

The Reform and Innovation of the Ideological and Political Education in Colleges and Universities Based on We Media

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Abstract. With the development of we media, colleges and universities should make corresponding reforms and innovations when carrying out ideological and political work, so as to ensure the quality of education and the correct world outlook, life outlook and values of college students. This paper first introduces the new opportunities faced by ideological and political education in colleges and universities based on we media, and then analyzes the innovation strategies of ideological and political education in order to promote the smooth development of ideological and political education in colleges and universities and to achieve the goal of reform and innovation, which will provide certain experience for the future ideological and political education in colleges and universities.

Introduction

The we media era refers to the era based on individual communication, which is more and more popular with its unique characteristics of self-communication. Since the popularity of the we media is constantly affecting or even changing the media ecology, the media has gradually changed from a professional organization with a high threshold to a platform that a growing number of ordinary people can publish and disseminate information. Everyone seems to run a television station that publishes information to the public at any time [1]. Weibo and WeChat, as the most active media forms and representatives in the environment of we media, have played an important role in promoting many key and hot events, and this kind of promotion has formed an effective impetus for college students' political participation and interaction. The ideological and political education of college students is facing positive opportunities and important challenges. Realizing the modernization of the means of ideological and political education and the diversification of educational methods will innovate the ideological and political education mode gradually [2-3].

New Opportunities of Ideological and Political Education in Colleges and Universities Based on We Media

Strengthening the attraction of ideological and political education. The we media has the characteristics of large amount of information, rich resources and diversified forms, and meanwhile, the functions of image editing, video transmission and voice message are also very strong, which greatly accords with the psychological characteristics of the "post 90s" college students who pursue difference, have distinctive personality and regard entertainment as supremacy. It provides them with a brand-new platform of communication, learning, and entertainment. The characteristics of entertainment and individuation of the we media satisfy the most basic needs of the college students' cognitive activities, therefore, it is more beneficial to realize the effect of the ideological and political education in this relaxed atmosphere, which is the blind zone of the traditional ideological and political education.

Strengthening the timeliness of ideological and political education. The time and space of the university's ideological and political education management are not only limited to a certain period of time in the school and the real physical space because of the development of the network technology and the digital information. The biggest difference between the we media and the

traditional media is the characteristics of the fission and the mesh presented in the mode of propagation, which can easily realize the one-to-many, many-to-one and many-to-many information dissemination and communication. Anyone who has access to the mobile client and the basic skills can acquire or release the information autonomously regardless of the time, the audience can quickly feed back the effect of the information transmission, and many unexpected events can be transmitted through the we media immediately [4]. It solves the problem of the limited space and time in ideological and political education, so as to ensure the situation that as long as network exists, the ideological and political education will exist, which will greatly enhance the timeliness of ideological and political education.

Strengthening the guidance and attraction of ideological and political education. The most prominent feature of we media is its strong interactivity, which breaks the boundaries between the audience and the disseminator in the traditional media, so that the identity can be exchanged at any time, and everyone can be the audience. This kind of interaction transcends the limitation that people must be "present" in real life, and each user is both the disseminator and audience. Ideological and political educators can enter students' lives through we media such as students' home pages, blogs, WeChat and Weibo to understand students' ideological dynamics, and to grasp the characteristics of college students. They can communicate with college students in the equal position at any time and anywhere through the we media, which transforms the real-life teaching into the virtual-world communication, strengthening the guidance and attraction of ideological and political education [5].

The Innovative Strategies of the Ideological and Political Education in Colleges and Universities Based on We Media

Transforming the role of ideological and political Education. Promoting the development of students' autonomous consciousness and constructing college students' life meaning and mainstream value orientation are the basis of the subjective and practical development of the ideological and political education. The symbol of we media is "self", which implies the subjective symbol value of "self-determination, self-motivation and self-consciousness". Overcoming the relationship of the subject-object dichotomy and one-way understanding between teachers and students of the cognitive model and transmission model in the traditional ideological and political education, drawing lessons from the intersubjectivity of the we media dissemination mechanism and acting as the main body of ideological and political education for everyone can promote, stimulate and give birth to the free personality and subjective consciousness of educational objects, therefore, they can truly understand their status, role, rights and obligations in the world. It is an important task of ideological and political education to strengthen their ability to judge right and wrong, and not to follow the crowds blindly in the complicated and turbulent social environment. In the field of we media dissemination, ideological and political education is occurring everywhere, all the time and imperceptibly.

Insisting on the teaching idea of "one subject but multiple elements". The ideas, beliefs and value orientation diversify gradually due to the popularity of the we media, such as Weibo. The pluralistic development of cultural value is the expression of the human society progress and the objective law of the development of things. However, in the network world with diversified values, people tend to lose their discriminability and critical thinking faced with various new things, and then degenerate into one-dimensional man. Any positive, stable and healthy society has its stable core value system and core values [6]. The lack of core values will lead to values confusion and people will be at a loss. Particularly, young people, whose values are in the stage of rapid shaping, urgently need the education about the core values of socialism. Students should be cultivated to support the Chinese Communist Party and the socialism, promote the traditional culture and the spirit of innovation, adhere to the diverse-cultural trend led by the socialist core value system. It should strengthen the active attention to the self-media platform while respecting the students' autonomy in order to find out the dynamic and value tendency of the students in time. It should strengthen the education of the ideal and belief of the socialism with Chinese characteristics while

further strengthening the guiding position of the Marxism. It should strengthen the discourse power of the network to set up the safety awareness of the network and to actively transmit the positive energy.

Improving the discoursing way and space form of ideological and political education. In the we media era, the process of students' democratic participation and interactive meaning construction means that ideological and political education changes from monologue to dialogue, from traditional autocracy to democracy, from closure to opening, and from experts to the masses rooted in the normal state of life. "Education is impossible without language, because education is accomplished through communication in any sense". Similarly, there is no ideological and political education without words. I should change the break-up form between the traditional ideological and political education and "life". It should use emerging media language and technology actively to promote the transformation of the discourse style of ideological and political education, change political labels and political slogans in order to avoid the language form of "two pieces of skin" and "two separations" and close to the reality, the life and the students. It should use the ways that students are willing to accept to carry out education, connecting ideological and political education with "life". It should also pay attention to the communication and interaction based on educational background, strengthen the penetration of educational methods and broaden the channels of education [7-8]. It should change the traditional teaching mode of two courses, reform the practice mode, create various moral education practice activities in various forms as far as possible based on strengthening the classroom teaching in schools, and combine the theoretical education with the subtle practice guidance.

Promoting the new media literacy of teachers and students. The popularity of we media has been the inevitable dissemination form of the times. Colleges and universities can set up courses or lectures related to "media literacy" and "network ethics", focusing on the nature of the media, the media and the society, the choice of media information, understanding ability, questioning ability, evaluating ability, creating ability and the producing ability as well as the media ethics, the media legal system and other aspect. Colleges and universities should guide the college students to establish the mode of correctly evaluating and receiving the information of the media, to eliminate and filter the negative information, and to strive to be responsible for both their growth and the development of the society [9]. Teachers and other managers engaged in ideological and political education should be fully aware of the development trend of the we media, improve their media literacy, make full use of the modern media technology to carry out the ideological and political education, and guide the college students to carry out self-education. As a result, they are able to run from the present to the future, to the infinite and to the constantly updated world.

Strengthening the coordination of educational forces. The development of Weibo promotes the diversity of information channels, but lacks the integration and selection of mainstream platforms. It is necessary to fully understand the guiding role of network mainstream values and to strengthen the coordination and cooperation of educational forces. On the one hand, colleges and universities should use the main channels of education based on the promotion of the government, emphasize the ideological and moral education functions of social education, especially the family and peers, and use Weibo, WeChat to communicate with each other [10]. Forming moral education force and moral consensus can promote the healthy development of college students in the broadest possible range. On the other hand, actively promoting the cultural integration and communication and developing the traditional culture are beneficial to the current college students' cultural resources of moral education, such as the widespread publicity in the we media of patriotism, collectivism, industriousness and simplicity as well as the honest spirit. It can also draw lessons from the rational elements of western history and culture in order to further enrich and expand the content system and methods of ideological and moral education of college students.

Summary

The popularity of we media not only brings opportunities to ideological and political education in colleges and universities, but also brings great challenges to ideological and political education of college students. The whole society will take the platform of we media as an opportunity and take the socialist core values as the leading factor. What is more, it should standardize the ethics of network communication, strengthen the coordination of education, integrate educational resources, transform the paradigm of ideological and political education, adapt to the new media language and art, and actively address and adapt to the opportunities and challenges of the we media era, so that it can improve the ideological and moral quality of college students, the consciousness and ability of innovation and practice.

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