

Innovative Application of Micro-media in Ideal and Belief Education in Colleges and Universities

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Abstract: With the development of social science and technology, the era of micro-media has been ushered in. On the one hand, the micro-media era has brought great convenience to the life and study of college students. On the other hand, it has brought certain challenges to the work of morality education of the colleges and universities. Because micro-media is characterized by the convenient communication means and rich information resources, it can also become an important platform for college students to obtain information. It also helps to enhance the level of understanding of college students in the ideal and belief education, so that they can establish scientific ideals and beliefs. This paper expounds the importance of the concept of morality education in the micro-media era in the education of ideals and beliefs, then analyzes the advantages and difficulties of the ideal and belief education in the micro-media era, and finally puts forward the practical path of morality education in the education of ideal and belief in the micro-media era, including establishing a people-oriented concept of moral education; improving the micro-media mechanism of ideal and belief education; strengthening the regulatory mechanism, purifying the media environment; promoting correct values; and updating teaching concepts.

1. Introduction

“Micro-media” is developed and popularized through the large-scale social medias such as WeChat or Weibo, which reflects its social functions and attributes, and it can meet the personal development or entertainment needs of young people at this stage. The emergence of software such as Weibo and WeChat mark the opening of the Internet era, and its epoch-making significance is an important driving force for promoting social development. The content of micro-media is complicated and easy to guide students to misunderstand. “Micro-media” is represented by Weibo and WeChat, and the information content published and recommended is complex and diverse. It is not like traditional media and news works which need repeated verification and multi-person confirmation before publication. Therefore, it is easy to have illegal content. In addition, the students of higher vocational education are in the stage of browsing for entertainment or curiosity, and cannot filter bad information. Some students even appear rejection of Marxism-Leninism and Mao Zedong Thought in ideal and belief education. After a certain amount of accumulation and frequency, such negative values are easy to reduce students’ moral quality and responsibility consciousness. College students’ ideal and belief education should also be fully integrated with network technology, using the current popular Micro-media platform, constantly promoting the new development of colleges and universities’ ideal and belief education in the Internet era. The whole process and law of the generation and dissemination of ideal and belief in colleges and universities are scientifically analyzed and understood in this paper, and the theory of network communication is used to promote continuous innovation and improvement of settings of the education of ideal and belief in colleges and universities., to make its effectiveness be effectively improved.

2. Information Dissemination Characteristics of "Micro-Media"

2.1. Very Large Number of Micro-Media Users

Due to the strong entertainment and interest of Weibo, WeChat and Microview, it has been loved

and accepted by the majority of users. For example, the installation and use of WeChat has reached 4.9 billion times. The installation and use of Kuaishou has reached 1.9 billion times, and the installation and use of Douyin has reached more than 900 million times. It can be said that the use of micro-media has achieved full coverage of network users and netizens.

2.2. Micro-Media has Broken the Traditional Time and Space Limitations

The model of traditional ideal and belief education in colleges and universities requires fixed time, fixed space and fixed personnel, and the common methods include class, talk, conversation, etc. This way of ideal and belief education in colleges and universities characterized by instilling form is too singular and boring. It is restricted by time and space. The education of ideal and belief in colleges and universities with micro-media means breaks and traverses the limitations of time and space. The education of ideal and belief of college and university post 2000s generation students can be carried out all-weather and all-round.

2.3. Micro-Media Delivery Information is Fast and Prompt

Micro-media can be produced and distributed anytime and anywhere. Due to the convenient means of micro-media production, the publishing is simple and convenient, and can even be produced and released anytime and anywhere. Compared with traditional media, Micro-media has won the favor of users with its immediacy and speed. For example, the daily average active users of the mobile phone software Douyin exceeded 150 million, and the monthly average active users exceeded 300 million.

2.4. The Information Published by the Media Lacks Integrity

Because micro-media publishing is limited by permissions and time, the published works are often very short, some even a few seconds and tens of seconds. Sometimes it is difficult to fully reflect and spread the ins and outs, the cause and effect of one thing. The audience often sees one of the clips and a chapter. If the incomplete information is inferred or over-interpreted, it is likely to cause bias judgment.

3. The Role of Micro-Media in the Education of Ideals and Beliefs

3.1. The Richness of Micro-Media Resources Provides a Working Platform for the Ideal and Belief Education in Colleges and Universities

With the rapid development of micro-media, the object role of the ideal and belief education of colleges and universities has also quietly changed. The educational object gradually has changed from passive acceptance to active participation, and also plays the role of information disseminator while playing the educatee. In the teaching activities, the education subject can transmit the teaching information to the students in time through new media platforms such as Weibo, WeChat, and official account.

3.2. Operation Flexibility of Micro-Media is an Innovative Work Method for the Ideal and Belief Education of Colleges and Universities

As we all know, in the traditional ideal and belief education model, the education subject is in a long-term dominant position, and the educational method is mainly based on the “cramming” method, but this mode has gradually changed in the micro-media environment. The authoritative status of educational subjects in the micro-media environment has been challenged as never before. The characteristics of micro-media interaction and equality have forced the distance between the subject and object of colleges and universities to gradually narrow and even equal.

3.3. The Innovation of Micro-Media Technology has Added Practical Work and Channel for Teachers and Students to Communicate in the Ideal and Belief Education in Colleges and Universities.

Poor communication is a difficult situation in the traditional ideal and belief education process,

but this problem is effectively improved in the micro-media environment. In the micro-media environment, educators can select interesting topics or political hotspots as the content to lead in and integrate various forms of teaching to achieve the purpose of teaching, not only to innovate teaching forms, enrich teaching content, but also to stimulate students' learning interest, improve the effectiveness of ideal and belief education of colleges and universities, and achieve twice the result with half the effort. According to the survey data, 29.21% of college students' WeChat is on-line all year round, and 51.38% of college students browse WeChat at fixed times every day. This shows that WeChat has become one of the main social tools in college students' life and is an important means of communication for college students. Among them, sophomores and junior students use WeChat most frequently.

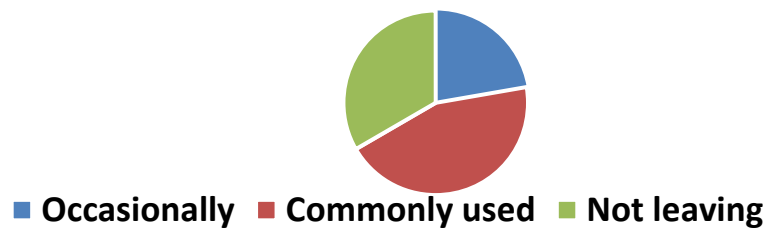


Figure 1. Survey of using frequency of college students' WeChat

4. The Innovative Path of College Ideal and Belief Education in Micro Environment

4.1 Perspective from the Disseminators

The emergence and development of micro-media has spurred the diversification of mode of transmission of modern ideal and belief. College educators not only need to change the choice of theoretical materials and topic discussion, but also need to innovate in form, to enrich and develop educational forms to meet the psychological characteristics and needs of college students. In the micro-media environment, the opening of Weibo free space has made college students have a platform to show themselves. Through the platform, the true personality of college students has been well displayed.

4.2 Perspective from the Content of Communication

At present, colleges and universities have adopted various methods in the process of strengthening the education of ideal and belief. However, the educational effect is not obvious. The main reason is that the content of ideal and belief education is too slow to update. In the long-term education process of colleges and universities, there is too much overlap of education being received by college students in various stages of learning. As the main trainer of students' all-round development, colleges and universities have the responsibility of cultivating students' independent thinking ability. If only following the traditional knowledge system and teaching methods, it will inevitably appear to repeat the educational content, which will greatly reduce the students' learning interests, making the educational effect less than expected.

4.3 Perspective from Media

Xi Jinping emphasized that "propaganda and ideological work must focus on the central task and serve the overall interests, which should be taken as the basic duties, taking care of the overall situation, grasping the general trend, focusing on major issues, identifying the entry points and focus points of the work, and judging, taking action and guiding behaviors according to the situation." As an ideal and belief educator, we should take the initiative to play the advantages of the network micro-media, seize the 'micro-era' network education new platform, and strengthen the education and guidance of the mainstream ideology for college students." So the advent of

“micro-era” takes diversified development for the communication ways of ideal and belief education. Moreover, with the using frequency of micro-media increasing in classroom teaching, micro-media is becoming a new type of teaching tool. In addition, the development of platforms such as Weibo and WeChat have also made the dissemination of educational information increasingly diversified.

5. Summary

With the advent of micro-media era, the rapid development of micro-media and its application in various industries is an inevitable and indisputable fact. It is both an opportunity and a challenge for the education of ideal and belief in colleges and universities. We should seek advantages and avoid disadvantages, properly use the double-edged sword of micro-media, practice the core values of socialism, and cultivate a new generation of talents with all-round development of morality, intelligence, physique and beauty. Morality education is the fundamental task of education. The ideal and belief educators in colleges and universities should implement the concept of “cultivating people as the foundation and moral education as the first” in the process of school education management, and play the role of micro-media in the ideal and belief education of colleges and universities. In this way, the education of ideal and belief of college students can be further strengthened and improved, and students are guided to become fully-developed socialist builders and successors.

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