The Exploration on the “Micro-ideological and Political” Education Path in Vocational Colleges

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Abstract: How to combine with the new culture generated by the “micro-era”, reinforce ideological education and guidance on students, and effectively improve the ideological and political education effect in vocational colleges is an important issue faced by ideological and political educator in current vocational colleges. In this paper, the author analyzes the current “micro-ideological and political” education status and studies the existing problems in “micro-ideological and political” education in vocational colleges, hoping to propose the feasibility advice for the “micro-ideological and political” education path in vocational colleges.

1. The “micro-ideological and political” education status analysis

In order to know about the specific situation of “micro-ideological and political” education in vocational college, the author uses the random sampling way to grant questionnaires to 1200 students at some vocational colleges in our province. This survey recycles 1012 questionnaires, including 984 effective questionnaires.

1.1. The status of using “micro-platform” for ideological and political education by vocational colleges

In the new media era, college campus has already become the densest area for internet users, so that ideological and political education in vocational colleges is kept at the constantly open environment [1]. According to the survey situation, vocational colleges generally start the “micro-ideological and political” education. The author searches for nearly 100 vocational colleges through the platform. Almost each vocational college opens the public official account. The official weibo at schools classifies it. By reading the historical messages of these accounts, it can be observed that these “micro-ideological and political” platform have a high frequency to push articles. The averagely annual tweets reach 296 articles with a total of 1.285 million person-times clicks and 56000 likes, showing that some vocational colleges attach importance to ideological and political education by virtue of the “micro-platform”. Based on the survey, it can be observed that 96% of respondents say they “never reply classmates’ comments” (as shown in Figure 1). The interaction between teachers and students is weak.

Figure 1 The Communication between Official Weibo of Schools and Students

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1.2. The “micro-ideological and political” status used by college students

By combining with the research results, 85% of college students have applied for Weibo and WeChat which are used for information exchange. The use time of Weibo and WeChat exceeds 6 months, which occupy a great part of users (as shown in Figure 2).

![Figure 2 Duration of Using “Micro-platform”](image)

“Micro-platform” is frequently used in college students’ daily life in current days. Respondents with “frequent login every day” occupy 33% of the overall quantity. Respondents with “once login every day” account for 46%. It can be observed from the data that college students are relatively frequent to use the interactive software (Figure 3).

![Figure 3 Times of Logging in “Micro-platform” in Daily Life](image)

With regards to time of using Weibo and WeChat or other social contact software, students who select 30min occupy more than half of total people, showing that students can relatively control and master the use of these networks to a large extent (Figure 4).

![Figure 4 Time of Using “Micro-platform”](image)

According to the survey results, only 17% of students are interested in “micro-ideological and political” education. Over half of student are not interested in “micro-ideological and political” education. Some students are even disgusted with “micro-ideological and political” education(Figure 5).
College students think that they are educated and enlightened by accepting ideological and political education through the “micro-platform”, they have gained or they haven’t gained respectively account for 20%, 62% and 18%. Students are lack of interest in “micro-ideological and political” education and don’t have interest in participation.

The survey results indicate that 71% of college students register the “micro-platform” to know about dynamics of celebrities. 33% of them think they are interested in news media. Only 9% of students want to know about relevant messages about the vocational colleges(Figure 7).

Through the data, it can be observed that most of students are relatively interested in entertainment and celebrities. Furthermore, 66% of students think they have no idea about the official account at schools(as shown in Figure 8). In a sense, it shows that most of students don’t care about the schools and teachers, but only want to master the social dynamics.
2. Existing problems of carrying out the “micro-ideological and political” education

As a whole, no matter for vocational colleges or college students, the opening rate of the “micro-platform” is very high. However, vocational college students are less interested in the “micro-ideological and political” education, but pay much attention to news hotspots or other social dynamics. The learning effect on the ideological and political education in vocational colleges including the ideological and political theory is inferior to the expected effect. Vocational colleges have some problems as using the “micro-ideological and political education” for the ideological and political education.

2.1. The attention on the “micro-ideological and political” platform is insufficient.

By summarizing the survey data, relevant platforms have been established, but schools basically conduct information distribution unilaterally and ignore communication with college students. At the same time, these websites, official Weibo and public accounts generally have some problems, such as limited investment power, insufficient combination with reality, narrow coverage, and weak interaction, and so on. The primary reason for these problems is that vocational college have insufficient attention on using the “micro-platform” to carry out the ideological and political education. Moreover, vocational colleges fail to use the comprehensive method to advertise the “micro-ideological and political” education, so that many students in vocational colleges never realize the important role of the “micro-ideological and political” education.

2.2. The weakness of carrying out the “micro-ideological and political” education

At present, the “micro-ideological and political” education has the single teaching content and teaching forms. The relatively prominent problem is that the micro-platform is considered as a simple information distribution platform, so it just publishes information. Through the field study, it can be found that information published by many vocational colleges on the micro-platform is about meritorious deeds of teachers and students or some current affair consulting. The distribution information is lack of innovation and novelty. Even if the information sets up a model and develops a leading role to some extent, the educational depth of the information is not enough at all.

2.3. The “micro-ideological and political” platform has the unsound safeguard mechanism.

Numerous vocational colleges are lack of professionals who specialize in managing the “micro-ideological and political” platform. Also, vocational colleges don’t spend the specialized expenditure to operate the “micro-ideological and political” platform. At present, it is just an exploratory stage for vocational colleges to use “micro-ideological and political” education. The theoretical literature and practice experience about the “micro-ideological and political” education are less sufficient. What’s more, due to imperfect management system, the development of this task shows the remarkable unprofessional capacity[2]. The official account in many vocational colleges are organized and managed by the student union and propaganda department, but people seldom know about the “micro-ideological and political” technology, let alone professionals who have the
in-depth ideological and political educational capacity. Students complete the study of relevant courses, while implementing the administrative duties. What’s more, they seldom spend time on the platform management, so it is impossible to effectively develop the role of the department.

3. The application advice of the “micro-ideological and political” education in vocational colleges

3.1. Much attention on the application and development of the “micro-ideological and political” education

The network is the important dependency of the “micro-ideological and political” platform in vocational colleges[3]. Due to the support of the network technology, teachers and students can communicate “face to face”. As a result, it is necessary to notice the guidance of online public opinions and construct the good network environment[4]. Vocational colleges should notice the important status and role of networks in the ideological and political education, bring it into the educational management system of vocational colleges, and ensure the sustainable and high-efficient operation of “micro-ideological and political” platform. In the meantime, it is essential to suitably set up the discussion area and message area, provide relevant literature for students, and set up relevant information retrieval plate. Students can rapidly look for their required information and literature through retrieval, reinforce the “micro-ideological and political” linkage mechanism, and enhance the “micro-ideological and political” education effect.

3.2. Reinforcement on the team construction of the “micro-ideological and political” education

The ideological and political workers in vocational colleges are main personnel to do “micro-ideological and political” construction in networks. The ideological quality determines the effect of “micro-ideological and political” education to a large extent[5]. In a sense, if schools want to ensure the high-efficient implementation of the “micro-ideological and political” education, it is necessary to cultivate and create the high-quality ideological and political team and develop the “micro-ideological and political” educational team that integrates with theoretical propaganda, teaching affair administration, students’ ideological dynamic mastery, and network operation. What’s more, it is essential to regularly organize the specialized training. Through the training of professional knowledge, the “micro-ideological and political” education workers can proficiently conduct the web design and video treatment on the basis of mastering software operation, so that teachers can proficiently operate each interactive platform and take full advantage of different platform functions for the educational politics.

3.3. Innovation on the “micro-ideological and political” educational contents and forms

In the process of developing the “micro-ideological and political” education, teachers and relevant educators should combine with students to carry out the educational activities, respect students’ subject status in the teaching activities, set up the philosophy of serving for students, and insist in using the scientific theory to guide the “micro-ideological and political” education[6]. It is necessary to develop the “micro-ideological and political” products, well design its contents, reinforce the association with students, combine ideological education with professional study, and comprehensively and positively carry forward the ideological and political work in multiple levels.

References


