

An Analysis of the Effectiveness of WeChat Platform in the Ideological and Political Education of College Students

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Abstract

With the popularization and application of WeChat, WeChat platform has become a new carrier of ideological and political education for college students. Using WeChat platform to carry out ideological and political education for college students, which can enhance the timeliness, infectivity and interactivity of ideological and political education effectively. In this regard, we should give full play to the guiding role of ideological and political education in the WeChat platform, be good at refuting all kinds of erroneous social trends of thought with the vivid practice of socialism with Chinese characteristics, and persist in influencing and guiding students with socialist core values.

Key words: WeChat platform; Ideological and political education in college; Effectiveness

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“Lotus hair lotus root, there must be roots”. The rejuvenation of a great country must have a soul. Marx pointed out: people create the environment; similarly, the environment also creates people. (Marx and Engels, 2012, pp.890-899) It can be seen that WeChat platform, as a new carrier of ideological and political education in colleges, has its own unique advantages compared with the carrier of traditional ideological and political education. Especially during the new coronary epidemic, the

WeChat platform as the carrier of information transmission and education has become an indispensable part of college students' campus life, which affects the way of thinking, the formation of values and the way of doing things. At the national conference on ideological and political work in colleges, Xi Jinping stressed: “The course of ideological and political theory should insist on strengthening in improvement, improving in innovation, updating teaching content and enriching teaching means in time.” Many schools actively use case teaching, inquiry teaching, experiential teaching, interactive teaching, and thematic teaching, focus teaching and so on in ideological and political courses, and use modern information technology to build intelligent classroom. (Chen and Zhang, 2019, pp.369-375) It can be seen that reform and innovation is the core content of the spirit of the times, college students are the leading group, ideological and political education should also timely improve methods and means, keep up with the pace of the times, In order to better play the role of WeChat platform as a new carrier.

1. MAIN FEATURES OF THE WECHAT PLATFORM

WeChat platform is a functional module of WeChat. It is a WeChat public platform established by university institutions through registration of WeChat public number. Through this platform, colleges and universities can achieve propaganda, interaction and service functions.

1.1 Timeliness of Dissemination

Through the WeChat platform, content and knowledge can be transmitted and transmitted instantly, and the time gap between subject and object is lost, and the psychological distance between teachers and students is also narrowed. Through this space-time, we can understand the students' feelings in time, thus greatly improving the timeliness of ideological and political education dissemination. Through the operation of WeChat platform, it improves the efficiency of educators' information dissemination

and saves a lot of time, and avoids some shortcomings of traditional ideological and political education. At the same time, it can provide a good platform for college students to learn, break through the limitations of traditional time and space, and make college students obtain information in time and quickly. In order to selectively learn all kinds of interested subject knowledge and participate in different types of lectures. (Xu, 2018, pp.156-164)

1.2 Infectiousness of Content

The WeChat platform has the characteristics of integrating a variety of information resources around students' daily study and life, especially as teachers and students download and use WeChat clients in recent years, and can pay attention to or subscribe to different types of information according to their interests and hobbies. To meet your learning and work needs. Students and teachers can pay attention to the latest scientific research lectures and contents through the relevant platforms below these types, or through the sub-platforms of each college and well-known scientific research professors. The relevant contents focus on the campus life and study of teachers and students, the campus activities around teachers and students, serving college students, actively realize the ideological and political education function of WeChat platform, promote teachers and students to communicate and interact, enhance feelings, apply socialist core values to ideological and political education, and influence the ideology of teachers and students silently, thus leading teachers and students to set up the correct direction of public opinion.

1.3 Interaction of Functions

Through the wide application of WeChat platform, the communication carrier and mode of ideological and political education have undergone important changes. Xi Jinping pointed out: everyone can be self-media, and the mode of information dissemination has changed from one-way, broadcast to interactive and fission. Teachers and students can get a deep understanding in this platform, the status of students as the main body of ideological and political education has been improved, thus greatly sublimating the needs of college students to improve their interpersonal feelings and broaden the way to explore knowledge. On this WeChat platform, colleges and universities can understand what teachers and students think, think and seek through the collection and collation of relevant big data. Through this effective communication, we can solve students' difficult demands in time and accurately, understand the causes of students' ideological confusion, provide help as far as possible, and improve the effectiveness of ideological and political education communication.

2. ANALYSIS OF THE CURRENT

SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES USING WECHAT PLATFORM

2.1 The Pertinence and Effectiveness of Ideological and Political Theory Education Is not Strong

Colleges and universities generally adopt the traditional way of thinking of ideological and political education to forward theoretical knowledge on WeChat platform or distribute electronic documents, read out announcements and other one-way communication mode, and the voice of college students is that ideological and political theory is more easy to understand, lively and interesting, more close to the students' personal reality and life learning. The enthusiasm of college students to participate in theoretical study has not been greatly carried forward and organized, and WeChat platform has not really become the main channel of ideological and political education. The main reason here, on the one hand, is that college teachers pay little attention to college students' ideas, even if they find problems, they do not have effective communication and communication, and college students are in a passive position in the process of ideological and political education. On the other hand, the new carrier of WeChat platform is still in the concrete practice exploration, the ideological and political education discourse guidance must be strengthened urgently. Ideological and political educators lack their own ability and adaptability to transform content into acceptable language and information for college students. (Ye and Duan, 2019)

2.2 Problem orientation and Lack of Social Attention

With the mature development of data network technology, all kinds of WeChat public numbers show entertainment tendency in content and form in order to meet the needs of the audience. The diversified discourse subjects constantly disturb the ecological atmosphere of ideological and political education discourse in colleges and universities. According to the political characteristics of ideological discourse in colleges and universities, in the face of various hot social problems and the continuous interference of negative information, WeChat platform often does not answer in time or has insufficient guiding ability to this kind of problem, which leads to a passive state of college ideological and political education discourse. For example, recently, "migrant workers "with self-deprecating nature have been on the Internet, facing the lack of problem orientation and social hot spots in the process of forming students' values. The reason for these problems is that they do not deal with the relationship between theory and practice. Thus, it affects the integration and synergy of problem solving.

3. THE APPLICATION OF WECHAT PLATFORM TO THE IDEOLOGICAL AND POLITICAL EDUCATION STRATEGY OF COLLEGE STUDENTS

In modern society, the thoughts and behaviors of college students are influenced by various new media, and opportunities and challenges also arise in the ideological and political education of colleges and universities. Therefore, ideological and political educators in colleges and universities should be good at analyzing problems, using the new carrier of WeChat platform, perfecting educational methods and methods, keeping up with the new trend of thought of the times, holding the initiative of ideological and political education in their hands and walking with the times.

3.1 Perfecting the Guiding Role of Ideological and Political Teachers in WeChat Platform

Xi Jinping pointed out: political guidance is the basic function of ideological and political course. With the emergence of new media-based information exchange platforms, various cultures and values blend with each other in colleges and universities. In order to enhance the political leading role of ideological and political education, it is urgent for ideological and political educators to innovate. Understand the psychological problems of college students, communicate effectively and strengthen mental health counseling. Xi Jinping stressed in Beijing August 1 school inspection: encourage teachers to be students to temper character guide, learning knowledge guide, innovative thinking guide, dedication to the motherland guide. In order to give full play to the leading role of ideological and political teachers in the vast number of students, we must send ideological and political teachers with working ability to WeChat platform as an information exchange platform to take charge of regular and systematic inspection and help platform. In a word, ideological and political educators can use a variety of methods, such as typical model law, model law, using revolutionary culture to edify infection, practical exercise method and other methods to guide the value of college students, so as to promote college students to master the mainstream ideology of the right to speak and initiative, play its subjective initiative, and produce their own value identity. To guide college students to embody their ideal of life in integrating socialist core values into study and practice.

3.2 We Will Be Good at Refuting All Kinds of Wrong Social Thoughts With the Vivid Practice of Socialism With Chinese Characteristics

With the spread of historical nihilism, universal value and neoliberalism, college students are facing the identity crisis of mainstream ideology. These erroneous thoughts attempt to challenge the discourse right and

the main position of ideological and political education in colleges and universities. Therefore, ideological and political educators in colleges and universities must closely combine the development of the times and the vivid practice of socialism with Chinese characteristics, through the WeChat platform, enhance the communication advantages of ideological and political education in colleges and universities, firmly grasp the right to speak and the main position. In particular, during the period of the new coronary epidemic, faced with the vilification and attack of hostile forces at home and abroad on China's efforts to combat the epidemic, ideological and political educators in colleges and universities spread through the WeChat platform the selfless dedication of medical workers, party pioneers and people's soldiers and grass-roots community workers who emerged during this period, combining the vivid practice of socialism with Chinese characteristics with the specific problems of students with the help of the favorable environment of the platform, and guiding students to use the knowledge they have learned value judgment and rational thinking in the face of complex situations, Solve the influence of wrong trend of thought, improve its information resolution ability and problem solving ability. (Peng, 2019)

3.3 Adhere To the Socialist Core Values to Influence and Guide Students

Ideological and political educators in colleges and universities need to rely on WeChat platform, face up to their strong communication power and influence, combine socialist core values with the reality of life, sum up new words, and guide their thoughts in a way that students are willing to accept. First, using WeChat to carry out ideological and political education should be student-oriented, take the socialist core values as the way students can accept and understand the words, connect with the students' reality, enter the students' mobile phones, moisten the students' hearts and minds. Second, the orientation is clear, the value leading and the thought leading characteristic of WeChat platform are highlighted, the choice of educational content should be based on the socialist core values, achieve accurate supply, carry forward the main melody, and highlight the leading. The formal aspect of content, to combine specific themes and situations, can be articles, music, voice, video or simply throw out a topic of discussion. Encourage students to personalize the true expression, respect their discourse power, and optimize the educational content from the perspective of peer and language. When communicating and interacting with college students on the platform, ideological and political educators in colleges and universities need to establish equal relations, regard themselves as students' friends, and improve the effectiveness of network ideological and political education. Using WeChat platform as a carrier to express

the socialist core value concept in the form of network and spread to college students. Make them advocaters and practitioners.

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