

# **Analysis of Ideological and Political Education Path for Students of Technical Secondary Schools in the We-media Era**

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**Abstract:** With the continuous in-depth development of self-media, the development of Ideological and Political Education in technical secondary schools has been promoted, and to a large extent, a new environment has been created. Based on this background, the ideological and political educators in technical secondary schools should attach great importance to self-media, fully understand and recognize the opportunities and challenges brought about by the multimedia era, make full use of its advantages, constantly reform and innovate the traditional methods of ideological and political education, and actively explore the mode of ideological and political education in technical secondary schools in the We-media era, and then comprehensively promote its development in technical secondary schools.

## **1. Introduction**

With the continuous development of information technology and network technology, the advent of the era of We-media has been promoted. We-media era is a double-edged sword, which not only brings opportunities for the development of Ideological and [Political education in technical secondary schools, but also brings great challenges, which seriously affects the development of Ideological and Political education in technical secondary schools. Therefore, technical secondary schools is supposed to give enough knowledge to the We-media and grasp the basic skills and related knowledge of self-Media in time. In addition, in the actual Ideological and Political education work, teachers should be good at tapping the advantages of We-media to serve the Ideological and Political education work in technical secondary schools. At the same time, secondary technical schools need to correctly grasp the opportunities and challenges brought by the We-media, make full use of the development opportunities brought by the We-media according to the actual teaching needs, promote the comprehensive development of Ideological and Political education in secondary technical schools, and then comprehensively improve the overall efficiency of Ideological and Political work.

## **2. Impact of Ideological and Political Education on Students of Technical Secondary School in the We-media Era**

### **2.1 Impact of Ideological and Political Education Environment on Technical Secondary Schools**

With the continuous development, advanced network technology has not only changed people's way of life, but also greatly promoted the development of multimedia. With the advent of the era of We-media, the environment of Ideological and Political education in technical secondary schools is being changed, and a new educational environment is being formed, which integrates We-media space, social environment and secondary school campus. Based on the promotion of this background environment, the Ideological and Political educators in technical secondary schools need to improve their understanding and knowing of We-media according to the actual situation of current Ideological and Political education, and combine We-media environment with modern Ideological and Political education, give full play to new methods and means of We-media, etc, so

as to develop the Ideological and Political education environment of technical secondary schools in the media age.

## **2.2 Impact on the Means of Ideological and Political Education**

Based on the relatively centralized space-time conditions, the traditional Ideological and Political means can basically complete teaching tasks, and can achieve more obvious results. However, the advent of the era of We-media has successfully broken the space-time limitations of Ideological and Political education in the past, and made up for the shortcomings. Ideological and Political educators are suggested to work with the help of We-media platform, which can not only better play the advantages of the platform, but also promote the smooth development of Ideological and Political education. Moreover, it can stimulate students' learning enthusiasm and mobilize students' learning initiative in technical secondary schools in an all-round way.

## **2.3 Impact on Students' Growth in Secondary Technical Schools**

With the continuous deepening of We-media, it has gradually changed the way of students' thinking of technical secondary school and their ideas to a certain extent. Based on the characteristics of We-media itself, it determines the spread of rumors and slanders, as well as all kinds of false information, and even some of the absurd contents of pornography, violence, decay, anti-society and anti-human are included in it, which has a serious impact on the students of technical secondary schools. In addition, due to various factors, such as the immaturity of students' psychological, low cognitive level, low acceptance ability, lack of correct judgment ability, and the ability to distinguish right from wrong, students in technical secondary schools are unable to discipline themselves, exercise self-restraint, resist the influence of decadent culture, bringing serious impact on the growth of students.

## **3. Opportunities of Ideological and Political Education in Secondary Technical Schools Based on the We-media Era**

### **3.1 We-media Technology Has Provided A Platform for Ideological and Political Education**

Compared with the traditional media, We-media platform has more civilian characteristics. All the public are allowed to participate in the communication of We-media platform and realize resource sharing. In addition, since We-media is also endowed with the characteristics of fast transmission and large amount of information. Usually, students in technical secondary schools are able to express their real thoughts and difficulties in life, which are manifested through We-media platform. Ideological and Political educators in technical schools, through We-media platform, are capable of timely grasping the current psychological changes of students, and according to the psychological characteristics of students, provide comprehensive guidance for students' anxiety, irritability, depression, etc., to help students out of the misunderstanding. Moreover, through We-media platform, the Ideological and Political teachers can transfer the relevant contents to students in time, and help students grasp the key and difficult knowledge. It provides abundant teaching resources for the development of Ideological and Political education in secondary technical schools<sup>[1]</sup>.

### **3.2 We-media Technology Helps to Innovate Ideological and Political Teaching Methods**

The traditional means of Ideological and Political education in technical secondary schools are relatively simplistic and lack of innovation. Ideological and Political teachers pay too much attention to the inculcation of theory as well as the whole course, failing to play the main role of students in the classroom and greatly reducing students' interests in learning, so that students are completely in a passive learning state, resulting in low efficiency of Ideological and Political education. The application of We-media technology in the Ideological and Political education in technical secondary schools has successfully improved the existing situation of traditional Ideological and Political education, promoted its rapid development of education means, presented diversified development, which have not only enriched the teaching means of technical secondary

schools, but also improved the quality of Ideological and Political education. Besides, due to the diversification of teaching methods, it stimulates students' fighting spirit in Ideological and Political learning, enriches the interests of Ideological and Political classroom teaching, and helps to realize its qualitative leap.

#### **4. Methods of Ideological and Political Education for Students of Technical Secondary School in the We-media Era**

##### **4.1 Strengthen the Management of Practical Teaching and Enhance the Penetration of Ideological and Political Education**

In the process of Ideological and Political education in technical secondary schools, practical teaching as an auxiliary mode of Ideological and political education, especially in the era of We-media, practical teaching is more conducive to the development of Ideological and Political education. Therefore, the Ideological and Political teachers in technical secondary schools should pay enough attention to practical teaching, and constantly strengthen the management of practical teaching to enhance the penetration of Ideological and Political education. First, with the help of the advantages of We-media, it is necessary to strive to carry out various forms of Ideological and Political activities. Teachers are required to give comprehensive guidance to students in the whole activity, actively guide students to participate in it, promote students to carry out independent inquiry learning, and guide students to use We-media for learning. Second, enhance the network literacy of students in technical secondary school. It is vital to cultivate students' ability to distinguish right from wrong, help them build up good We-media awareness, abandon the negative influence of We-media, give full play to its positive advantages, and promote the smooth development of Ideological and Political education in technical secondary schools. Third, allocate the spare time of students in technical secondary school reasonably. Ideological and Political teachers should organize students to be good at discovering the events around them, and make them into DV dramas, PPT and so on, so as to transmit positive energy to the society through We-media.

##### **4.2 Build A We-media Exchange Platform**

In the actual Ideological and Political teaching, technical secondary schools have been using the traditional website platform. At present, this platform is relatively single, only one-sided for students to query results, as well as access to relevant notifications, without the functional mode of communication and service. Based on this situation, technical secondary schools should combine the needs of Ideological and Political education development in the era of We-media, strengthen the innovation of education contents, and actively build a We-media communication platform, pay attention to the development of the platform's service function and communication function, carry out targeted Ideological and Political education according to students' interests and hobbies. It not only helps to stimulate students' enthusiasm for Ideological and Political learning, but also improve the classroom efficiency of Ideological and Political education. In addition, technical secondary schools should strive to build a group account of We-media communication through the platform, so as to incorporate students of technical secondary schools into the account, and encourage them to speak bravely. At the same time, teachers in technical secondary schools need to organize students with high ideological and political quality help teachers manage the exchange group accounts of We-media. Teachers and managers are expected to send more and more positive energy to the groups, create a good environment for students in technical secondary schools to accept Ideological and Political education, and make students establish correct world outlook and outlook on life and scientific values, so as to promote the development of Ideological and Political education in technical secondary schools.

##### **4.3 Strengthen the Reform and Innovation of the Management Mechanism of Ideological and Political Education of Technical Secondary Schools in the We-media Era**

Based on the era of We-media, technical secondary schools should constantly strengthen the

reform and innovation of Ideological and Political education, and do the following three specific things well. First, strengthen family cooperation and attach importance to the importance of family education for Ideological and Political education. Parents should master the relevant knowledge of We-media, understand basic skills, and assist the Ideological and Political education in technical secondary schools. Second, strengthen the construction of normal management mechanism of Ideological and Political education and strengthen the exchanges and cooperation between various departments of technical secondary schools, to create a good educational environment and promote the comprehensive development of Ideological and Political education in technical secondary schools. Third, enhance the reform and innovation of We-media supervision mechanism. When carrying out Ideological and Political education in technical secondary schools, it is necessary to strictly implement the relevant laws and regulations<sup>[3]</sup> to promote the smooth development of secondary vocational school's Ideological and Political education in the We-media age.

#### **4.4 Innovate the Concept of Ideological and Political Education in Technical Secondary Schools in the We-media Era**

At present, with the continuous in-depth development of We-media, the impact on Ideological and Political education is so inevitable that technical secondary schools can not change. Therefore, technical secondary schools need to be good at utilizing the influence and make full use of We-media to better serve the Ideological and Political education. For example, technical secondary schools have established micro-blog, QQ group, micro-message group, We-chat and so on, which strengthen the communication among students as well as timely understands students ideological dynamics, grasps their learning dynamics, and determines the direction of Ideological and Political education work. Based on the era of We-media, technical secondary schools are required to actively change the traditional Ideological and Political education concept. For teachers, they are supposed to pay attention to students' main position in the classroom, and strengthen interaction and communication with students. According to students' interests and hobbies, it is vital to pay attention to students' personalized development, and then improve the effectiveness of Ideological and Political education in technical secondary schools.

### **5. Conclusion**

In summary, as a product of the development of network technology and information technology, We-media in the Ideological and Political education in technical secondary schools has successfully solved the problems existing in the traditional education, made up for its defects and shortcomings, and improved the current situation of Ideological and Political education. Therefore, secondary technical schools should pay enough attention to the We-media in practical Ideological and Political teaching. Teachers must innovate education concepts, respect students' main position in the classroom, and give full play to students' potential. Moreover, technical secondary schools are required to strengthen the reform and innovation of the management mechanism of Ideological and Political education in technical secondary schools in the era of self-media, establish the development model of cooperative education with families, give full play to the role of family education, create a good learning environment for students' Ideological and Political education, and further promote the good development of Ideological and Political in technical secondary schools.

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