Application of Micro-Blog in Higher Vocational Course Teaching

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ABSTRACT

The application of micro-blog in higher vocational students' curriculum teaching can not only help teachers improve students' cognition of knowledge, but also can realize the application of modern teaching technology quickly. Micro-blog, popular with customers of students played a strong repercussions among students. Micro-blog freedom of expression, the huge amount of information and broad field of vision, especially the microblog in all kinds of the application of discipline education in vocational colleges. Of course, some problems in Micro-blog should be paid much attention to, and the article will systematically study the application of microblog in higher vocational course teaching.¹

INTRODUCTION

With the coverage of mobile communication network and the popularity of smart phones, microblog has become a leader in interactive communication tools, among which tencent Mmicro-blog and sine Micro-blog have been influential. Student groups also have fans, micro entries with the rich resources of the Internet has a popular element, Mmicro-blog has a unique advantage, have very strong subjective selectivity on access to information, can then be fond of according to oneself to choose to focus on content, has a great deal of flexibility in the influence of its propaganda, can inspire with view the user's interest, and the rapid accumulation of attention, therefore, reasonable and effective use mmicro-blog, can stimulate students' interest in writing.

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APPLICATION OF MICROBLOGS IN EDUCATION

The microblog products of the information age for student’s self-expression and information transmission provides a good platform, it not only caused the wide attention of the whole society, but also can be used as a platform for curriculum education for higher vocational students. Micro-blog has the characteristics of such fashion and personality, and it satisfies the psychological needs of students to pursue individuality and display personality, so it is liked and respected by students. Higher vocational students as the main object of class education, they in full use of the medium at the same time, also inevitable received some junk information disseminated, even confused, can use micro-blog to deal with emergencies. In recent years, emergencies have become increasingly dominant in people's perspective, especially for college students, whose psychological impact is greater and their impact is deeper. Students' ideological and political educators should take the initiative to make good use of WeChat, a novel media, to do a good job in the ideological and political work of students. First is applied to implement in response to the school and social emergency new ideas and new cross, make through web all the student work and online work closely together, complement each other, only in this way can realize the solid and the integrity of student work. To fully play to the ideological and political education work of micro-blog interactive features, through a careful study, after analyzing the demand of college students can carry out micro distribution, display, micro topics, micro interviews, and other interactive activities, through face-to-face communication between students, improve the transparency of the emergency and credibility, calmly facing and dealing with emergencies.

Secondly, it can serve as a platform for ideological and political education. The process of thinking and politics education is the process of interactive communication between the educator and the educated. Only continuous interaction can effectively expand the ideological and political education work. Only by constantly promoting and carrying out such activities can we increase the interoperability between educators and educate, and micro-blog provides such an interactive platform. The interactivity and popularity of microblog provide the possibility for the development of education. Educators and the educated can use micro-blog’s platform, freedom of expression and pass their own viewpoint and the opinion of a certain event, making information can get freedom, the rapid exchange and expression. This is conducive to timely and effective measures in case of emergencies, to enhance students' solidarity and cohesion. At the same time, it can also timely track the ideological tendency among students, and provide guidance and help to students in a timely manner.
THE GUARANTEE CONDITIONS FOR THE USE OF MICRO-BLOG IN HIGHER VOCATIONAL EDUCATION

The Basic Guarantee of Microblog Features

Micro-blog as the basic characteristic is the ability to adapt is very strong, can be a wide range of "life" on the desktop, web browser, and terminal equipment, and micro-blog is very fast and convenient, it is very much in the present student's psychological characteristics, will be able to make the most of current hot quick sharing and comments, published their own mood, make public his own personality. The content of micro blog is concise, short and concise, without elaborate long speech, and there are more Internet terms, which can be created freely and unrestrained. Free form, can write freely according to their own mood, also can according to care about, also cannot copy and paste, the occasion of the as long as you like, you can edit or comment. Micro-blog is one of the most important characteristic is to have the huge repository, the Internet, users can through the Internet to learn about all kinds of information, that is to say, micro-blog has a wealth of information and the most timely information, can enrich our life, light up our life. Micro-blog is one of the application of the interactive. Micro-blog as a platform of information organization, sharing, polymerization, and other active distribution, compared with real-time information communication and sharing of information in real time. Users can interact with each other instantly, and they can share, reprint and other ways to achieve a high level of information dissemination. Micro-blog has increased the network voice of ordinary citizens, previously published information is in the nature of official or semi-official media, people tend to drown in the popularization of the joys and sorrows of the stream. Micro-blog provides a personalized communication platform, everyone has been the subject of the network information, the joys and sorrows of the user can just express your personality and mood.

Students Use the Psychological Security of Micro-Blog

One of the psychological guarantees for students to use micro-blog is that they are intensely focused. Students in the collective learning, if it is not very good or special, is the degree of attention will be greatly reduced, feel normal, resulting in a very strong attention psychology, will form a strong psychological desire. Weibo, however, can satisfy the desire of the students, in the study life, things may not be the best students meet, also the lack of a sense of achievement, at this moment, through web this way, students focus on their information of interest, altered interesting pictures, in order to gain higher attention and comments, we are out of a sense of pride and a sense of achievement. The second is herd mentality. Micro-blog has become a tool for people to chat and interact with each other, and it is almost always present in life, work and study, and students are no exception. Therefore, when some students using Micro-blog, and in the study of public discussion, can
cause the attention of other students, so as to drive the other students to participate, otherwise the other students will have an inferiority complex, will feel abandoned by other students, to keep pace with the trend of The Times. The third is: curiosity. Students can get more information and interesting things on micro-blog.

APPLICATION STRATEGY OF MICRO-BLOG IN HIGHER VOCATIONAL EDUCATION

Micro-blog in the subject teaching application is very extensive, the following in English writing course, the network marketing course, introduction to MAO Zedong thought, communications disciplines, for example, weibo application strategy.

First using the students' interest for micro-blog, let the students' writing to micro-blog, make the students' English composition in the form of micro-blog, and Micro-blog group set up their own school, segment at each grade, class, so by students in the microblog writing, to improve the students' English writing expression ability, students from the regular selection is distinctive in the works, by the votes in the group, select the week, month, best etc. Let the student thorough release in weibo, digging their own potential, slowly stir up the students' interest in writing, through the use of micro-blog, not only in virtually improve the level of the writing, also enriched the knowledge, cultivate the students' interest in writing.

Followed by micro-blog in network marketing disciplines, the application of the spread of micro-blog has the characteristics of interaction with sex, it is no longer equal emphasis on both sides of the relationship, the user can one-to-one or one-to-many relationship with users to build their trust to follow, synchronous update each other. Each user has its own micro-blog page, you can through the computer or mobile phone terminal to release their own weibo, display on your page, on the basis of their own fans also displays the content on a page, if the followers are interested in the content, can be forwarded, sharing, comments. In micro-blog users at the same time their page, would show their concern people released information, if interested in information content, can be forwarded, comment, share, etc. on the basis of their own user sees the information, if you are interested in can be spread, comment and share, make information spread of primary level, this mode of transmission in the application of information technology disciplines can effectively reflect the subject practicality, at the same time, help students better understand the terminal marketing way. In the future online marketing courses, better use of the Internet to achieve communication.

In addition in the spread of disciplines, micro-blog embodies the nonlinear mathematical concepts, it is to point to a variable and the corresponding function, not a linear relationship between the curve in a rectangular coordinate system rather than a straight line, simple locus is output to the input is out, on behalf of the irregular movement and mutation. From the communication perspective, the two levels of traditional media flow transmission and multistage flow transmission due to the emergence of weibo, the spread of the rules, and great changes have taken
place, the spread of the channel is no longer a linear or closed type, but nonlinear. The transmission of information flow by linear chain into mesh chain, in the process of user interaction, information between users fast frequent flow, spread into a geometric series, communication is no longer a quantitative definition of hierarchy, but more blurred, diversification, micro-blog information propagation mode evolution of nonlinear propagation. Communication can be in the traditional media era of the explanation is that the spread of information spread is passive, the audience is passive to accept information, with the rise of Internet media, people can through the Internet search information of interest, but still need to be done in a large amount of information filtering, information push mode to a passive way.

MATTERS NEEDING ATTENTION IN THE APPLICATION OF MICROBLOG IN HIGHER VOCATIONAL EDUCATION

In the first place in the process of higher vocational course teaching should pay attention to the diversification of micro-blog content. Micro-blog content should be attractive, each script is best with pictures, video and other multimedia information, easier to browse and have a better browsing experience. The appropriate topic or label is a very important part of the content of micro-blog, which is conducive to search. The content of the post should be valuable to the students, for example, the content should be attractive to the students, thus bringing good communication effect. Secondly, according to the teaching mission of different timely update microblog content. Each discipline should do every day to update information, not straight hair, go to regularly release information, the information release peak update weibo content. In this way, students’ interest can be improved. Of course for each course teaching post to write, to pay attention to innovation, teachers use enough time to think, as far as possible let bobby is entertaining, attracting students, simple and clear to interpret the theme, more should pay attention to information way expression to the right. To ensure that students have a quick grasp of the way of micro-blog teaching and understand the new learning methods. Quickly grasp the communication advantages of microblog in the course teaching, so that more students can master the way of micro-blog teaching and understand the benefits of microblog.

CONCLUSIONS

Microblog management as a new way of marketing, there is a huge advantage and profound basis, with its powerful forces occupied a large market, at present, the major in higher vocational colleges are seriously rise, join microblog marketing, for a series of problems and take measures to make up the deficiency, microblog in the development of higher vocational curriculum will keep the virtuous cycle, and will develop more and more stronger.
REFERENCES