

Transformation and Carrier Innovation of College Students' Ideological and Political Education from the Perspective of “Micro Era”

Chanjuan Huang

Guangdong Nanfang Institute of Technology, Jiangmen, Guangdong, China

Keywords: “Micro Era”, College Students, Ideological and Political Education, Carrier, Innovation

Abstract: with the Popularity of Mobile Phones in the Country, People's Lives Are Inseparable from Wechat, Microblog and Other Micro Media. We Have Entered the “Micro Era”. Contemporary College Students Are an Important Group of People Who Use These Micro Media. Their Ideas Are Inevitably Changed and Influenced by These Micro Media. from the Perspective of “Micro Era”, College Students Have Changed Dramatically in Terms of Morality and Values. for the Ideological and Political Education of College Students in This Period, There Are Still Many Problems to Be Solved and Many Dilemmas Such as Disconnection from the Times. under the Premise of “Micro Era”, It is a New Research Direction of Ideological and Political Education Research in Colleges and Universities in China to Study the Innovation Content of the Carrier of Ideological and Political Education of College Students and Apply the Innovation Carrier to the Teaching of Colleges and Universities.

1. Introduction

With the further development of the Internet and the popularization and development of smart phone applications, the era of mobile communication interaction is coming. Among them, the group of college students is facing new knowledge and new technology directly, and has become one of the main users of micro media. The ideological and political teaching tasks carried out during the school period also need to follow the trend of the times, which requires the correct establishment of College Students' values and the innovative development of College Students' Moral Cultivation and political guidance education in the “micro era”.

2. “Micro Era” and Ideological and Political Education of College Students

With the continuous development of China's economy, the Internet plays an important role in social life. Because foreign cultural thoughts constantly wash away the traditional Chinese thoughts, people believe in the concepts of equality, openness and freedom. Moreover, the rapid development of the Internet makes information more convenient and fast to spread, and the ideas of college students are more open, which also leads to a series of bad ideas, greatly affecting their physical and mental health, unable to cultivate the correct world outlook and material outlook, thus affecting the stability and development of society. In order to help college students to adjust their mentality in the face of complex and diverse social phenomena, to correctly distinguish and rationally judge what they are facing, and to guide college students to correctly look at various social phenomena, it is necessary to improve the traditional ideological and political education. Therefore, we need to actively use micro media and other educational activities, so that new things such as micro media can serve the development of Ideological and political education.

The main characteristics of Ideological and political education carrier are carrying capacity, intermediary, controllability, purpose and class, as shown in Figure 1. Carrying capacity mainly refers to that the carrier of Ideological and political education must be able to carry the characteristics of Ideological and political standard education required by social development; intermediary nature refers to that the carrier of Ideological and political education has the intermediary role of subjective and objective, internalization and externalization; controllability refers to that the main body of the carrier of Ideological and political education should have

operability; purposefulness refers to that the application of the carrier of Ideological and political education has directivity Class nature refers to the application of Ideological and political education carriers for different classes. Based on these characteristics, the carrier of Ideological and political education includes various forms, such as conversation, culture, activities, meetings, media, management, etc.

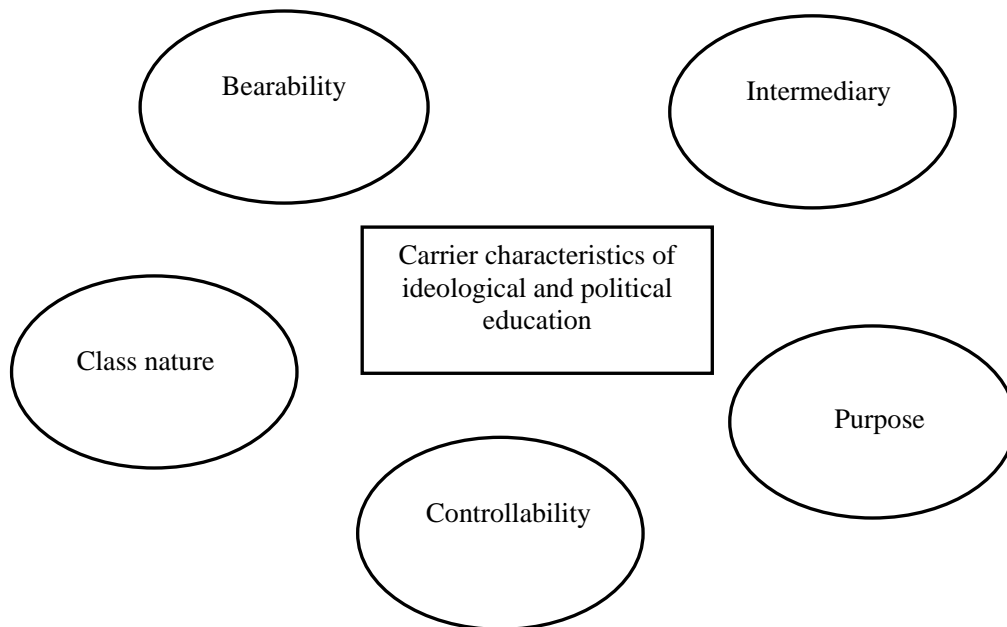


Fig.1 Carrier Characteristics of Ideological and Political Education

Therefore, from the perspective of “micro era”, the transformation of College Students' Ideological and political education carrier should take its characteristics and functions as the starting point to explore the innovative performance of College Students' Ideological and political education carrier in the new situation, which is also an inevitable factor to improve college students' theoretical knowledge in this area. The characteristics and concepts of the “micro era” have been gradually integrated into our study and work. Under such a background, the ideological and political education of college students should also have its distinctive characteristics. Through the analysis of the characteristics and carriers of the “micro era”, teachers can help them learn the characteristics of the new era, and they can also understand that these characteristics can be the current ideological and political education of college students. What new teaching methods does political education bring, and based on this, put forward innovative teaching ideas in line with the times. Teachers can also discover and innovate the carrier of Ideological and political education in the “micro era”, so as to carry out ideological and political education for college students.

3. The Transformation of College Students' Ideas and Problems in the “Micro Era”

In the “micro era” environment, the moral values of college students gradually become reality, which turns to the excessive pursuit of material. However, the traditional moral values pursue justice. At this time, the moral standards and evaluation have also changed. Influenced by the reform and opening up and economic development, the traditional moral concepts are gradually degenerating in the minds of college students.

3.1 Worship Foreign Countries and Love to Follow Foreign Cultures

At present, college students praise foreign festivals mainly because of the lack of basic knowledge of Chinese culture and national traditional knowledge, as well as the blind worship of foreign culture, which is also the reason why college students are crazy about foreign culture. The traditional culture of our country has a long history. We have been surrounded by all kinds of examinations since primary school. Most of the time and energy in school are used to make questions and test papers. After class, we use mobile phones to see the content of some other

countries. This leads us not to know the history and culture of our own country, and blindly think that some heroes in Hollywood blockbusters are us. Our idols think that some developed countries are better than our country. These blind worship of foreign culture will directly affect the ideas of college students.

3.2 Unswerving Ideals and Beliefs

The education of ideals and beliefs is an important part of the ideological education of contemporary college students. At present, many of them are active in their way of thinking, but they don't use this advantage in their place. They are self-centered in their study and life. The traditional Chinese culture advocates humility. Some college students lack empathy, won't feel the experience of others, and are afraid of losing their own interests. . When I arrived at University, I forgot the lofty ideals I set up when I was a child, and I firmly believed in them.

The contemporary college students' education is faced with the great responsibility of realizing the national rejuvenation, with a good vision of socialism in the future. During school study, we should not only learn well and improve our self-cultivation, but also dare to practice and firm our lofty ideals and beliefs. Only by connecting today's learning progress with our own future and even the future of our nation, can we firm our ideals and beliefs, and never waver in the face of any difficulties.

4. The Challenge of Ideological and Political Education and Its Carrier Development in the “Micro Era” of College Students

Micro era refers to the information age characterized by the refined cultural communication. Its information transmission is very fast, and its transmission has a strong impact. Based on this, communication in the micro era has distinct characteristics. As shown in Figure 2, information communication and emotional communication are carried out through refined culture to fully attract the audience, enhance traffic and expand influence. Therefore, under the environment of “micro era”, the ideological and political education of college students and its carrier development are facing great challenges.

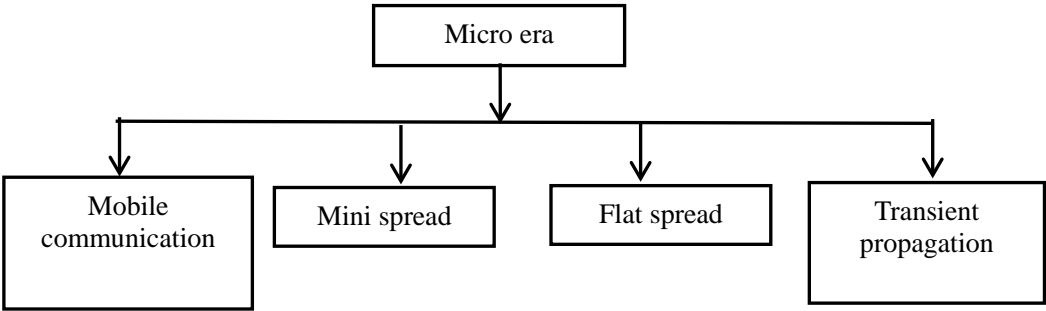


Fig.2 Basic Characteristics of Micro Era Communication

4.1 Open Information Has an Impact on College Students

Wechat, Weibo and other “micro media” are open platforms, which are easy to operate. Sometimes a few words and a few pictures can become a hot topic. Based on the open public forum, college students can discuss and analyze freely in this forum environment, thus changing people's way of thinking in the process of imperceptible influence. This open form of information interaction and communication is different from the traditional form of education communication, so it is an important content of Ideological and political education for college students to create a good network cultural environment.

4.2 The Continuous Updating of Information Affects the Ideological and Political Education Today

The traditional ideological and political education of college students is mostly spread to students in the way of class, listening to reports, etc., but with this way as the carrier, the content of Ideological and political education contained in it can not be updated in time, some old textbooks have been used for several years or even more than ten years, the content is dull and uninteresting, and students sound boring. These problems seem to be out of place in the context of the new situation. Based on the real-time characteristics of the “micro era” news release, college students are constantly receiving the latest news information through the micro media and receiving the impact of Internet information, which makes it difficult for college teachers to understand the real opinions and ideas of college students.

4.3 The Liberalization of Micro Media Hinders the Ideological and Political Education of College Students

The Internet advocates freedom of speech. Netizens can speak freely about social events. In the “micro era”, everyone can participate in this discussion. Therefore, a large number of negative information hinders the development of Ideological and moral aspects of college students. College students are more willing to pursue fashionable and interesting things. They lack the ability to distinguish and judge what they follow when they follow the mainstream. To make college students' values deviate. Therefore, it is very important to choose the carrier of Ideological and political education for college students, so as to control the trend of this aspect of education, enhance their ability to distinguish information and cultivate their ideological quality.

5. The Innovation of the Carrier of Ideological and Political Education in the “Micro Era” of College Students

In the “micro era” environment, in the face of the above challenges related to ideological and political teaching and education, college teachers should adjust their ideas, learn to innovate the education carrier, better find new carrier methods that can adapt to the better learning of current students, and provide a better platform and conditions for the innovation and progress of College Students' Ideological and political education carrier.

5.1 Actively Use Various Micro Platforms for Education

The ideological and political educators of college students should make good use of various micro media, establish an interactive link with college students, and realize the joint efforts of classroom education and micro education. For example, wechat public service on campus is very popular among students and has many advantages. With this wechat public platform, it can bring convenience to teachers. With this platform, educators can share resources, communicate ideas with college students, and transfer positive energy to students.

5.2 Promote the Innovation of Teaching Carrier

Classroom teaching in schools is mainly conducted by teachers. Due to the progress and development of society, the updating of teaching materials can not keep up with the changes of the times, which leads to the limitations of Ideological and political education. For the teaching of students, while teaching textbook knowledge, we should introduce more hot topics on the micro media, through the discussion of these hot issues, to activate the class. Hall atmosphere. The ideological and political education in Colleges and universities should also make full use of micro media to teach, promote the development of online classroom, social hot spot analysis and other ways to enrich teaching methods and content.

5.3 Enhance Crisis Awareness in the Micro Era

In the micro era, ideological workers must attach great importance to the impact of micro media on Ideological and political education, and then better seize the opportunity to avoid adverse effects.

Some college students have poor self-control ability and over rely on micro media, so they will gradually neglect the importance of theoretical knowledge. From the perspective of teachers, although micro media is fast and convenient, it also makes some teaching workers rely on it, become anxious and lazy, and affect the function of Ideological and political education carrier. Therefore, the transformation and innovation of College Students' Ideological and political education carrier in the micro era should focus on improving their crisis awareness, restricting their media dependence, making rational use of micro media, and implementing scientific and reasonable ideological and political education.

5.4 Develop Innovation Micro Activities

When carrying out ideological and political education, some practical activities should be added, such as holding some activities of “going to the countryside for three times” and “volunteer education”, holding lectures on Ideological and political education knowledge, film appreciation and other methods, which will help college students broaden their horizons, enrich their theoretical knowledge system, and further carry out practical operation activities. In line with the development of the “micro era”, we will carry out micro public welfare activities. Following the “one foundation” and other public welfare methods, everyone donated 1 yuan to the poor to solve their living difficulties and strive to improve the ideological and political awareness of college students.

6. Conclusion

The new carrier of Ideological and Political Education under the “micro era” has expanded the learning life and content of college students. With the continuous change of society, we should focus on the characteristics of the current society, and based on the analysis of relevant research results, discuss the transformation of Ideological and political concepts of College Students under the “micro era” environment and problems, and analyze these problems. Teachers in Colleges and universities should take advantage of their strengths and avoid weaknesses, follow the pace of the times, strive to create a new pattern of Ideological and political education, and further improve the ideological level of students.

References

- [1] Xie Shoucheng. The stage characteristics of transforming society and the innovation of Ideological and political education of college students [J]. Journal of central China Normal University (HUMANITIES AND SOCIAL SCIENCES EDITION), 2012,05:66-70.
- [2] Tang Shuling. Research on the application of Ideological and political education carrier of College Students under the background of “micro era” [D]. Chongqing University of technology and industry, 2014.
- [3] Zhang Jianying. Innovation of College Students' Ideological and political education carrier from the perspective of new media [J]. Journal of Fuzhou University (PHILOSOPHY AND SOCIAL SCIENCES EDITION), 2014,02:105-108.
- [4] Yu Xiaofang. Research on Ideological and political education of public security college students from the perspective of “micro era” [J]. School party building and ideological education, 2016,10 (9): 54-56.
- [5] Longshi. Research on the influence of “micro era” on the environment of Ideological and political education in Colleges and universities and countermeasures [J]. Science and education guide, 2015,20 (23): 74-75.