How to Deal with the Influence of "Micro Culture" in Ideological and Political Education in Colleges and Universities

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Abstract: In today's highly developed information society, the communication between people has become more and more frequent, and people's life has become much more convenient than before, and micro culture is one of the important products in the information technology era. The emergence of micro culture will bring both positive and negative effects on the ideological and political education in Colleges and universities. This paper mainly studies the ideological and political education of college students from the perspective of micro culture, hoping to provide guidance on how to use micro culture to assist ideological and political education in Colleges and universities.

1. Introduction

1.1 Meaning of Micro Culture

In the era of increasingly developed information, the requirements for people's insight, processing ability and identification ability of information have been improved. The so-called "micro culture" refers to people's information transmission through some convenient chat software, such as wechat, QQ and Weibo. Micro culture can not only be used as a medium to transmit information for the public, but also as a media platform for news information dissemination. People can express their opinions by using these media platforms, so they can also think of micro culture as a platform for the public to provide "voice" opportunities.
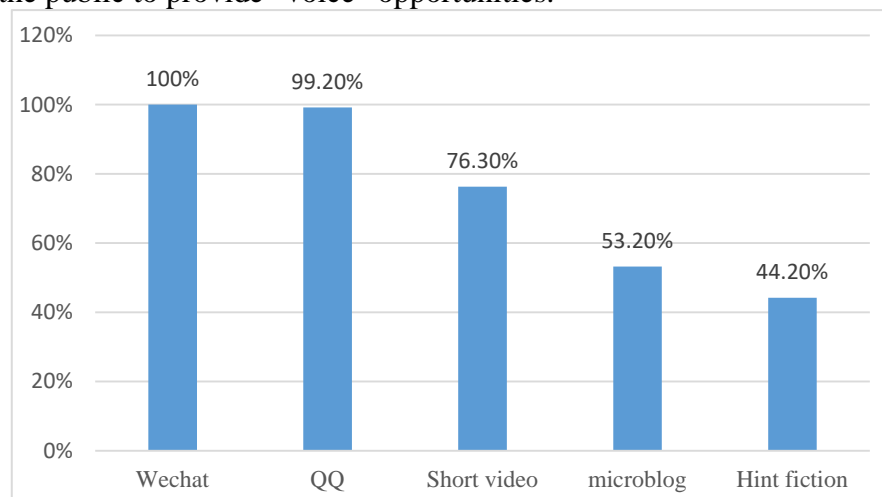

Fig. 1 Proportion of Different Types of Micro Platforms Used in College Students

1.2 Characteristic Analysis of Micro Culture

First of all,Small information. As the name implies, one of the characteristics of micro culture is "micro", which is also discussed here. Although people can get the right to speak on the self media platform now, they can only publish a paragraph of text within a word, not too long information, so they need to compress and simplify the content before publishing. Therefore, what we usually see in wechat friends circle or microwave or QQ friends circle is relatively short content, so this kind of information has the characteristics of miniaturity.

Secondly, Popularity. Relatively speaking, on the self-Media platform, people of any identity can speak freely. Anyone can speak on the self-Media platform as long as he / she has registered an account. At the same time, people in his / her circle of friends can comment or forward the information he / she has published. Therefore, micro culture also has the characteristics of popularity.

At last, Interaction and portability. With the continuous improvement of the current level of science and technology, the application of intelligent mobile phones in life has become more and more popular. These mobile phones can log in the microblog, wechat, QQ and other software, so people can easily connect and interact with the outside world through some chat software. Therefore, another characteristic of micro culture is interactivity and portability.

2. The Influence of Micro Culture on the Ideological and Political Education in the Era of Big Data

The emergence of micro culture can also provide a certain opportunity for the ideological and political education in Colleges and universities, to a certain extent, promote the innovation and reform of Ideological and political education in Colleges and universities.

2.1 Promote the Development of Ideological and Political Education in Colleges and Universities Towards Diversification

In the traditional ideological and political teaching in Colleges and universities, the teaching mode is very monotonous, which is not easy to stimulate students' interest in learning. At the same time, teachers can not understand the problems of students in the learning process in time, which ultimately makes the teaching effect not ideal. After the emergence of micro culture, the limitations of traditional teaching have been broken. Students and teachers can communicate freely through chat software, and the problems existing in students' learning can collapse in time, which can stimulate students' interest in learning. In addition, the ideological and political teachers can also timely pay attention to the students' psychological, ideological and other aspects of the dynamic by browsing the students' circle of friends and meager books, and combine the characteristics of different students to achieve individualized teaching.

2.2 Micro Culture Improves the Timeliness of Education

Although the emergence of micro culture makes the education platform expand, and at the same time, it also enables the free communication between the educatee and the educator to break through the time and place gap. Through the use of microblog, wechat and other tools, the ideological and political teaching work is no longer limited to the traditional indoctrination education mode, but can carry out interactive teaching, but it is worth mentioning that, for college students, thinking The most restrictive factor of Ideological and political education is the trust relationship between teachers and students. Micro culture is based on a virtual environment to carry out communication and interaction. In the process of online communication, no one can see who is between the two sides. Therefore, through online communication, we can break through the psychological defense line between people, further shorten the psychological distance between people, and at the same time, it is easier to enhance the trust between teachers and students You can talk to your teacher about your difficulties in study and life. Through the micro cultural interaction, teachers can also effectively promote the learning of some network languages. Teachers can use some network expressions and network languages to communicate with students, and can use some new vocabulary flexibly, so as to improve the effectiveness of ideological education.

The challenge of micro culture to the ideological and political education in Colleges and Universities

2.3 Shake the Authority of Ideological and Political Education in Colleges and Universities

In the traditional teaching process, the teachers in charge of the ideological and political teaching in the university basically prepare the materials and materials needed for the class in advance, and

then pass on the knowledge they know to the students in the form of lectures or lectures, so as to guide the students' values, ideas and world outlook, so that the behavior and ideas of college students are changed Goodness. Therefore, the ability of Ideological and political teachers to collect teaching materials before class has an absolute impact on the quality of their classes. On the contrary, students are more passive in the whole learning process. Teachers' information and discourse power determine their absolute authority in the whole teaching process. In the era of micro culture, students are full of various kinds of information in their mind every day. Students can get a lot of information very conveniently. Therefore, the advantage of Ideological and political educators in information is becoming less and more obvious, which makes the authority of teachers' Education under the traditional teaching mode shaken.

2.4 Impact on the Content of Traditional Ideological and Political Education in Colleges and Universities

In the current micro cultural environment, students are so full of information that they are easy to lose themselves, so it can have a great impact on the ideological and political education of college students. At present, micro culture is not mainstream culture, and the most obvious characteristic of micro culture is diversity. On the one hand, micro culture has its positive side, which can play a rich role in some mainstream culture. On the other hand, micro culture has the characteristics of departure from the mainstream culture, which is not conducive to the spread of mainstream culture. In addition, in the face of the spread of some mainstream culture, micro culture will compete with it with its decadent and negative side. At present, the dissemination and promotion of positive ideas and positive energy are the important tasks for ideological and political educators in Colleges and universities. The main contents are as follows: the dissemination of some mainstream culture and the promotion of mainstream figures. In the current era of micro culture, the diversity of cultural communication is mainly reflected in the word "micro". These "micro people" often like to magnify some small things, which leads to the status of some mainstream culture gradually become diluted, but the status of some non mainstream culture has been strengthened. As college students, they are in the important stage of establishing their ideology, and the development trend of this bad culture will also have a negative impact on the formation of their ideology, so that some non mainstream cultures occupy the position of the mainstream culture, which is easy to lead students to form a "decentralized" ideology.
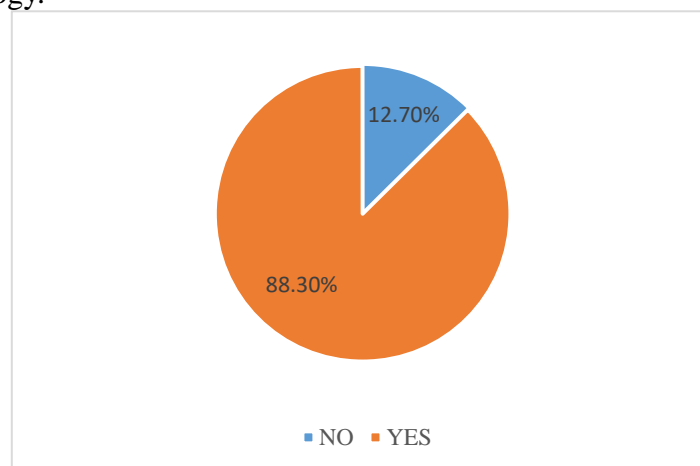

Fig.2 Survey Results of Whether Micro Culture Will Affect College Students' Own Ideas

2.5 Increase the Management Difficulty of Ideological and Political Educators in Colleges and Universities

With the coming of micro culture era. The dissemination of information reflects uncontrollability and rapidity, which will seriously challenge the ideological education in Colleges and universities. The rapid spread and development of micro culture is based on the highly developed Internet technology. Nowadays, every family starts to use Internet devices, and with the rapid emergence

and spread of micro culture, the group of "micro people" is also growing. The university students are the main team of the current micro people group. Now the culture on the network is relatively chaotic, and there is no limit to the micro platform for the information disseminator, so everyone can be the disseminator of information, so that the information "fission communication" occurs. At the same time, more and more university students are eager to control their own voice. If the information is positive energy information, it will also have a positive impact on the ideological and political education in Colleges and universities. If the information is negative, or not in line with social values, it is not conducive to the development of Ideological and political education in Colleges and universities. Therefore, in the context of the increasingly developed network environment, the ideological and political education workers in Colleges and universities need to focus on how to do a good job in information supervision, improve information sources, improve the quality of information dissemination and other work.

3. Countermeasures for Ideological and Political Education of College Students from the Perspective of Micro Culture

3.1 Enhance Teachers and Students' Awareness of Micro Culture

If we want to use micro culture for ideological and political education workers in Colleges and universities, we must first accept and pay attention to micro culture in the depth of our thoughts. As a contemporary university ideological and political teacher, he must attach great importance to the micro culture, and also pay close attention to how to do a good job of Ideological and political education for college students in the current micro culture era. According to the relevant survey data, at present, many universities also have their own campus microwave. Although many students are concerned about it, they seldom care about it. This shows that many universities have begun to manage the campus culture, but the emphasis is not high. In the process of carrying out ideological education for students, university teachers have not made good use of micro culture. Therefore, only when we attach importance to micro culture ideologically can we ensure that it can improve the timeliness of Ideological and political education in Colleges and universities. Secondly, in addition to strengthening the understanding of micro culture in terms of ideology, micro quality is also needed. Micro culture appears with the emergence of the Internet. Therefore, ideological and political teachers in Colleges and universities should also have a deeper understanding of Internet knowledge, further strengthen their awareness of social concern and enhance their own ability to distinguish. Teachers need to have a spirit of living and learning, so as not to lack generation gap with students, so that they can better carry out teaching through new technologies such as network media.

3.2 Optimize the Content of Ideological and Political Education in Colleges and Universities under the Micro Cultural Environment

On the one hand, the combination of ideal and reality, although on the whole, the current ideological and political teaching content in Colleges and universities is relatively consistent with this feature, but sometimes there is the phenomenon of ignoring reality and emphasizing ideal.

For example, the micro culture environment provides everyone with the opportunity to express their own views. If teachers neglect the characteristics of College Students' initiative and overemphasize the society and the whole, students will lack the sense of participation, which is harmful to the development of education. Therefore, although it is necessary to emphasize social values, if we overemphasize the students' initiative characteristics, it will run counter to the characteristics of individual independence under the micro culture. Therefore, in order to avoid students' exclusion, we need to adjust the education mode accordingly.

On the other hand, we should combine new media with traditional education. At present, we are in the era of micro culture. Each of us is the receiver and disseminator of information. Therefore, each of us is responsible for disseminating positive energy information beneficial to society. In this regard, in addition to combining traditional education, ideological and political educators in

Colleges and universities need to use new media to implement quality education, guide students to learn how to obtain the information they need through the network environment, and learn how to screen out some negative information on the network, and actively spread some positive information. Through the development of new media education, the effectiveness of Ideological and political education in Colleges and universities can be improved.

3.3 Develop Ideological and Political Education by Using New Media and New Forms in Micro Culture

On the one hand, microblog is used as a tool to assist ideological and political education. By using microblog, we can close the distance between students and teachers, and communicate with students anytime, anywhere. At the same time, through micro blog to pay attention to the dynamic situation of students, timely understand the ideological values of students and the hot topics of students, so as to provide assistance for the teaching work.

On the other hand, through the use of micro public welfare, micro film to help college students ideological and political education work. By making and playing some positive energy microfilms, we can bring inspiration and shock to students' thoughts, which will have a subtle impact on students' thoughts and values. Or organize college students to carry out some micro public welfare on a regular basis, so that they can improve their awareness of the society by participating in the exercise in the society.

4. Conclusion

Nowadays, with the development of information technology, micro culture has begun to fill the whole campus. The spread of micro culture has both positive and negative effects on College Students' Ideological and political values. In this regard, when carrying out ideological and political education, colleges and universities can use micro culture to realize the spread of some positive energy, so that micro culture can be used as an auxiliary tool of Ideological and political education in Colleges and universities.

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