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Strategies of Ideological and Political Education Transformation for Vocational College Students in the Internet Micromedia Era

Bin Yang*

Ningxia Polytechnic, Yinchuan, Ningxia, 750021, China

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ABSTRACT

Due to the continuous development of science and technology, China has stepped into the stage of rapid development of network information technology. Internet technology products come out in an unending flow, such as tablets and mobile phones, which are representative. In order to meet the needs of economic and social development, “micromedia” has become the mainstream of current social development, including: QQ, WeChat, Tik Tok and Weibo, which have become indispensable platforms for people to get information and communicate with each other in daily life. We have ushered in the “micromedia era”. On the one hand, it has injected new impetus into China’s social economy; on the other hand, it has opened up a new horizon for China’s education. The focus and difficulty of this paper is how to effectively combine the teaching ideas of vocational colleges with “micromedia” and elaborate its transformation strategy and policy.

1. Introduction

“Micromedia” has become the mainstream of current social development, including QQ, WeChat, Tik Tok and Weibo, which has become an indispensable platform for people to acquire information and communicate with each other in daily life. Meanwhile, people’s “values”, that are, world outlook, philosophy of life and values, have subtly influenced by it, especially the young students. In the micromedia environment, the education of vocational colleges presents a new development trend: broadening students’ knowledge and insights, widening knowledge channels, improving students’ information, and enjoying the convenience brought by micromedia to society. In addition, it also brings new challenges and requirements^[1] to the ideological and political education.

2. The Impact of “Micromedia Era” on Ideological and Political Education Teaching of Vocational College Students

2.1 With Poor Self-control Ability, Vocational College Students Generally Spend Most of Their Time on the Internet, Which Seriously Affects Their Learning

Facing with the convenience and joy of massive network information and micromedia communication, they know

*Corresponding Author:

Yang Bin,

Born in Pingluo County, Ningxia in 1963, who is a senior lecturer, engaged in the study of ideological and political education, philosophy and social sciences;

Correspondence address: Ningxia Vocational Education Park, Wencui Road, Xixia District, Yinchuan, Ningxia, 750021, China;

E-mail: 652099570@qq.com.

the world from fragmented contents. Thinking roughly and pursuing interest make it difficult to identify which is good for themselves and which is harmful. Some students even indulge in online chatting and playing games all day long. In the long run, they will become increasingly impetuous, seriously affecting their daily life and learning, and to a certain extent, reducing the quality of teaching^[2].

2.2 Currently, the Mainstream Core Values of Our Country Are Threatened by the Relatively Developed Economic and Social Information and Diversified Ideas

The Internet is characterized by: Openness, super-traffic and anonymity, whenever and wherever possible, are leading to students being invaded by various of bad information. Under the impact of diversification, the status of our mainstream core values seriously threatens. Moreover, the diversification and convenience of the “micromedia” and the emergence and spread of various micro-platforms make further de-centralization of public opinion dissemination. Using multimedia to disseminate core values in class will affect students’ traditional education mode^[3].

2.3 The Rapid Development of Micromedia has Brought New Challenges and Requirements to Traditional Quality Education Ideas, Contents and Forms^[4]

Under the traditional and backward teaching conditions in our country, in the process of imparting ideological and political education, students always accept it passively. Teachers’ compulsory inculcation and transmission forms fixed mode from top to bottom, which often neglects students’ voluntariness and initiative. What’s more, teachers often adopt fixed education methods in ideological and political education, which lack innovation and diversity, due to the limited teaching carriers. In the era of micromedia, with a large amount of information, various ways and inventive forms, these new changes stimulate students’ subjective consciousness, diverse interests and aspirations, which require new educational models, concepts and methods to be developed.

2.4 The Authority of Political Information Is Challenged

As the fast speed of network transmission, it is very convenient for people to access to information. Compared with traditional media, it lacks of information auditing, so people in daily life will receive numerous fake news. These will eventually become the public opinion after recklessly forwarding. According to the statistics of rele-

vant departments, social stability can be seriously affected by rumors. Its large-scale spread may cause public panic and endanger social stability. In this case, the government needs to stand up in time to dispel them. Or once social public opinion is formed, it is difficult to eliminate them fundamentally later. Under the condition of imperfect network political ecology, some netizens are biased against the information released by the government, thinking that the rumor-breaking information released by the government is for the sake of remaining social stability, and doubting its authenticity, which reduces the government’s credibility^[5] to a certain extent.

2.5 Uncertainty of Public Opinions Orientation^[6]

There is no unified norm of Internet speech in China. In addition, because of rapid dissemination and the convenience of forwarding, the situation filled with fake news is exacerbated partly. At the same time, many netizens are unable to clear up and identify whether it is false or true, resulting in the deviation of network public opinions and affecting the network political ecological environment. The situation lacking of opinion leaders in real life applies equally to cyberspace. For example, “Big Vs” in Weibo have many fans, whose comments and opinions will be forwarded largely. Some of them will firstly forward and comment on hot issues only to enhance their attention and amount of fans. These actions, lacked of identification of hot events, are easy to confuse netizens and mislead them.

3. Strategies of Ideological and Political Education Transformation for Vocational College Students

3.1 Making Innovation of Ideological and Political Education and Improving Teachers’ Application Skills in Using New Media^[7]

Vocational colleges should accurately grasp and make use of the characteristics of information dissemination in the era of micromedia. The ideological and political education in schools should focus on the educational goal of “people-oriented, morality-building”, keep pace with the times, and actively develop a new teaching model centered on students and led by teachers. We should actively explore new ways and methods, discover students’ ideological problems in time and carry out targeted measures. Teachers should improve their own quality of media information, master new media application technology, and become versatile in the flexible use of new media such as Weibo and WeChat. A new media center for students’ ideological and political education should be established.

Schools should effectively guide and monitor the micro-media by improving the affinity and attractiveness of ideological and political education, to enable young students to accept its edification.

3.2 Strengthening the Supervision of Micromedia and Cleaning up the Cyberspace

Communication on the Internet has become a popular way of life for young people, and has become the most important channel for them to obtain information. Therefore, in the era of “micromedia”, we must use technology and law to strengthen “media supervision” to prevent and control the spread of various wrong social ideas and reactionary information. Without the supervision, all kinds of sources are unknown and people will be surrounded by fragmented information and fake news, causing immeasurable harm to young people. First of all, the relevant departments should increase the research and application of network technology, create a healthy and good network space for ideological education of young students, and safeguard their interests. Secondly, we should provide technical support and services for youth ideological education by collecting and analyzing the big data. For example, in 2017, during the Nineteenth National Congress of the CPC, relevant departments analyzed netizens’ search contents through big data technology to judge their attention to reform policies, providing data support and other services in their researches and decision-making, and inserting “wings of the net” into the theoretical publicity work.

3.3 Strengthening the Construction of Micromedia Network Culture Position in Ideological and Political Education

Vocational colleges should attach great importance to the construction of ideological and political education network platform, grasp the direction, open the network platform, and establish its status. With the help of micro-media communication, we should pay attention to the things attracting them, adhere to Xi Jinping’s social thought with Chinese characteristics in the new era, highlight the theme of socialist core values education, and present the content of ideological and political education in a short, flexible and popular way. At the same time, we should strengthen the construction of the mainstream cultural status of micro-media, combine traditional Chinese culture with the content of mainstream ideological education, and enhance the discourse power and expressiveness of Marxist ideology.

3.4 Making Interaction to Give Full Play to the Role of Ideological and Political Education

We should mobilize the whole school to participate in students’ ideological and political education. All the leaders, head teachers, graduate advisors, teachers of ideological and political courses, and staff of student management should actively set up Official Accounts about outstanding personalities in WeChat and Weibo, make sure theme plates, and regularly issue positive energy to disseminate “mainstream publicity topics”, such as Xi Jinping’s socialist thought with Chinese characteristics in the new era, the core values of Chinese socialism, people listed in Touching China, and learning materials, pictures and videos that embody Chinese spirit, to seize the micro-position with positive voice and advanced culture. In addition, campus-related “WeChat, Weibo groups”, such as class groups, internship graduate groups, cadres groups, Party and League members groups, etc. should be set up. We could also establish network situational “workshops” to interact with students purposefully and enhance their sense of belonging^[8].

3.5 Carefully Implementing the New Development Concept of Open-minded and Mutual-share and Building a New Pattern of Educating People: “All Members, All Processes and All Aspects”

On the one hand, we should realize the ideological and political education pattern in which vocational colleges, social organizations and families complete and coordinate mutually. For example, the school student management department can establish “school-family interconnection groups” such as parent contacting groups, class groups and community activity groups with the head teacher as the group leader; local education departments, Communist Youth League organizations, schools can establish “social-school interconnection groups” and so on, to achieve all-round and comprehensive education, forming a joint force of ideological and political education. On the other hand, we should establish the network resource center of ideological and political education, make full use of the characteristics of convenient, fast and wide dissemination of network media and expand services’ scope, so that students can get the information they need always and everywhere, and participate in learning and discussion; and be sure to strengthen the supervision of network media to form a healthy, harmonious, safe and civilized platform for network ideological and political education^[9].

3.6 Insisting on the Organic Combination of “Theory and Practice” and “Online and Offline”

(1) The researches on the effectiveness of ideological and political education and its teaching effect should be im-

proved; and institutionalization and scientific development of ideological and political education should be promoted actively. While imparting knowledge, we should carry out in-depth practical education activities and innovate practical methods so as to enable students to understand and improve their ideological and political literacy in specific social practice. It is necessary to organize activities to museums, science and technology museums, homes for the aged, cemeteries of revolutionary martyrs, communities and other moral, educational practice bases and places so that they can experience in operations and grow in practice.

(2) In the process of “online” and “offline” education, we should fully protect the students’ enthusiasm to participate, and establish two-way interactive communication with them equally. Teachers should abandon the old self-centered infusing knowledge education model, and pay attention to their communication ways. Schools should keep abreast of students’ ideological trends at any time. When public opinion emergencies occur, they should publish information in time to prevent rumors from spreading through micromedia. Besides, educators should actively guide students to enhance self-discipline awareness of the network, remind them of managing their own micromedia information platform well and paying attention to telling from micromedia information, to constantly enhance the “immune ability”.

4. Conclusion

In brief, only ideological and political education make use of the influence of Internet micromedia communication, keep a good micro-position, gather micro-forces and form micro-effects, can students establish correct outlook on life and values in the use of micromedia platform for communication, and gradually integrate socialist core values into their study and life, making ideological and political work always maintain its momentum and call of the times.

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