, historical nihilism and other ideological trends have brought great challenges to ideological and political education in Colleges and universities. We should strengthen the ability to identify these wrong ideologies, so that excellent ideological and political education resources will not be infringed, occupy the mainstream, and strengthen ideological and political education on the Internet The supervision of the platform promotes the vigorous development of implicit ideological and political education[5].

4.2. PLAY A LEADING ROLE

In the process of carrying out Recessive Ideological and political education, we should give full play to the driving role. The driving subject can be people or things. On the one hand, college counselors, teachers and other teaching staff should strictly require their own words and deeds, improve their political positions, increase their knowledge reserves, and act as role models for students in daily life. On the other hand, they should play the role of peers, make use of the instant communication effect of micro media, so that students can consciously influence and be affected.

On the other hand, we should combine the traditional ideological and political education mode with the network ideological and political education, through the assessment and evaluation of students' behavior on the micro media network platform, establish reward and punishment measures, tap the potential of college students in the hidden ideological and political education, and make them become consciously developers and communicators in the hidden ideological and political education.

4.3. ADHERE TO THE PRINCIPLE OF COMBINATION OF VIRTUAL AND PRACTICAL

The virtual network world not only adds color to college students' life, but also brings them all kinds of puzzles in life and learning. Some college students delay their studies because they are addicted to the network, and some college students dare not face the reality because they are immersed in the network world. Therefore, under the background of the era of micro media, the hidden ideological and political education in Colleges and universities should give full play to the network platform on the one hand On the other hand, we should find out the negative influence brought by the network, start from the students' actual life[6], integrate the students' actual situation into the Recessive Ideological and political education, excavate the elements of Ideological and political education from the students' side affairs and people around them, so as to improve the

effectiveness of Recessive Ideological and political education and promote its vigorous development.

5. Analysis on the Innovative Path of Ideological and Political Education of College Students under the Background of "Micro Era"

5.1. INFILTRATE IDEOLOGICAL AND POLITICAL CONTENT INTO STUDENTS' MICRO LIFE

First, educators need to change their roles, from knowledge teachers to students' listeners, listen to students' demands, listen to students' ideas, listen to students' online social terms, and realize benign two-way communication with students in a way that students like to hear and see; second, educators need to create a positive and healthy online environment, which can be transmitted in a timely manner Pass information content that is conducive to the physical and mental development and healthy growth of students, guide students to understand, treat and deal with problems with healthy and correct ideas, be able to identify and resist bad information, and form a positive and correct network public opinion atmosphere.

5.2. USING "MICRO POWER" TO EXPAND NEW WAYS OF IDEOLOGICAL AND POLITICAL EDUCATION ACTIVITIES

"Micro media" has become the main channel for students to socialize on the Internet. If we can make full use of "micro media" to carry out ideological and political education activities and realize "Ideological and political education in the pocket", the ideological and political education of college students will be more vivid and efficient. One is to build a "micro media" Ideological and political education platform, combine theme education, the second classroom with "micro media", and carry out rich and colorful online cultural construction activities; the other is to constantly enrich the ideological and political content of the "micro media" platform, keep up with the pace of the times, lead students in the way of popular network, infect students with the discourse system recognized by students[7-8], and constantly enhance " The third is to give full play to the "micro power" of student cadres and student opinion leaders, pay attention to the selection and cultivation of advanced and typical students, and give full play to the exemplary and leading role of student models in the network.

5.3. STRIVE TO IMPROVE THE "MICRO QUALITY" OF IDEOLOGICAL AND POLITICAL EDUCATION TEACHERS IN COLLEGES AND UNIVERSITIES

In the era of "micro media", facing the application of "micro media", many ideological and political teachers lack systematic learning and understanding. Although some ideological and political teachers can use "micro media", they need to strengthen their participation in media interaction and content production. In this regard, systematic training in Colleges and universities is an effective way to solve the problem. On the one hand, colleges and universities can cultivate the ability of using "micro media" of Ideological and political teachers by setting up "micro media" literacy training courses, special lectures, salons and other forms; on the other hand, we should strengthen the legal knowledge education of network media, pay attention to the cultivation of information morality, and avoid stepping into the misunderstanding of network ethics[9-10].

6. Conclusion

This way has realized the expansion and extension of time and space. On the one hand, the ideological and political education is no longer based on the class, and the audience can cover the whole school or even the national college students; on the other hand, the ideological and political education and scientific research make full use of the time of students' after-school fragmentation, and a wechat push article can have tens of thousands of reading, forwarding or points in just a few hours Like, ideological and political education has become more efficient. Everyone in the "micro era" is from the media. Everyone can spread their voice through WeChat, micro-blog and other

media. Micro-blog, WeChat group chat, WeChat public address and so on are all interaction platforms.

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