Research on the Strengthen Method of Ideological and Political Education in College Students by the Wechat Carrier

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Abstract. The traditional way of ideological and political education has been unable to achieve the value under the background of modern information technology. With the internet technology development, We-chat is a new field of ideological and political education to have a more positive influence to the college students. In this paper, the aim to solve combining both the characteristics of We-chat and ideological and political education in order to fully use of the We-chat as the carrier. In this way, try to make ideological and political education to achieve the goal.

Keywords: Ideological and political education, Wechat Carrier, Combining, College students.

Introduction

Innovative communication model. WeChat not only inherited the traditional mobile phone text messaging function, but also opened up a new mode of voice messaging, and the introduction of real-time intercom, so that mobile phones become a walkie-talkie. This innovation has changed the exchange of words without emotional defects, so that people in the use of mobile phone software communication, to achieve the perfect combination of three text. WeChat in October 2014 launched a small video function, WeChat users can send a small video at any time to support sending chat boxes and friends circle, anytime, anywhere to share the immediate world. Micro-group chat function to facilitate the formation of groups of friends or group groups, group owners can choose to chat friends, help each other and resource sharing.

The micro blogging audience is rich in resources, not only in large-scale information dissemination of the group, but also a small range of information exchange in the individual, WeChat in the information publishers and audiences can also be transformed into each other to further expand its audience. Micro-audiences of the broad, the use of WeChat to college students ideological and political education, so that the number of educated in the

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number, level and scope have improved. As the WeChat for the network transmission, there is no time and geographical constraints, anytime, anywhere on the education of ideological and political education. Strong interaction makes the content of ideological and political education be well disseminated and enhance the influence of ideological and political education.

The Theoretical Basis of the Micro—letter as the Carrier of the Ideological and Political Education of College Students

In the beginning of the birth of human and human society, exchanges have been produced, this exchanges not only include the exchanges between people, there are people and nature exchanges.

With the continuous development of mankind, the increasingly diverse exchanges, a variety of communication theory also came into being. Marxist theory of communication is based on the theory of philosophy, for the WeChat to become a carrier of ideological and political education to provide a theoretical support.

In the broadest sense, communication covers all social relations, that is, the relationship between people is generated through communication. Marx's communication category can be defined as: communication is a certain historical conditions of the individual and the community through the intermediary object, in the material, the spirit of mutual interaction, mutual influence, mutual contact and common development of various practical activities and Its formation of universal social relations. In the Marxist theory of communication, social relations is a kind of communication relationship, and communication is a kind of human nature, people are the existence of communication. From the Marxist theory of communication, we can know that: communication is a necessary condition for understanding and development, but also the basis of comprehensive development of human beings. Ideological and political education activities itself is a kind of communication, it is educators and educators through dialogue and communication, two-way interaction, and ultimately the formation of consistent with the social development requirements of ideas, political views and value-oriented communication activities. All education, whether knowledge education or character education, is realized in communication. The Marxist theory of communication makes the ideological and political education model develop with innovation, resulting in the new model of subject-intermediary object-subject, and the WeChat as the carrier of ideological and political education can satisfy the conditions of intermediary object and create a good educational environment.

WeChat is an important way of communication between college students and the outside world. It is the carrier of ideological and political education, and communicates information between educators and educators. It is also a communication agent and a conductor function with bearer and output input. The image of the micro-letter is vivid and intuitive, which is beneficial to the students’ active grasp of the scientific theory. It is helpful to create the ideal virtual environment of communication through the performance of the educated...
people in the process of communication and the improvement of the ideological and political education. Educators through the WeChat platform and the process of interaction with college students, but also innovative ways of ideological and political education approach. The establishment of the network of ideological and political education with micro-letter as the intermediary can effectively enhance the appeal and attractiveness of education, and educate the educated people through the influence of theory and charm to promote the improvement of individual moral accomplishment.

**The Demand for Innovation and Development of Ideological and Political Education in the Media**

In the era of continuous development of science and technology, ideological and political education to keep up with the pace of the times, their quality. Ideological and political education workers in the enjoyment of science and technology to bring convenience at the same time, pondering its impact on contemporary society, especially college students, in-depth analysis of college students' psychological changes and needs, continue to use new methods, new theory to achieve good educational results. The innovation of ideological and political education includes many aspects, in which the innovation of carrier is a very important aspect, that is, choose an education carrier which best meets the characteristics of the times and the future trend. In the global acceleration to the network of social and digital transformation process, China has gradually entered the new media era, the new media that is computer or computer with the characteristics of digital equipment to disseminate information carrier, is a high-tech products. The combination of mobile phones and the Internet has made it an important mass media. In the mobile media, WeChat has become popular with college students welcome mobile phone software. The inclusion of micro-letter into the carrier category of ideological and political education is the need for innovation and development of ideological and political education in the new media age.

The traditional theory of education, purely the facts listed difficult to make college students inspired. To be affectionate, vivid and moving, to improve the educational effect, it should follow the times, the use of college students love the mobile media, entertaining. To WeChat as the carrier, the use of its unique WeChat platform and friends circle and other functions, to play invisible ideological and political education used. In the process of explicit ideological and political education, the educator clearly identifies his own identity, although it has the corresponding subjectivity, but for the college students, there will often be a psychological reversal of teaching, once this state arises, it will be ideological and political Education is about the opposite. And the use of WeChat as the carrier, can alleviate this kind of subjective rebellious generation, so that the subjects in their minds open, accept the ideological and political education to convey the educational content and educational ideas, in the WeChat of the equal environment, It is beneficial to the rational thinking and correct acceptance of the content of the ideological and political education of the educated person, and is well influenced and infected by the educated person.
in order to achieve the real purpose of the ideological and political education. Therefore, the WeChat as the carrier of ideological and political education is the realistic demand for innovative ideological and political education.

The Status Quo of Ideological and Political Education of College Students Based on WeChat

General Secretary Xi Jinping in the national propaganda and ideological work speech stressed that to do a good job in ideological and political education in colleges and universities, colleges and universities must take the political responsibility and leadership responsibility, to strengthen the ideological and political education in the process of analysis of major issues judged and co-ordinate guidance, To mobilize all departments, faculty full participation, the ideological and political education and teaching, scientific research, academic, publicity, campus environment construction and other areas of work together to promote and coordinate, to establish a great ideological and political work, To teach and educate people, management education, service education closely together to play together, pay attention to supervision and inspection, check gaps, to seriously work style, to obtain real education effect. This shows that ideological and political education to achieve the whole education and education of the collective participation and interaction.

Ideological and political education workers in the process of continuous practice on the use of WeChat has made some achievements, but still in the primary stage of exploration, WeChat for the ideological and political education to provide new opportunities, there are corresponding issues, the ideological and political Educators have made new demands. Ideological and political education workers, including ideological and political theory teachers and counselors, including the rapid development of WeChat, but also gradually recognize the advantages of WeChat, accept and try to use WeChat as a carrier of ideological and political education. WeChat has been gradually accepted by ideological and political education workers and applied to communicate with college students. Students explained that in the counselor, there have been some counselors use WeChat and college students to communicate, the establishment of WeChat group, to facilitate communication with the teacher. In the ideological and political theory teachers, there are some teachers to open WeChat, in time for the students Q & A doubts. At the same time ideological and political education in the construction of individual friends circle, but also gradually improve. In the survey showed that 7% of college students believe that reading the teacher's circle of friends is very rewarding, 82% of the students that is very rewarding, only 4% of college students that no harvest or unclear. Ideological and political education workers to WeChat recognition, to achieve the ideological and political education approach from face to face exchange into WeChat network interaction, so that the spread of ideological and political education more widely.

Conclusion

WeChat since the launch in 2011, quickly accepted and recognized by people, "you today WeChat it?" Once people become popular language. In the
questionnaire survey of college students, most people use WeChat, WeChat for college students to provide more convenient way of communication, enrich the study and entertainment life of college students, but also become the main way for college students to obtain information one. College students because of their own values have not yet been determined, to distinguish information capacity is poor, it is difficult to resist micro-false information and network fraud, is not conducive to the healthy development of college students physical and mental. The ease of operation and convenience of WeChat make WeChat satisfy the characteristics of ideological and political education carrier, WeChat broadness, authoritative, real-time and anonymity, so that it has the advantage of ideological and political education carrier. In this context, ideological and political education workers should actively use WeChat as the carrier, play ideological and political education function, to help college students out of the woods, to achieve more comprehensive development. Some of today's ideological and political workers will be WeChat as the carrier of ideological and political education, dissemination of ideological and political education information, micro-public platform and the use of friends in the circle has been a certain achievement, but the WeChat uncontrollable, micro-information flow Waterfall and ideological and political workers are not high quality to WeChat as the carrier of ideological and political education has some limitations.

Ideological and political education should strive to build a new system of ideological and political education of WeChat, to enhance the use of WeChat of ideological and political education, the use of WeChat students to correctly guide and create a WeChat as a carrier of good ideological and political education environment, WeChat as a tool for the ideological and political education workers, better for the ideological and political education services to help students better and more comprehensive development. As the WeChat put into use a short time, in the field of ideological and political education on the micro-carrier is not an accurate definition of the development of the theory is more lacking. The state of the Internet law is not perfect, so that the construction of a good WeChat environment more difficult. The study of the WeChat as the carrier of the ideological and political education of college students is still a new field. The related literature is less. Due to the lack of theoretical foundation, it can not grasp the relevant theory accurately. The analysis of the problem is not comprehensive enough, due to the lack of ideological and political education Practical experience, in terms of countermeasures to the theoretical level, the actual operation is insufficient, the study is not enough system. These issues need to be ideological and political education of people continue to study, sum up experience in practice, which also urge me to deepen theoretical research, focusing on the combination of theory and practice.

References


