Based on the College Students' Political Education under the WeChat Education Innovation Research

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Abstract. Starting with the characteristics of WeChat, this paper analyzes the new problems that ideological and political work face. Relying on whole network, it is bound to reduce the contact between the teacher and student, which not only makes ideological educators lose their authority but also makes the ideological education lack the systematicness and regularity. Therefore, it is necessary to explore the contradiction of the above problems and come up with solutions. According to the morphological characteristics of WeChat education, this paper puts forward some methods and innovative ways of the ideological and political education, and points out that the emphasis of the two-way communication between teachers and students, and optimize dynamic education network mechanism linking online and offline.

Opportunities of College Students' Ideological and Political Education that Bring by WeChat

WeChat Promotes the Innovation of Educational Contents in Ideology and Politics

With the improvement of network openness, information presenting diversified forms, the deep blending of the university and external society, the ideological and political education resources for college students further expand. As a platform publishing important school information and social hot phenomenon, WeChat public platform attracts much attention, undertaking the spread of information among the specific groups. The timeliness of the vehicle WeChat makes ideological and political education quickly follow the social hot point and trend. Teachers improve the quality of teaching through a timely analysis, highlighting points of education content, and promotion of the student's acceptance. In addition, the education resources on the network will be retained for a long time, and students can accept education independently at any time according to their need, in some sense extending education time. Using WeChat, ideological and political workers are able to know the students’ thought in time and release information without losing time, and guide students’ correct thought and theory by a formative influence.

WeChat Enhances the Interaction Effect of Ideological and Political Education

The ideological and political education class of college is often mobile in the classroom, showing popular indoctrination in education in a one-to-many way. Therefore it is hard to teach students in accordance with their aptitude. WeChat public platform break the gap between the teachers and students by its online anonymity, and eliminate the psychological guard by equal and free communication, making up for the coordination relationship. Ideological education workers can blend into it more easier, and know college students’ thought, and obtain the first-hand information of education feedback, achieving the unprecedented development of the teaching and practice. WeChat public platform can release important informs of school and colleges and interesting things in campus and holiday blessings according to students’ actual needs, creating a relaxed and daily communication atmosphere, enhancing the students’ interest and attention, improving the effect of interaction, helping students use network media better.
WeChat Broadens the Way of Ideological and Political Education

WeChat has supplied network system multimedia teaching with the new instruments such as audio, video, images. Ideological education workers can publish class teaching resources to the WeChat public platform. On the one hand it can provide students the opportunity ask questions after class, on the other hand, in-class quizzes can be set up within the WeChat public platform, and classic case with social reality questions can be set as the content, for everybody to learn. Teachers through question feedback, understand the degree of student learning, develop effective teaching plan. Combined with WeChat to carry out a variety of teaching practice activities, making it easier for ideological and political education workers clear educational goals, highlight the educational objects, and thus more efficient provision of targeted services. The use of network resources open property, select other educational units of excellent teaching resources, in the WeChat on the creation of network class, improve the teaching content of interest and coverage. To achieve multi-form, integrated educational structure, creating a healthy and harmonious learning atmosphere, students can also flexibly use the spare time, to carry out extra-curricular learning.

The Challenges of WeChat Brings to the Ideological and Political Education of College Students

Massive Information Increases the Difficulty of Leading the Work of Ideological and Political Education

WeChat contains a diversity of network culture, bearing a wide range of information content, easily lead to far-reaching complex impact. College students lack of social experience and life experience, in the selective acceptance of flood information, it is inevitable that the induction of bad information. Through the spread of social media fission characteristics, in a short period of time the formation of virus-like proliferation, the number is affected by the number of times growth. Even if the ideological and political education workers found that the deletion of time, cannot avoid the students in the adventures and psychological stimulation, driven blindly follow the instigative nature of the call. Easy to instill in the wrong ideological trend, to arouse dissatisfaction with the government, society, leading to cognitive deviation and values deviation. Seriously restricting the WeChat supervision, but also greatly weakened the direct control of ideological and political work. Open, free social features, making the WeChat more likely to be some students to vent their personal feelings platform for teachers, students malicious slander, causing some inappropriate convergence, the formation of intangible verbal pressure, contributed to the spread of language violence, resulting Extreme behavior occurs, a serious threat to life safety, affecting the normal teaching order.

Diversity Consciousness to Weakens the Authority of the Ideological and Political Workers

WeChat free and open communication model, opened up access to information channels, communication behavior evolved from a single multi-directional. College students have more choices, and gradually control the right to speak, the main consciousness and equality consciousness, played down the mainstream values, changed the traditional authority of the status of educators. Teachers' behavior evaluation and cognitive orientation are difficult to be recognized and accepted, the ideological and political education workers of the appeal, decreased faith, which seriously affected the effectiveness of ideological and political work. At the same time, WeChat to give students more sense of space, blind worship of freedom and the authority of the long-suppressed dissatisfaction, easy to breed individualism, resulting in extreme behavior. In addition, the WeChat as a social information dissemination tool, Internet + sales O2O micro-business model began to flourish, a variety of entertainment features public number, to a large extent occupied by college students to use WeChat time. Making college students will spend more energy, from the learning state, making the use of WeChat ideological and political education cart before the horse, with little success.
The Dependence of WeChat Virtual Community Threatens the Physical and Mental Health and Personal Safety of College Students

College students as the mainstream of social networking, often among the forefront of social hot spots. The information age of the expansion of the Internet, filled with a large number of three views of the spam is not correct, virtually on the students caused by radiation interference. Corrosion of college students' minds, resulting in college students black and white, moral anomic, low social responsibility and other issues. In addition accustomed to virtual circle of friends to show their daily life, to express inner feelings, regardless of the occasion, the time WeChat dynamic concern, which gradually formed a dependence on virtual society, often indulge in micro-social networking platform, deviated from the real-life communication ring. The formation of self-enclosed space, leading to a weakened sense of collective belonging. Even for a long time the lack of language exchange exercise, resulting in interpersonal barriers. At the same time, revealing a lot of daily life information, easy to reveal personal privacy in secret, to create criminal conditions for criminals in the implementation of fraud cannot afford because of economic pressure and spiritual frustration, making college students have extreme behavior.

Put Forward Innovation to the Ideological and Political Education by the Use of WeChat

Improve the Ideological and Political Education System and Establish the Innovation Mechanism

To realize the standardization and systematization of the ideological and political work in colleges and universities, to innovate and improve the operational mechanism of ideological and political work, and to facilitate the coordination and cooperation of various departments so as to become an organism with mutual cooperation, cohesion, coordination and orderly operation, Profound changes in development. The establishment of an online evaluation and evaluation of the network under the combination of evaluation mechanism, the process of evaluation as the main mode of evaluation mechanism, self-evaluation and mutual evaluation of the evaluation mechanism of the comprehensive evaluation mechanism. To create a school and family contact mechanism, the school and the social linkage mechanism and the university within the force mechanism of the integrated working mechanism. Promote the work incentive mechanism, the selection of teachers WeChat education results, the results as a job (title), the title of outstanding, advanced units and other conditions of employment evaluation methods, promoting the rapid development of the new education system.

Actively Using a Variety of Network Technology, Improve Ideological and Political Education workers' Media Literacy

Ideological and political workers not only need their own network of new media literacy put forward higher requirements, but also need to involve more time and energy to complete the pedagogical education. Therefore, it is necessary to cooperate actively with the media outside the school, so that ideological and political education workers can access new media technology, but also really understand the situation around the media, so as to increase awareness of media specialization. The formation of a critical sense of the media, to master the rational use of media resources skills. Based on the nature of life-long education, self-service and conducive to social development. Colleges and universities in the practice of network literacy education, you can select some already have the network literacy part of the students to play their leading and radiation function, and actively promote the surrounding people. To achieve both to strengthen their ability to communicate using the network, but also to promote the overall development of the school media literacy.

Focus on Two-Way Exchange of Teachers and Students, the Linkage of Online and Offline Dynamic Education Network

The implementation of two-way or multi-way communication of education, students can WeChat to their views, views and teachers directly to voice, video dialogue. Students and teachers can open
their hearts, and actively discuss the formation of ideological collision. Activity participation is one of the most effective methods of ideological and political work, the activities of innovation in the law, the organization interested students, loved activities to attract students to participate in the composition of online and offline dynamic education network. And give full play to the role of WeChat campus, deep into the student group, collecting the aspirations of students, students become the program participants, through the planning and design, the ideological and political work-related elements into the program's creativity and design, For example, the follow-up reports on the activities of young volunteers in colleges and universities to carry out the new era of social services and social contribution to the discussion of ways to stimulate their emotional resonance and the concept of identity.

Summary

This paper combines the ideological and political education of college students with the WeChat as the medium, and points out the way of ideological and political workers' dialogue with the equality status of students, and breaks the indoctrination of popular ideological and political education. In the play of network teaching, not time, place and other conditions of the restrictions, free choice of convenient time and place, the relative reduction of face to face with the embarrassment and conflict, in a more human and affinity way, and gradually guide students Value judgment and understanding. The ideological and political work creates a free and equal atmosphere, so that students can better guide their own education.

References


