

# Research on Teaching Method of Ideological and Political Theory Course in Colleges and Universities based on WeChat Official Platform

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**Abstract:** Integrating WeChat Official Platform into ideological and political theory course teaching in universities conforms to the educational informationization requirement in the new era and the growth rules of the students who are the generations after 90s and 00s, which is helpful to enhance appetency of the teachers, enrich teaching carriers, broaden learning space and improve teaching effect. Therefore, this paper conducts research on the teaching method of ideological and political theory course in universities based on WeChat Official Platform.

## 1. Introduction

In the new era, 100% of university students are using WeChat. Therefore, the ideological and political theory course in universities should fully recognize and master the characteristics of WeChat, make the best use of the circumstances and take advantage of WeChat by combining with the growth rule of university students thus to strengthen its teaching attraction.

## 2. Current situation of ideological and political education in universities

Currently, the ideological and political education in universities has presented diversified characteristics, firstly, with the development of information technology, the ideological and political education means and mode are becoming more and more diversified, wherein, the university students can not only obtain skills but also can know and learn politics of current events through information technologies such as mobile phone and WeChat. Secondly, with the development of information technology and communication technology, the ideological and political contents have also changed, especially owing to more convenient transmission of ideology, politics and culture of various countries, the ideological and political awareness of university students have been affected deeply. Thirdly, the ideological and political education is not just limited to classroom teaching but extends to various fields and spheres constantly by relying on information technology, which is affected smaller and smaller by time and distance. Certainly, the university students are not acute to application of informatization in ideological and political education, and they still need to enhance their consciousness in ideological and political education, meanwhile, they need to enhance their initiative and enthusiasm in learning ideological and political course by aid of WeChat platform.

## 3. Opportunities for WeChat Official Platform integrating into ideological and political theory course teaching in universities

### 3.1 Enrich the carrier for ideological and political theory course teaching

Carrier is one of inevitable factors in the ideological and political education process. The education content and activity implementation can not leave from certain carrier. WeChat, as a fresh carrier, has its obvious advantages and unique role. Conducting ideological and political education for university students by aid of WeChat platform can break through the limited resource spaces of classroom and library to some extent, and provides social, open and unlimited education space thus to realize larger development of ideological and political education resources. For instance, the Official Accounts of Beijing Daily firstly published the article of "How remarkable is the female

student from Peking University who is praised by Xi Jinping?” on May 2. This female student is the student representative Song Xi together with the general secretary in the seminar of Peking University. The article presents the true aspect of Chinese young people--the generation after 90s with the themes of “striving for the best university” and “being the leading singer and winning the championship”. And the university students can really experience what youth, ideal and fighting are? The WeChat platform also summarizes the speeches of Xi Jinping in different time and different occasions together to make university students feel the hope and expectation of the general secretary them. As a fresh carrier, WeChat platform is featured with timeliness and convenience, which requires us to research and apply it.

### **3.2 Develop the growth space for the students**

Nowadays, the university students are active in mind and good at accepting new things, who welcome the WeChat Official Platform generally. In a way, the WeChat platform has become the powerful thing to guide university students to realize healthy growth. Currently, the network information is intermingled, the universities must grasp the powerful position of WeChat platform timely to spread positive energy, carry forward Chinese excellent traditional culture and advanced socialist culture. For instance, some universities launch the “love letter of hundred of years, never forgetting the initial intention” and “surrounding example” in their WeChat Official Accounts, besides, they also establishes expert-based question-answering and teacher-student interaction. Good WeChat platform can not only develop the growth space for students but also can bring sense of control to the teachers, bring sense of participation to the students and bring security outlook to the education managers.

## **4. Problems existed in ideological and political theory course teaching in universities based on WeChat Official Platform**

### **4.1 Insufficient investment in education and teaching reform**

At present, the ideological and political teaching work in universities in our country mainly centers on traditional classroom teaching, though it involves the teaching mode based on WeChat platform, it relies less on WeChat platform and makes insufficient investment in it. There are two main presentations: firstly, insufficient fund, which is an inevitable problem. The operation and development of WeChat platform depends on fund support, the operators will conduct advertising promotion of some “advertorials” for product publicity. However, the universities in our country belong to non-profit institutions, wherein, the WeChat platforms in most universities are still in the stage of self-raising funds and assuming sole responsibility for their profits or losses. In most occasions, these WeChat platforms suffer from no fund support for carrying out good innovations and ideas, and they face lack of human power, material resource and financial resource for online copywriting and offline activities or offline publicity. Meanwhile, insufficient fund also directly causes that the universities lack of reward mechanism for WeChat platform investment, which causes the ideological and political teachers to be not enthusiastic in developing and applying new media WeChat platform establishment, and the university students lack of impetus in focusing on and using WeChat platform. Secondly, insufficient energy input. Under the background of new media WeChat platform, the ideological and political course teaching in universities can not just rely on individual power but should be equipped with complete human resource input of teaching staff. But currently, the quantity of ideological and political teachers are far from satisfaction. Owing to this, a few teachers need to bear the workload of most teachers, with the increasing workload of the universities, the ideological and political teachers are be busy enough with their own affairs and fail to devote enough energy to ideological and political course teaching, which hinders the implementation and development of the teaching method based on WeChat platform.

### **4.2 Obsolete education and teaching concept**

Ideology, which can be called as concept, determines and dominates actions. Wherein, education

and teaching concept is more important, which guides the education and teaching method as well as the education and teaching behaviors of educators. At present, the ideological and political course teaching in some universities still centers on traditional concept, the education and teaching method is obsolete, and the ideology doesn't conform to the development of WeChat platform in the new media era, which disconnects from the students under the background of WeChat platform development to hinder the development of ideological and political course teaching and cause it to be difficult in adapting to and meeting with the requirement of era development. Such kind of obsolete teaching concept is mainly presented in: the hysteretic nature of ideological and political course teaching in universities. For convenience, the ideological and political educators in universities adopt previous courseware for teaching, which saves lesson preparation time for them but causes the phenomenon of teaching contents disconnecting with the era thus to cause classroom teaching to be dull.

## **5. Suggestions on ideological and political course teaching method in universities based on WeChat Official Platform**

### **5.1 Innovate the education and teaching concept**

With the development of new internet media technology, the application of WeChat platform in university education has brought immeasurable influence on the ideological and political education work of universities in our country. Under the background of constant development of educational informationization, the universities should respect the subject position of the students and innovate the teaching mode based on WeChat platform. Therefore, the universities must have certain breakthrough in concept, change the position of the students and the teachers in the teaching and learning processes, and respect the position of the students. Instant communication function of WeChat is one-to-one and point-to-point. The teachers can communicate and interact with the students in the teaching process by aid of this advantage of WeChat, find out and explore the advantages and individual difference of the students, and transmit effective information to them. What's more, the WeChat official account has function of subscription. The teachers can combine the ideological and political education with public subscription account thus to push current affairs and related ideological and political course contents. Meanwhile, the teachers can bind the student information with the WeChat account to know the attendance situation and task completion situation of the students as well as the evaluation on the teachers, and then they will formulate teaching objective and task better according to the feedback of the students thus to enhance their ideological and political course teaching quality.

### **5.2 Enlarge investment in the teaching based on WeChat Platform and create original teaching content**

Influenced by the ideological and political course nature, the ideological and political course teaching contents pushed on the WeChat Official Account are all about education content of Marxist theory and some contents related to politics and economics. Owing to nature limitation, these contents are restricted in compiling, which causes most students in universities to have low interest in them. Therefore, for the purpose of attracting more students in learning ideological and political course contents, it is needed to avoid imitating and copying the contents of other WeChat official accounts thus to avoid repeated and similar contents. In order to present more attractive contents on WeChat platform, the WeChat platform creators can try to collect some novel materials collected by volunteers and students, and then conduct professional processing and Abstraction to write their own articles and push to the WeChat official platform, besides, they can push the original music, videos, pictures or self-produced cartoons on the platform, which can not only enhance the originality of the contents on WeChat platform but also can enhance diversification of pushing modes. Wherein, the original contents are distinct and novel to be easier to attract attention, which can enhance the amount of attention on the platform and attract more fans, accordingly, the influence of the WeChat official platform will be enlarged gradually.

## 6. Conclusion

In summary, carrying out ideological and political education in universities based on WeChat Official Platform is one of the important teaching modes in the education information age and the important development orientation of ideological and political education in the future. The convenience and timeliness of WeChat Official Platform can make the students master the current status of political affairs at any time and any place, learn ideological and political course through the WeChat official account thus to comprehensively enhance theoretical and practical levels and improve humanistic quality.

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