

Reform of Ideological and Political Education of College Students Based on We Media

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Abstract: Ideological and political education in colleges and universities is an important means to maintain national stability, implement ideological education and rule party ideology, so it is very important to hold on to its authority. However, the rapid development of We Media and the influence that is all-pervasive bring great impact on traditional ideological and political education in colleges and universities. Based on the author's learning and practical experience, this paper first analyzes the characteristics of We Media, then discusses the reasons why We Media is popular with contemporary college students, and finally puts forward the reform path of ideological and political education in colleges and universities in the era of We Media.

1. Introduction

The mass, diversified and fictitious nature of the We Media will change the attitude, habits and behavior of the educated, transfer people from the materialized world to the virtual digital world to some extent, and impact on the existing discourse of ideological and political education, thus it can affect the validity of the discourse right of ideological and political education in colleges and universities[1]. Therefore, it is inevitable to integrate the discourse of ideological and political education in colleges and universities into the We Media and to create a unique blend of media-oriented ideological and political education in colleges and universities.

2. Characteristics of We Media

2.1 Civilian grassroots nature

QQ, WeChat, Weibo and other We Media have the characteristics of grassroots and popularity, and they can let ordinary people voice and express interests. In the We Media, everyone is a "bystander" and everyone is a "party". Popularized We Media lets everyone use QQ, WeChat, Renren and other carriers to protect a "private land" and express his views and preferences freely.

2.2 Interactive communication nature

We Media is widely used, and from the perspective of communication, the dissemination of audience information depends on two-way and multi-directional information dissemination and communication. The speed of dissemination of information is proportional to the number of participants and the positive degree of feedback. The audience can transmit at any time and feedback information through the media platform. We Media, as a new means of communication, not only surpasses the traditional channels of television, books and other communication channels, but also surpasses the limitations that people must contact on the spot and right now in real life[2]. The characteristic of interactive media lets people manage their own land at any time and anywhere, so that the speed and effectiveness of information dissemination can be greatly enhanced. This interactive advantage of We Media is the enhancement that television and books can not be comparable.

2.3 Operation simplicity nature

Since the media entry threshold is very low, even primary school students can freely brush Weibo, send WeChat messages and chat with QQ with a little study and training. In the Internet era,

the huge information platform and the simple and feasible template make the operation of We Media become simpler and more attractive.

2.4 Content complexity nature

Taking Weibo, WeChat and QQ as the representative of the We Media, the content is all-encompassing mixed with mud and sand, so its information authenticity and reliability is not high on the whole. In addition, due to the anonymity and openness of the information released by the We Media, the dissemination of information is unordered. Furthermore, the fragmentation of information content has a certain impact on people's values, outlook on life and world outlook.

2.5 Reasons for the Popularity of the We Media Among Contemporary College Students

Compared with the post-70s and post-80s college students, the contemporary college students have the characteristics of being more independent, accepting fresh affairs and relying more on the network new media. Contemporary college students have more personality, so they disdain authority and dare to challenge tradition. The life and study of contemporary college students are more networked, and various kinds of information from the media and constantly updated game carriers have great attraction to them, so their reading habits have the characteristics of moving, interactive and automatic, and show the characteristics of fragmentation, scattered and flattening. Network, mobile phone and other We Media become the main source of information for contemporary college students, and also become an indispensable tool in their life. The We Media lets every college student hold a microphone and is free to express his opinions and likes and dislikes at any time. The fast-paced modern life and the We Media with the function of instant communication without time and space restriction allow the audience to control their own media at any time, and to express their attitude to current affairs and news events quickly, what is more, the demand and emotions that can not be expressed in reality can be released in the media. The characteristics of individualized and diversified interests of contemporary college students coincide with the diversity of We Media and huge amount of information, and they can attract each other. The We Media caters to the psychological needs of contemporary college students[3]. As a "grassroots stratum", contemporary college students are eager to be recognized and respected, which can be realized in the We Media with grassroots characteristics. The openness of We Media information lets the autonomy of content selection of contemporary college students can be satisfied. The operation of We Media is simple and the entry threshold is low, so for contemporary college students who can master computer and mobile phone fluently, they are comfortable with the operation of We Media, which lets the post-70s and post-80s college students be shamed. QQ, Facebook, Renren, Kaixin and other dating platforms have also opened up channels for contemporary college students to make friends, so that they can build new social platforms and enrich their experiences and insights. In short, the characteristics of grassroots, strong interactive information, simple operation, diversification and other characteristics are attractive to contemporary college students and coincide with the way of life of contemporary college students who are willing to try new things and seek new changes, which make the We Media popular and widely used in college students.

3. The Reform Path of Ideological and Political Education in Colleges and Universities in the Era of We Media

3.1 Building the "two strong" teachers and implementing the "rotation teaching" system for the "two strong" teachers

At present, there are two kinds of tendency of ideological and political teachers in colleges and universities in our country, one is teaching teacher, the other is science research teacher. Teaching teacher, mainly young and middle-aged teachers, mainly undertakes undergraduate course "two courses" teaching. And the science research teacher, primarily elderly teachers, mainly takes the graduate student course. Although young and middle-aged teachers can keep up with the pace of the

times to a certain extent and master a certain amount of information, sometimes they can not correctly analyze and interpret the information, which may lead to wrong guidance to students because of the lack of theoretical foundation and depth. The middle-aged and old teachers are sometimes unable to grasp enough information, understand the real ideological situation of college students, and lack pertinence in teaching due to their limited ability to use new technology[4]. Therefore, firstly, it should set up a special system of "two strong" teachers so that it can attract, train, select and employ a group of teachers who are good at researching and teaching, that is "two strong", to undertake the "two courses" teaching of undergraduate course and improve the effectiveness of ideological and political teaching in colleges and universities. Secondly, it should establish a database of "two strong" teachers in colleges and universities, and a database of key teachers of specialized experts. It should also conduct the system of researching thematic studies and taking turns to teach in colleges and universities, that is "rotation" system, which is similar to the special topic teaching in the course of situation and policy, but carries out the system of "teaching in turn". Only in this way can teaching experts who have a solid foundation of Marxism, strengthen the belief of Marxism, and have the characteristics of contemporary, innovative, attractive, and artistic guide college students to form Marxist world outlook, outlook on life and values in the era of We Media.

3.2 Promoting together the "two ups and one down" teaching way and improving the method of teaching in class

Weibo and WeChat have become the most important way for college students to access network information, and online open classes and admiration courses have also become the main way for students to learn. The teaching of ideological and political education should keep pace with the times, and the online teaching from the media should coordinate with the class discussion of teaching and promote each other. On the one hand, the media and online teaching should set up the WeChat public number and Weibo, organize special network teachers of ideological and political education, release positive energy analysis and interpretation information of ideological and political education, and pay attention to the information released in this respect. Published ideas and views should not only adhere to the principle, but also use lively language that college students are willing to accept to promote Marxism; On the other hand, we can set up or introduce some elective courses of ideological and political courses that students love most on the network, and put them into the inner network platform for students to learn. In class teaching, it can adopt the small class round table discussion teaching, which complements the We Media online teaching effectively, so as to throw information, ideas and viewpoints from the media online to the students. On the one hand, it can understand the students' views on problems, and on the other hand, it should guide students to set up awareness of problems, improve students' ability to reflect on problems, and discuss and guide the problem, therefore, the course of ideological and political education can be more targeted and effective, solve the confusion of students' thoughts and make the teaching of ideological and political education become the ideological guidance of college students and the spiritual recuperation room[5].

3.3 Expanding the teaching content and establishing an attitude towards Marxism based on seeking truth from facts

Firstly, it should carry on the diversified ideological and political curriculum system construction. At present, there are mainly four courses in public ideological and political theory in colleges and universities. Although these four courses have strengthened the education and guidance of the students' Marxist ideology and socialist core values in different aspects, carrying out ideological indoctrination has been unable to meet the requirements of college students for multi-ideological study in the present diversification media theory and Marxism as far as Marxism is concerned. Therefore, whether in online or in-class teaching, we must strengthen the construction of ideological and political course curriculum system, through the establishment of a variety of different history, culture, social thoughts and other elective courses, and let the behavior of accepting Marxist values become a kind of conscious action in the process of understanding,

learning and contrasting of college students and being guided consciousness differentiation, identification and internalization of Marxist values by teachers.

Secondly, we need to set up a realistic attitude towards Marxism in the aspect of setting and arranging teaching contents. We Media is the platform of pluralism, and Marxism, in terms of its origin and essence, is also a unity of pluralism. We need to use the essence of Marxism to seek truth from facts and put Marxism in the multi-culture of We Media. In the classroom, it is necessary to treat Marxism realistically, so that college students can understand the limitations of Marxism, grasp the essence and scientific nature of Marxism, and prevent Marxism from being deified, so that Marxism is no longer an inaccessible and lofty empty theory for college students.

4. Summary

Ideological and political education is an important organic component of higher education with Chinese characteristics. Since the 18th National Congress, the Party Central Committee has attached great importance to the reform of ideological and political education in colleges and universities. Leading and promoting the reform and innovation of ideological and political education in colleges and universities, solving the dilemmas and challenges existed in the ideological and political education in local colleges and universities in the era of innovative We Media, reforming and innovating must be based on the essence and function of higher education. We must take the new concept of governing the country by the Party Central Committee as guidance, firmly keep the main position of Marxism theory, and grasp the direction of establishing morality and building people. In this sense, our thinking and response can only play a role of inspiring. Although they are not mature, they are still no lack of important practical value and reference significance.

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