

# An Analysis of the Method to Improve the Effectiveness of Ideological and political Education in Universities in the Era of We-Media

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**Abstract:** The emergence of we-media provides a new life and learning platform for college students, which is beneficial to the college students' knowledge acquisition and development of individual character. However, it also challenges the traditional mode of ideological and political education, weakening the influence of the discourse ideological and political education, and the mainstream ideology. Facing these new challenges, determine to better carry out ideological and political education in the new era, colleges and universities must innovate the mode of ideological and political education, enhance the discourse power of ideological and political education and strengthen the ideological construction of colleges and universities in the we-media era.

**Keywords:** We-media; Ideological and political education; Effectiveness; Solution

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## 1 Introduction

With the rapid development of informational technology, we-media is exerting an impact on people's traditional ways of communication, behavior and thinking in an all-round way with its advantage of not being limited by time and space. Weibo, WeChat,

QQ and other we-media forms are well known and widely used by more people due to its advantages of strong personalization, strong interactivity and rich content. In particular, college students are in such an era of widespread rise of we-media, the emerging forms of we-media have been integrated into their growth process, becoming a dispensable part of their daily life, affecting the formation of their values. Colleges and universities are the cradle of cultivating high-quality talents for the country, and ideological and political education is an important support of moral education in colleges and universities, and occupies an important position in the work of college education.

The emergence and development of we-media brings opportunities to ideological and political education in colleges and universities, but it also undoubtedly increases the difficulty of ideological and political education, which is now facing with challenges. The we-media is weakening the influence of ideological and political education. Now the mainstream ideology is under attack of some difference voices from We-Media, etc. In the era of we-media, it is an important but also a new task to integrate we-media into the ideological and political education reasonably and effectively, to explore new methods to improve the effectiveness of college students' ideological and political education.

In the era of we-media, the traditional mode about

ideological and political education can no longer meet the developing needs of college students. At this time, innovating educational mode is particularly important for the ideological and political education of college students. Colleges and universities should update their educational concepts in time, keep pace with the development of the times, and build new educational carriers based on the we-media platform. First of all, colleges and universities must innovate ideological and political education methods based on the we-media platform, to make the ideological and political education method different from the traditional one. From one-way indoctrination to two-way equal communication, from a single classroom teaching method to a variety of ways in addition to the classroom, from the pure knowledge imparting to the combination of knowledge imparting and ability cultivation, which is a new path to get to the student's mind, who is called Internet natives. So that the educators and the educatees not only become equal interlocutor, but also make the knowledge and ability of the educatees are effectively improved. After class, educators can establish WeChat groups, QQ groups, or add students' personal we-media accounts to get to know students in a timely manner, And the students can also timely feedback information to teachers, which is more conducive to targeted teaching. Secondly, to integrate we-media into the process of ideological and political education, educators should flexibly use all kinds of we-media platform, for example, delivering positive contents to college students through Weibo, WeChat, QQ and other we-media platform commonly used by college students. Besides, in classroom teaching process, educators can combine with relevant hot events inside and outside the campus according to the teaching content, obtained from we-media, which supply an on-internet space where students can discuss and communicate, what they have learned in the evaluation and analysis of events, so as to achieve educational effects. Finally, live broadcasting software can be used for live teaching or micro-course recording, and the teaching content can be published on the we-media platform for students to consolidate their learning conveniently after-class. In addition, teachers can guide students to watch famous teachers' courses at home or abroad and make students share their feelings through the WeChat group. In this way, traditional ideological and political education can not only be separated from the

classroom and not limited by time and space, but also play a good educational effect.

## **2 Enhancing the discourse power of ideological and political education**

Under the influence of we-media, the discourse power of ideological and political education in colleges and universities is weakened. To enhance the discourse power of ideological and political education in colleges and universities, it is necessary to improve the discourse system of ideological and political education. First of all, the content of discourse should be enriched and the form of discourse should be innovated. Due to the traditional ideological and political education discourse tends to be a platitude and ideological and political class cannot arouse students' interest, so that students often feel bored, appear absent-minded and play mobile phone in class. In the long run, the effectiveness of ideological and political education will be greatly reduced. In order to change this kind of situation, educators must actively combine the language products in the era of we-media. At present, there are a lot of network —— languages + which have been prevalent among college students, If educator can combine the language of ideological and political education with network language, they can change the rigid side of traditional ideological and political education, make it more dynamic and interesting, and well cater to the taste of college students and enhance their learning enthusiasm. However, the network language must be selected and used properly, not to make ideological and political classroom too entertaining to lose its original educational significance. Secondly, it is indispensable to enhance educators discourse authority. Although educators are no longer in an authoritative position in the era of we-media, enhancing their discourse authority is conducive to improving the degree of acceptance of ideological and political education contents by students. Therefore, educators need to ensure the credibility and objectivity of their teaching language in teaching students and the content of ideological and political education must conform to the objective reality and cannot be mixed with personal feelings. In this way, compared with the unknown information obtained on the we-media platform, the educatees are more likely to believe the information conveyed by the educators, and finally can achieve the expected

educational effect. Finally, college students should improve their ability to discriminate information. The information on we-media is too complex to guarantee the authenticity and reliability of its content, so college students should pay more attention to the information published on the official platforms of some mainstream media instead of believing what they hear through the grapevine, which will increase the influence of mainstream media on college students invisibly and improve the effectiveness of ideological and political education. Strengthening the ideological construction of colleges and universities in the we-media era.

Colleges and universities are the cradle of education and the front position that propagate mainstream ideology. However, in the era of we-media, the discourse power and status of colleges and universities in ideological construction have been impacted, in order to ensure the dominant position of mainstream ideology in colleges and universities, carry out ideological and political education smoothly and achieve the ideal effect, colleges and universities must strengthen the ideological construction in the era of we-media. First of all, colleges and universities should give full play to the basic role of ideological and political theory course. "The course of ideological and political theory is the main channel to consolidate the guiding position of Marxism in the field of ideology in colleges and universities and to carry out the fundamental task of establishing morality and educating people." Therefore, it is necessary to strengthen college students' study and internalization of Marxism-Leninism, Mao Zedong Thought and Socialism with Chinese characteristics, at the same time, teachers should keep pace with the times and take advantage of the situation, innovate the teaching form of ideological and political education according to the characteristics of we-media, to infect and educate college students in a way that they would like to see and hear<sup>[1]</sup>. Secondly, colleges and universities should cultivate college students to establish socialist core values, arm their minds with socialist core values and give play to the leading role of core values in ideological construction. For example, through the campus official WeChat, Weibo and other we-media platforms, regularly sent some stories reflecting core socialist values to students, so as to deepen the university students' recognition of the core socialist values. Finally, college students can be encouraged

to participate in social practice activities to improve their understanding of social politics, economy and culture, make them identify with the country's major policies, and to internalize "the four confidence" in the mind, externalize in practice<sup>[2-4]</sup>.

The we-media era has greatly changed the value, the way of learning and interpersonal communication of college students, and endowed the ideological and political education in colleges with a new environment and appearance. which not only brings opportunities to the effectiveness of ideological and political education in colleges and universities in the we-media era, but also makes the ideological and political education in colleges and universities face great challenges<sup>[5]</sup>. General Secretary Xi Jinping stressed at the National University Ideological and Political Work Conference that Doing well in ideological and political work in universities, it is necessary to change as things go, move forward with the times, and innovate with the current situation, new media and new technologies should be applied to ideological and political education work to make the work come alive. If colleges and universities want to do a good job in ideological and political education for college students in the era of we-media and ensure the effectiveness of ideological and political education, they must keep pace with the times, seize opportunities and meet challenges, fully understand and grasp the characteristics and advantages of we-media, constantly innovate the forms of ideological and political education, and adapt to the development of students. At the same time, colleges and universities must strengthen the ideological guidance of college students, occupy the main position of ideology, and construct a new pattern of ideological and political education in colleges and universities in the we-media era.

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