

The Realistic Dilemma and Educational Countermeasures of College Students' Political Identity in the Micro Era

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Abstract: The micro era, when we can see big pictures through micro details, features in innovative individuation, decentralized open ecology and interactive democracy, during which the college students' political identity faces challenges and dilemmas in different dimensions. Combining real problems, this essay proposes to enhance college students' political identity from the perspective of ideological and political education, which embraces every college students, and embeds in every process as well as aspect. It pays attention to the multiple interactions of educational subjects to optimize the path of political identity education. Resource integration is embedded in students' "micro-life" to strengthen the quality of political identity education. Education content and methods are innovated to build a pattern of ideological and political education.

Keywords: College Students; Political Identity; Micro Era; Educational Strategy

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The political identity refers to "which unit, geographic area or group someone thinks he belongs to. In some important subjective sense, this is part of his social identity, especially when it includes the units and groups he would like to devote strong loyalty, duty and responsibility to^[1]." As the foundation of political legitimacy, political identity plays an important role in promoting national stability, economic development and social harmony. General Secretary Xi Jinping has pointed out that "We should continuously improve the identification of people from all ethnic groups

to our great motherland, our nation and culture, the Communist Party of China, and socialism with Chinese characteristics^[2]." Since college students are youthful and well-educated, it is important to improve their political identity, to forge ideological and political work into the teaching process, and to maintain the advancement. In the micro era promoted by the Internet, our surrounding things and social management methods are being "miniaturized" with our thinking and behavior modes getting active^[3]. As a result, the cognition and behavior of educated youth get more diversified, which brings opportunities and challenges to college students' political identity education.

1 What is the "micro era"?

The micro era is known for its "micro" feature, which expresses deep meaning. With the accelerating social pace and communication frequency, the length of words is surprisingly getting shorter and shorter, and micro communication methods and online languages become a hit. We can take Weibo and WeChat as examples. First, words are precious in the concise articles; second, the fast screen refreshing is attractive; third, the wide and valuable contents are included in the micro screen. Micro-scale information and contents are easy to obtain and disseminate. It helps to see the big pictures by gathering subtle thoughts and concise messages and finally combining them into powerful social force, affecting the thinking modes and behaviors of young students. The micro era promotes a high degree of integration of information technology and social culture^[4]. College students are willing to pay attention to social hits and national events in the online public

space when micro-media and micro-platforms provide them with methods to participate in social affairs, express opinions and appeals. It stimulates students' motivation and needs to participate in democratic activities and express democratic wishes, and provides fertile soil for democratic culture. In the micro age with fully developed interactivity, students' civic literacy has been improved by contacting and putting democracy into practice. The smooth communication mechanism facilitates the elimination of misunderstandings and prejudices, enhances mutual understanding and trust, resolves crisis and dilemmas, and makes social relations more harmonious and humane. The humanistic care gets stronger and the democratic consciousness more prominent.

2 College students' political identity dilemma in the micro era

2.1 Civilianization and diversification of communication subjects lead to college students' confusion of political cognition and political value choice

As the basis of political identification, political cognition largely determines the political subjects' political choice. The micro era deconstructs the cultural discourse hegemony, forming a democratic and civilian discourse field where the ordinary people become the political communication subjects. In the political environment, broad masses of the people together determine and compile the content and form of political communication. The number of political information surges because of the communication subjects' diversification. Then, the information supervision becomes more difficult and the micro platform is full of different kinds of information. Particularly an amount of emotional political information aiming to express the dissatisfaction towards the society, political rumors and fake information out of illegal purposes, political information that advocates the advancement of Western values and various domestic social trends' speeches and opinions are flooded with micro communication platform such as Weibo and Wechat. With limited experience and insufficient political culture literacy, college students will find it hard to identify the information and easy to be lost in them. As a result, they will be more and more confused

about the political cognition and finally get into the dilemma of political value choices.

2.2 Fragmentation and conciseness of the spreading information influences college students' formation of political culture literacy and political rational judgment

In the micro era, communication subjects, contents and audiences' attention all show its fragmentation. Zhu Zhiting thought that Information fragmentation will give rise to study fragmentation, and then leads to fragmentation in knowledge, time, space, media and relations, etc. Information fragmentation has the characteristic of terse and forceful resource, loose structure, short life cycle, decentralization, diversification, entertainment, a variety of expressions and multi-platform presentation^[3]. In Micro Era, the rapid development of communication network technology attracts a large number of young users. Today's college students mainly absorb fragmentary information in the way of fast-food reading. This kind of reading is superficial, which just asks for speed instead of fully understanding. Most content is often forgotten once read. If college students receive these fragmentary and superficial information for a long time, their logic and consistency will be weakened. It may have a great impact on the political rational judgment and cause the political identity deviation.

2.3 Segmentation and grouping of communication mode causes college students' political apathy and blind following.

The communication mode of the micro Era presents distinct characteristic of segmentation and grouping. As the important subjects in the micro era, college students construct their group lives in network circles. Young students tend to pay much attention to their small living circles of classmates or friends, where they make frequent interactions and hot discussions. However, apart from the above circles, these students are always indifferent towards political education and activities of the Party and the League, which is distinctively different. Various groups built by college students have further polarized individuals and groups, alienating the opportunities for collision with other ideas. Due to the lack of dialogues with the outside world, it is easy for college students to generate cognitive bias towards the real world. Gradually, their political cognition and speculative ability will be inactivated, and their political

responsibilities and political emotion will diminish. As a result, they will show apathy toward politics and follow political identity within their group blindly.

3 Strategies for cultivating college students' political identity from the perspective of ideological and political education

The characteristics of innovation, opening-up and interaction in the micro era determine that the cultivation of college students' political identity should embrace every college students, and embed in every process as well as aspect, which requires the concerted efforts from universities and the society. As for the new characteristics and multiple dilemmas of the political identity of college students in the micro era, it requires educators to keep pace with the times and strengthen the innovation of cultivation paths compatible the era, in order to enhance the political identity of college students.

3.1 Highlight the multiple interactions of education subjects and optimize the path of political identity education

Modern ideological and political education respects the students as subjects in the education process. Therefore, on the basis of respecting the subjective differences of college students, we need to change educational concepts. Teachers should transform their roles from traditional authoritative leaders of ideological and political education to guides and facilitators, who are equal to the students. Under the guidance of human-oriented education idea of "put students first", teachers pay attention to the individualized political identification needs of college students at different levels and disciplines. As a result, teachers and students can grow together in a context of humanistic care and two-way interaction. First, teachers are bound to play the core role of the instructor on "fostering virtue through education" and strengthen positive guidance according to the characteristics of youth growth. Second, on the dimension of "peer interaction", teachers should give full play to the exemplary roles of student party members. They are supposed to guide student party member to set up grid-based service groups and organize units according to their majors. Student party members and student cadres serve as leaders of these groups and other members are in charge of their respective works. Each grid establishes friend groups

to carry out daily learning assistance, ideological education and guidance. Group leaders should report students' demands and difficulty promptly to teachers to draw more attention. And teachers should give their assistance if necessary.

3.2 Embedding resources integration into students' "micro-life" and intensifying the quality of political identity education

In the micro-era, we integrate the resources in theoretical dissemination, organizational management, classroom teaching, experience education and practical services creatively to form an online and offline concerted mode of ideological and political education in colleges and universities. In the micro-era, online learning should combine the guidance of ideological and political education with the regularity of the Internet dissemination in an orderly way. And then it should transfer the "profound knowledge" into "a minor principle" which is easy and accessible to students in their "micro-life", employ original and scattered information forms to make the theoretical knowledge on traditional ideological and political education attractive to students and boost the efficiency of information dissemination. Besides, many micro-positions such as online platforms, Weibo, Wechat, APP, QQ groups have to be fully exploited to launch the targeted guidance of public opinion and to broadcast positive energy and convey good voices. Upholding an open and shared principle, we have to take in opinions from all parties constantly in dealing with the online and offline learning activities programs, update them in time, find out and then guide the new ideas and movements of students. Furthermore, students are encouraged to take the initiative to create online education courses, develop applications, actively participate in offline practical experience, innovate the forms of activities and explore the ideological education, academic development as well as all progress and aspects of ideological and political education in colleges and universities from the value-driven one to the practical guidance so as to intensify the quality of the education on political identity.

3.3 Innovating contents and methods of education and constructing a pattern ideological and political education

To obtain desired effects and vitality of the education, colleges and universities are required to strengthen

the top-level design, respect students' host position. And work ideas and educational contents have to be innovated. Based on students' needs, ideological and political courses might coordinate with its theories teaching in all courses to guide students in both ways. Such courses have to integrate the three-dimensional objectives and provide seminars, heuristic and so on to highlight the idea-led and value-driven functions of the education. Education on national conditions and mainstream values are unconsciously and invisibly immersed in value guidance in an intriguing way and meanwhile infiltrating the feelings towards our home and country and political sentiments into the professional courses. Secondly, students should be cultivated with culture, which is also conducive to boosting the cultural atmosphere in campus. Xi Jinping Thought on Socialism with Chinese Characteristics for a new Era has brought ideological impetus to ideological and political education. Therefore, colleges and universities need to launch the cultural construction that suits their condition by combining

professional characteristics. In addition, colleges and universities shall not ignore the construction of the culture of students' organizations, build such cultural brand programs as "one department, one ethos", "One class, one ethos", "One organization, one ethos" and take the first step to satisfy students' cultural needs. Via the cultural infiltration profound ideas and beliefs would seep into students' daily life and certainly play an active role in enhancing their political identity.

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