

## **Studies on Ideological and Political Education of Higher Vocational College Students in the We-Media Environment**

**Zuoli Wang**

Chongqing College of Electronic Engineering, Chongqing, 401331, China

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**Abstract:** According to the Features of Information Dissemination by Dissemination, Based on the Higher Vocational College students' Learning Characteristics, This Paper Analyzes the Opportunities and Challenges Brought by We-Media to the Ideological and Political Education of Students in Higher Vocational Colleges, and Proposes the Concept "School-Student Co-Build" We-Media Ideological and Political Education Platform, Thus Providing New Thoughts for Further Enhancing of Students in Higher Vocational College students' Ideological and Political Education in We-Media Environment.

### **1. Introduction**

As we are entering the era of "Internet +", numerous emerging media based on Internet have emerged in people's vision. We-media as one of the representative emerging media is overwhelmingly changing the information environment and influencing people's life as a media for public publishing and sharing news events. With a positive impact on college students, we-media also has negative impact. Colleges and universities, as the important base for college students' ideological and political education, must fully use we-media platform to draw benefits and avoid disadvantages, play its positive role in ideological and political education of college students, and eliminate its negative impact on college students. In view of this, it is necessary to discuss and study the ideological and political education work among college students in we-media environment. Some researchers have studied the ideological and political education of college students in we-media environment. Li Min discussed the ideological and political education innovation in colleges and universities in we-media environment. Tang Lifeng et al studied the innovation of ideological and political education in colleges and universities in we-media environment. Tao Weizhi conducted innovation studies of college students' ideological and political education in we-media environment, Chen Chuanzhi studied the ideological and political education of college students from the background of we-media, Du Huiying studied the influence of we-media on college students' ideological and political education, Yu Yunqi analyzed the formation of college students' we-media narrative field and college moral education innovation. Although above studies have enriched the theory of ideological and political education for college students in the we-media environment, there are few studies on the ideological and political education of higher vocational college students. As it has become a form of education vigorously advocated by the country, it is necessary to study the ideological and political education of higher vocational college students in we-media environment.

### **2. Characteristic of We-Media**

#### **2.1 Equality of Rights**

In we-media space, irrespective of the social status of we-media participants, qualification of professional we-media skills, they can publish information and enjoy information on the platform equally, which shortens the distance between people of all social classes, and the distance between professional media and mass media.

## **2.2 Interactivity of Participation**

In we-media space, participating users can check related information on the platform as readers, or publish relevant information on the platform as the author. The information recipient can also send the next message. Compared with the traditional media, we-media focuses more on transmitting information through bidirectional two-way or multi-directional interactions by participants.

## **2.3 Spatial Openness**

In we-media space, with the support of Internet technology, media platform more than ordinary physical platform, especially we-media platform, is open to users who can look up and publish information at any time anywhere, or forward the information, thus transmitting information more widely. It is very difficult to limit the dissemination of information in the media environment.

## **3. Higher Vocational College students' Learning and Life Characteristics**

Vocational colleges mainly aim at cultivating students' vocational skills compared with ordinary colleges and universities, Vocational college students have their own learning and life characteristics which bring new challenges to the implementation of development of higher vocational college students' ideological and political work.

### **3.1 Students' Learning Foundation is Relevantly Poor**

Most of higher vocational college students who have applied for higher-level colleges and universities in the college entrance examination are enrolled in higher vocational colleges because of not enough scores. Therefore, their learning foundation is poorer than that of ordinary colleges and universities, without strong interest in learning as that of ordinary college students. On this condition, students are more likely to be perplexed by new things, especially the Internet and other virtual things in their spare time. Higher vocational college students' ideological and political education should focus on guiding students to develop learning confidence and learning interest, correctly deal with the temptation of network virtual space, work hard on their own studies, perform well in learning, and become talents at an early date.

### **3.2 Students' Campus Learning Time is Short**

Due to generally 4 years' academic system of colleges and universities and 5 years for some majors, 3 years' academic system of higher vocational colleges and 2 years for some majors, students studies in higher vocational colleges for a shorter time than that of ordinary colleges, which means the time for students in higher vocational colleges to be affected and influenced by of school style and campus culture is shorter, and students are greatly influenced by various ideological trend outside the school. As some people develop their style and quality under the influence of long-term environment effect, how to shape students' healthy personality and good quality under the influence of campus atmosphere in a relatively short time and eliminate the adverse effect of harmful thoughts outside the school has become an issue for higher vocational college students' ideological and political education.

### **3.3 Students' Practice during Learning Period Accounts for Large Proportion**

Higher vocational colleges aim at training students' vocational skill, which provide more practice opportunities for students during the students' study than ordinary universities. This enhances students' practical ability, especially operating skills in social computer networks and other high-tech fields, objectively strengthens students' capabilities of obtaining new information and learning new things. At the same time, students are more vulnerable to the influence of new things, especially bad new ideological trends. Hence, guiding students to continuously improve their professional skills in practice while learning new things in practice and resisting the incorrect thoughts will be the key issue that higher vocational college students' ideological and political education will deal with.

#### **4. Opportunities for Ideological and Political Education Work of Higher Vocational College Students Brought by We-Media**

Through analysis of characteristics of we-media and some features of higher vocational college students' ideological and political project, it can be found that we-media as a new type of media has brought opportunities and challenges to higher vocational college students' ideological and political work.

##### **4.1 We-Media Has Provided New Means to Higher Vocational College students' Ideological and Political Work**

Previous students' ideological and political work which was often conducted in classroom supplemented by class meetings, dormitory education, and student activities. In vocational colleges, students have a lot of time to take practice training after the second and third grades. In that case, as classroom teaching duration is shortened, especially during off-campus internship period, it is difficult to carry out class meetings and student activities. As a kind of information platform depending on the Internet, we-media can effectively transmit information from a remote distance, providing a new means for higher vocational college students' ideological and political work and helping effectively overcome the inconvenience caused by political training during students' internship period.

##### **4.2 We-Media Has Enriched the Information Volume of Higher Vocational College students' Ideological and Political Work**

As we-media transmit information relying on the Internet, numerous user information sharing can be realized through the network. The massive information not only complements insufficient information in traditional ideological and political education and backwardness of information updating, but also solves problem of the lack of time for students in higher vocational colleges.

##### **4.3 We-Media Has Improved the Time Efficiency of Higher Vocational College students' Ideological and Political the Ideological and Political Work**

We-media can transmit information in real time by depending on Internet technology. Compared to traditional ideological and political education, education by means of we-media can greatly enhance education effectiveness, which is essential for higher vocational colleges. There are many practice and internship opportunities for students in colleges and universities. It is hard to meet students personally at the first time. So, once some unexpected situations happen, it is too late for education after meeting the students personally. However, it is feasible to educate students through we-media which can transmit information through network. At the same time, students in higher vocational colleges relatively more accessible to society are also more prone to the impact of various social trends. Timely information transmission through we-media can help occupy the students' ideological concepts with healthy mainstream thoughts so that political education can obtain better results.

#### **5. Challenge for Ideological and Political Education Work of Higher Vocational College Students Brought by We-Media**

Internet is a "double-edged sword". Internet-based we-media has also brought certain challenges to higher vocational college students' ideological and political the ideological and political work. The challenges are particularly prominent especially in certain aspects.

##### **5.1 Information Are Unbalanced and Intermingled.**

As a highly open emerging media, users of we-media can be ordinary civilians who have the equal rights to use the media. In addition, it is easy to operate, making it more convenient to publish information on the platform and leading to the information in we-media space with by random and free characteristics. Information with positive impact occurs frequently, so does negatively affected information. Especially for students in higher vocational colleges under short-term academic system,

the time for education is relatively short and they lack the experience and ability to distinguish good information.

### **5.2 There Exists Asymmetry in We-Media Application Ability among Teachers and Students**

We-media is a new technology depending on Internet. Young students, especially higher vocational college students, accept new things quickly and participate in a lot of practical training internships with strong hands-on ability, feel easier to acquire the application of we-media. In comparison, faculty, older than students, are not as capable as students to accept and apply new technologies, resulting in asymmetry in their ability to use we-media. As a result, teachers are not as capable as students in information acquisition and dissemination.

### **5.3 Some We-Media Users Lack Self-Discipline Capabilities**

College students as we-media users should have certain self-discipline capability, and know clear whether or not accept or resist some contents, clarify the standard for information that should or should not be disseminated. However, some students without enough self-discipline ability driven by interest may use we-media to spread malicious information which will affect other we-media users. In particular, higher vocational college students with more social interactions are exposed to complicated environment and more prone to be less self-disciplined when using we-media.

## **6. Ideological and Political Education Work Innovation of Higher Vocational College Students Brought in We-Media Environment**

In face of the opportunities and challenges brought by we-media to the higher vocational college ideological and political work, only by making the best use of the situation, drawing on benefits and avoiding disadvantages can we-media give full play to its advantages in the ideological and political work in higher vocational colleges.

### **6.1 Establish the Ideological and Political Work We-Media Platform Adaptable to Higher Vocational College students' Characteristics**

At present, all colleges and universities are equipped with campus broadband networks, and most colleges and universities also have students' ideological and political education platforms, which have laid a solid foundation for the construction of ideological and political education we-media platform. Colleges and universities should seize the opportunity of rapid development of we-media, make use of the characteristics that we-media platform acceptable among college students, and establish ideological and political education we-media platform, enrich and improve college students' ideological and political education system, overcome the shortcomings of dullness of traditional ideological and political education, teach through lively activities, and enhance the effectiveness of ideological and political education. According to the characteristics higher vocational college students, we-media platform can yield twice the result with half the effort in ideological and political education within short time, and also overcome the shortcoming of insufficient time for campus ideological and political education for students due to too much out-campus practice and internship.

### **6.2 Actively Guide Students to Participate and Establish a Pattern of “School-Student Co-Build” Ideological and Political Education We-Media Platform in Higher Vocational Colleges**

Higher vocational college Students have participated in a lot of internship training with strong hands-on skills. Engaged in many social activities, they have extensive contact in the society and stronger information acquisition ability, which are unique advantages to establish we-media ideological and political education platform in higher vocational colleges. Higher vocational colleges should make full use of this advantage and actively mobilize the students to participate in the construction of we-media ideological and political education platform, and form a situation of “school-student co-build” we-media ideological and political education platform. On the one hand, colleges should provide more ideological and political education for students by means of the

platform, make up for deficiency of lacking education time, especially to compensate for the inconvenience due to students' off-campus training. On the other hand, colleges can also make full use of students' off-campus internships, turn the disadvantage to advantage, and mobilize more students to acquire more ideological and political education resources and enjoy a better education platform.

### **6.3 Strengthen the Supervision and Management of Ideological and Political Work We-Media Platform in Higher Vocational Colleges**

Under the situation of “school-student co-build” we-media ideological and political education platform, it is necessary to strengthen the supervision and management of ideological and political work we-media platform in higher vocational colleges. On the one hand, a supervision and management system for we-media platform should be established, rules and regulations for using the we-media platform should be formulated. Colleges must guarantee the operation and maintenance of we-media platform at technical level, and take technical measures to effectively avoid the interference of other technical means and spread of malicious information on the platform. On the other hand, colleges should strengthen students' network moral literacy education, especially for higher vocational college students with strong operational abilities and extensive contact with social information. It is more important to cultivate their civilized behaviors online and ability to distinguish malicious information, advocate them to safeguard justice on we-media platform, abide by their conscience, and work together with the college to build and use a we-media ideological and political education platform.

## **7. Conclusion**

In conclusion, the advantages of we-media in information transmission should be fully used with higher vocational college students' learning and life characteristics to establish ideological and political education we-media platform in higher vocational colleges, and form a pattern of “school-student co-build” ideological and political education we-media platform, and fully use this platform to carry out students' ideological and political work well in higher vocational colleges.

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