The Development and Innovation of the Implicit Ideological and Political Education Carrier of Universities in the “Micro-era”

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Abstract: The rapid development of Internet and mobile terminal technology, the "micro" symbolic media represented by MicroBlog and WeChat in social life widely used, signifies that Chinese society has entered the new "micro-era". Under the background of "micro-era", this paper analyzes the new form of the implicit ideological and political education carrier in universities, and then puts forward the development and innovation strategy of the implicit ideological and political education carrier in universities.

The 38th "China Internet Development Statistics Report" released by China Internet Network Information Center in Beijing showed that the scale of Internet users in China reached 710 million, and the Internet penetration rate reached 51.7% as of June 2016. [1] In the rapid development of the Internet environment, "Micro" things represented by MicroBlog, WeChat, micro-film, and micro-public welfare mushroomed into our lives. The way of information dissemination and access has undergone fundamental changes, and people's way of life has also undergone tremendous changes. In order to conform to the trend of "micro-era", ideological and political educators should continue to develop and innovate the carrier of implicit ideological and political education and improve the scientific and practical effect of implicit ideological and political education.

Key Words: Micro-era; Implicit Ideological and Political Education; Carrier; Innovation

I. The Meaning of "Micro-era"

The so-called "micro-era" refers to the era represented by MicroBlog and WeChat in which they conduct communication activities through text, pictures, video, audio and other means. Its main features are simple, fast, real-time, interactive and efficient. "Micro-era" is supported by the micro, small, short and refined content and form of information dissemination, which promotes the reform of information exchanges methods in the new era.

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II. New Forms of Implicit Ideological and Political Education Carrier in the "Micro-era"

The implicit ideological and political education carrier refers to the interaction formed between the main subjects and receivers of ideological and political education where the main subjects of ideological and political education can make the educational receivers unconsciously accept the information of Ideological and political education through infiltration, edification, infection and so on in the process of ideological and political education.

(I) Media carrier with the main form of MicroBlog and WeChat

MicroBlog, the user can set up a personal community through the web, wap and other clients, update and share text, pictures, video and other types of information to about 140 characters, and realize real-time interactive communication. MicroBlog is popular among university students with its fast updating speed, rich contents, diverse forms, and a variety of scopes. With the characteristics of convenience, interactivity, and privacy, and the development of science and technology, WeChat has become a multi-functional platform integrating life, entertainment and work, and become an indispensable way of communication in contemporary society quickly. Under the new situation, the ideology, behavior and value orientation of university students are becoming more and more diversified.

(II) Cultural carrier with the main form of micro-forum and micro-magazine

Micro-forum introduces the web2.0 model into the mobile phone client, based on common topics and interests, to promote mobile phone users to transform from information receivers into information makers, co-manufacturing new topics and contents of mobile forums. Micro-forum is popular among most of the young people with its strong interaction, rich content, and timely update and other characteristics. Users can get information, publish information, discuss, leave messages and so on in the micro-forum. The magazine is an interest-based reading and sharing platform. You can set up your own personalized micro-magazine according to your own interests, interact with others, and operate the micro-magazine together.

(III) Activity carrier with the main form of micro-public welfare

Micro-public welfare emphasizes proceeding from small pubic things. Micro-public welfare provides a good platform for university students, with an easy and charitable way to participate, which can collect the insignificant love of university students into a powerful social positive energy. The concept of participation and self-management advocated by micro-public welfare is also in line with public welfare concept of ideological and political education in universities. Ideological and political educators in universities should actively promote the concept of micro-public welfare, carry out campus
micro-public welfare activities, and leave implicit ideological and political education in practice.

III. The Development and Innovation Strategy of Implicit Ideological and Political Education Carrier of Universities in the "Micro-era"

(I) The media carrier innovation

The richness of information content, the convenience of communication mode, and the diversity of forms of expression provide universities with opportunities to innovate and develop implicit ideological and political education media carrier, so universities should make full use of media resources to carry out ideological and political education of university students.

1. Strengthen the values of the socialist mainstream ideology

With the further opening of the socialist market, the rapid development of science and technology, there is a wide range of information through a variety of social media. In the face of a large amount of information, university students will inevitably be guided by the information communicator, lacking correct judgment and selection ability. Therefore, ideological and political educators in universities should give full play to the leading role, and adhere to the correct political direction, according to the party and the country's principles and policies, promote the socialist core values, filter information, keep the good and abandon the bad, and choose the content conducive to the mainstream ideology of socialism, and use appropriate means and methods to promote and educate, to enhance the sense of social responsibility, sense of mission and sense of honor of university students.

2. Actively build the micro-media platform in universities

With the popularity of micro-media platform such as WeChat and MicroBlog, the active construction of micro-platform is an important means to enrich the carrier form of implicit ideological and political education of university students and improve the timeliness of implicit ideological and political education of university students. Ideological and political educators should follow the current trend of scientific information technology, learn to master the latest micro-media technology, understand the focus of students through micro-platforms, grasp the students' ideological movement, cause resonance between teachers and students, and increase the feelings of teachers and students. They should also spread the positive, healthy, upward ideas to students through the micro-platform, arise the same inner experience, achieve the ideological guidance and the promotion of realm silently, and give full play to the function of implicit ideological and political education.

3. Establish a rapid intervention mechanism for network public opinion in universities

University network public opinion reflects the ideological concepts and moral ethics of university students, which plays an important role in the
harmony and stability of universities. In the era of rapid development of public opinion on the Internet, bad information can be spread very quickly with WeChat and MicroBlog, making many adverse events or emotions expanded rapidly, so there are network violence and other undesirable phenomena. Facing different voices, university students’ judgement shall be only based on personal preferences and their own experience, so it is easy for them to be misled by bad information. This requires universities to further establish and improve the relevant rules and regulations, and to strengthen the management of the campus network platform. Educators should pay close attention to students’ MicroBlog, WeChat, forum, etc., with timely intervene for the negative information on the internet, and actively guide the positive information.

(II) The innovation of the carrier of practical activities

Under the background of "micro-era", the carrier of the activities of university students also needs to follow the pace of the times. To strengthen implicit ideological and political education of university students with practical activities as the carrier not only can mobilize the enthusiasm of university students, but also can play the subjectivity of university students.

1. Rich ideological and political education activities

Universities should use the network to vigorously carry out rich and colorful ideological and political education activities favored by university students to mobilize the initiative of students to participate in ideological and political education activities. Inspire university students, and achieve the purpose of self-education of the educated person silently through the emotional material and personal experience. Universities can use micro-platform to carry out micro-film photography competition, micro-direct broadcast into the community, micro-interviews, micro-music, micro-forums and other activities, so that ideological and political education can be integrated into the activities, which can broaden students' horizons and expand their ideas in practices, tap personal potential, cultivate team awareness, and promote the comprehensive development of people. Universities should build the brand of social practice activities, give full play to the power of the Internet, coordinate and integrate the educational resources of all parties, realize the sharing and interaction of information and serve local people and society.

2. Actively carry out micro-public welfare activities

Micro-public welfare is in line with the requirements of implicit ideological and political education network education, and it is the product of the era of information outbreak. Micro-public welfare attract more people to pay attention to the public welfare around them by virtue of innovative micro-platforms such as WeChat and MicroBlog with the rapid spread of internet, encourage university students to discover the small social needs
around them, and take actions to pass on love. Ideological and political educators in universities should grasp the characteristics of "micro-era", understand the current micro-public organization and operation mode, and construct micro-public welfare activities in line with the characteristics of universities. On the one hand, they help people who need help, on the other hand, they can complete self-awareness in the process of paying love, improve the ideological and moral quality, and deepen the humanistic care.

3. To promote the development of student community activities

University students’ community activities based on common interest and hobbits has gradually Micro-media community groups are small organizations based on interest and hobbits, and the publishing and receiving of information will be more targeted. The composition of the group members is spontaneous, so the organization of members is more active and the organization atmosphere is more lively. Carrying out some activities that are conducive to the growth and development of students with healthy and positive topics and innovative forms through micro-platforms is conducive to enhancing the cohesion and sense of belonging of the members of the community. Universities should establish MicroBlog, WeChat group, QQ group and other micro-media information release platforms, and constantly strengthen the construction of implicit ideological and political education of university students. By promoting the integration and penetration of implicit ideological and political education and micro-platform, universities can improve the ideological and political education system.

IV. Conclusion

In the "micro-era", people gradually realize that "micro" is small, but it has its charm and beauty, more cordial, flexible, and full of humanity and personality. With the social development and Internet science and technology progress, universal innovation has become a new atmosphere. Ideological and political educators in universities should take the initiative to explore innovation and reform, and innovate the contents and forms of implicit ideological and political education carriers. In addition to the effective use of the traditional carrier of implicit ideological and political education, they should explore flexible, diverse implicit ideological and political education carriers with the characteristics of the times, and keep pace with the ideological and political education in universities.

References:

