Paths of Applying WeChat to Develop Ideological and Political Education among College Students

Liang-Feng DENG
Jiangxi Institute of Fashion Technology, Jiangxi, China

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Abstract. After entering the new century, China has stepped into the new-media time of information communication in an overall manner. Especially that WeChat platform is extremely popular in recent years, its diversified information resource categories, extensive contents and hidden sources make it more convenient for students to search for information. The appearance of WeChat has also brought both many opportunities and challenges to ideological and political education in colleges and universities. Ideological and political education workers in colleges and universities shall deeply think about how to face the challenges and fully utilize each opportunity. It is not only required by times development to introduce WeChat into ideological and political education in colleges and universities, but also necessary to promote informatization and scientization of ideological and political education in colleges and universities. In the thesis, the author has firstly analyzed characteristics of ideological and political education on college students in WeChat environment, and finally researched how to fully utilize WeChat to develop ideological and political education in colleges and universities.

Introduction
With rapid development of construction of national new media, the environment for ideological and political education in domestic colleges and universities has been changed to a certain extent, and working contents have been innovated. Therefore, in the new media environment, it has not only effectively combined with informatization and networking in ideological and political education among colleges students, but also realized digital campus construction. It has not only greatly promoted application of network technology in ideological and political education, but also improved modernization level of ideological and political education in China. In the thesis, the author takes WeChat as an example, to discuss new methods and ways to develop ideological and political education among college students.

Characteristics of Applying WeChat to Develop Ideological and Political Education among College Students

Opening Environment
Time and space of ideological and political education among college students can be expanded by convenience and openness of WeChat, and students may not be limited by time, place and space in searching for information and materials by utilizing relevant equipment. Therefore, the author believes that we cannot limit the ideological and political education among students in the space and time specified by colleges and universities, but develop overall education to them.

Abundant Contents
As for WeChat expressive form, information can be faster communicated and more contents can be communicated through mobile phone, network and other platforms, and information carriers have been obviously diversified. Seen, on the contrary, from information sources, there exist both legal and illegal ones; Seen from information itself, there are audio and video, individual opinions, academic thesis, news, etc; Seen from its nature, there appears a diversity trend for information.
Convenient Method

With WeChat platform, it becomes more convenient to develop ideological and political education among college students. With improvement of network technologies and popularization of smart cell phone, the capacity of information storage of mobile phone and network has been greatly improved. Plus it is necessary to widely apply information retrieval tools to develop ideological and political education among college students, and information retrieval is faster than ideological and political education in colleges and universities. College students can not only refer to and select information necessary for themselves, but also dispose and process relevant information with computer and mobile phone to facilitate to improve expansion and effectiveness of information inquiry range.

Countermeasures Taken in Ideological and Political Education in Colleges and Universities in WeChat Platform Environment

Concept Innovation of Ideological and Political Education among College Students

Change traditional concept, and firmly set up the education concept of “large ideology and politics”. Integration is the most prominent feature of WeChat, which integrates symbols of traditional media communication, different cultural faiths of different races, etc. to different extents. Space integration has broken through obstacles of information communication, and the world will be networked and formed into one organic whole under the domination of the integration thought of WeChat. Therefore, it is necessary for ideological and political education workers in colleges and universities to constantly enrich working contents, expand view, and break through limits and drawbacks to professional ideological and political education personnel, form a new working mechanism where multiple parties interact, intensify students’ morality and ideology according to relevant requirements of the school, and improve students’ morality and ideology level. As ideological and political education workers in colleges and universities, they shall constantly discover problems in actual works, and further research them, trying to create a good pattern where everyone pays attention to ideological and political education and is willing to participate in ideological and political education.

Set up concepts developing with times. As ideological and political education workers in colleges and universities, they shall consciously abandon rigid and static concepts, and emancipate mind and develop with times. Further recognize characteristics of WeChat platform, enrich ideological and political education contents, intensify communications between teachers and students and among students through WeChat, comment on the events and fields students are concerned about, scientifically master students’ ideological trends, give full play to superiority peculiar to WeChat, and master commanding heights of ideological and political education in colleges and universities based on exploring and mastering rules and characteristics of ideological and political education in colleges and universities. Meanwhile, we have to recognize the sense of urgency of ideological and political education among students in WeChat environment, and set up a concept of constant learning. Ideological and political education workers in colleges and universities shall change their concepts, update their knowledge and apply on WeChat platform based on mastering basic working theories and methods, and actively research and develop new thoughts and new methods for ideological and political education among students.

Contents and Method Innovation of Ideological and Political Education among College Students

Convert from singularity to diversity in terms of content. For WeChat platform, we have to abandon the unitary student ideological and political education content, and trend to diversity. Contents of traditional students ideological and political education are relatively unitary, and education contents are arranged in a relatively disperse and random manner. Therefore, we are required to actively apply WeChat platform in actual works, and use multiple methods to develop ideological and political education among students. It is necessary to closely combine scientific development, scientific research, talent cultivation, cultural construction and other aspects in
ideological and political education in colleges and universities to enrich education and ideological and political works. On the one hand, it is necessary to effectively combine actual situation of students with actual situation of the school, and combine common education with characteristic education for ideological and political education among college students. We shall actively develop favorable common education for the massive students, and may use WeChat platform for individual students with ideological problems to develop personal education with targets and drive the distance between teachers and students closer through chatting on WeChat. So that students are willing to tell teachers about their trouble, which will greatly help to master students’ ideology.

**Convert passive methods to active methods.** After the WeChat platform appears, ideological and political education among college students shall be converted from passivity to initiative. Traditional ideological and political education in colleges and universities is relatively passive, in which education is generally developed according to the school’s course arrangement, and this dispersed education form which is separated from actual situation has greatly limited effects and quality of ideological and political education. Therefore, we are required to fully utilize WeChat platform to innovate working mechanism and methods, and convert passive work to active work.

**Innovation of Platform of Ideological and Political Education among College Students**

**Establish online WeChat class.** In the informatization background, important information communication methods mainly include various websites and web pages, and this interaction based on network has become an important power influencing college students’ ideology. Therefore, we are required to further extend working field for students ideological and political education, and establishing online classes through WeChat is one of the best ways. After establishing WeChat classes, it will be able to master students’ problems at any time, diversified learning methods and abundant materials will initiate students’ enthusiasm and initiative, communication between students and teachers and students and students will be more frequent, and ideological communication will enable teachers and students to find out actual problems of students. Meanwhile, during summer and winter holiday and other holidays when students are not at school, it is able to further extend students ideological and political education through WeChat classes to further improve students’ ideological qualifications.

**Improve information platform of WeChat group.** Currently, all the college students use WeChat, and the frequency of communication through WeChat has been increasingly improved in the background of constant popularization of smart cell phone. Therefore, the WeChat group platform has become one of the important platforms for ideological and political education among college students. One of the important features of WeChat group platform is being able to realize real-time communication and share resources. Firstly, students ideological and political education workers in colleges and universities may know about students’ ideological situation through their speaking tones and methods and updated trends in the group to further observe their ideological problems. Secondly, students ideological and political education workers in colleges and universities may upload video, images, words, etc. related to ideological and political education in the WeChat group to intensify college students’ perceptual knowledge about ideological and political education, to promote college students’ ideological and political level and effectively improve convenience and effects of college students ideological and political works.

**Conclusion**

After entering the new century, more and more attention has been paid to education in China, and college students ideological and political education is a hot topic in the society. Construction of moral accomplishments and fundamental civic virtues in college students is a complex and systematic project, we need to persist and constantly innovate working methods. The appearance of WeChat platform has created a new working patter of college students ideological and political education. Therefore, ideological and political education workers in colleges and universities are required to constantly innovate ideology and politics, improve educating skills, and further explore positive functions of WeChat platform in college students ideological and political education.
References


