Research on the Ways of Using WeChat to Carry out the Ideological and Political Education of College Students

Qin Yang

School of Mechanical Engineering, Yangtze University, Jingzhou 434023, China

yqsophie2021@163.com

Abstract

With the continuous development of information technology and the widespread popularity of mobile Internet, WeChat, as the most popular social networking software at the moment, has become an indispensable communication tool in people's lives. The rise of WeChat has changed the way of life of contemporary college students, bringing convenience to their study and life, but also inevitably producing negative factors. The "double-edged sword" of WeChat presents both an opportunity and a challenge to the development of ideological and political education for college students today. This article analyzes the feasibility of using WeChat platform to carry out ideological and political education for college students, and how to treat WeChat as a new carrier of ideological and political education. Combining the positive and negative effects it produces, it provides corresponding directions for future in-depth research and explores the use of WeChat. Combined with its positive and negative effects, this paper provides the corresponding direction for future in-depth research, and explores new ways of using wechat to carry out the ideological and political education of college students, so as to enhance pertinence and effectiveness of the ideological and political education of college students.

Keywords

WeChat; Ideological and Political Education of College Students; Approach; Research.

1. Introduction

WeChat is a new communication program that has emerged in the process of continuous enhancement and advancement of modern science and technology at the time of the rapid development of information technology in the 21st century and the advent of the era of big data. Its appearance has brought people a new lifestyle and social experience. It is a free application that Tencent launched in 2011 to provide instant messaging services for smart terminals. Through smart phones, computers and other electronic products, using network data traffic or wireless local area networks, you can quickly and easily transmit text, voice, video, and pictures and other information support individual chat and group interaction, and related accounts can push articles and other instant messaging programs that are convenient for people to pay attention to social information and communicate with people on a daily basis.

In the beginning, WeChat was just to facilitate social interaction between people. Through this instant program, text or voice information can be sent in time. Later, new functional options such as "Friends Circle", "Shake", "Drift Bottle", etc. were continuously developed to provide more opportunities for strangers' communication and familiarity. And Tencent gradually designed new contents such as "public account platform" and "video account"to enrich the connotation of the WeChat program and let the lifestyle of people who use the WeChat program is more diversified and his sense of life experience is stronger. By using WeChat we can not only socialize with other people, but also grasp social information and read beautiful articles at any

time through wechat public platform or video number, and even make us happy. In addition, wechat program has also become a way of payment in people's daily life, such as red envelope, transfer, mobile phone recharge, travel services, etc., which provide more convenient life services for people.

It is the WeChat instant messaging program that covers comprehensive, simple and fast types of services, and as a new type of technical force, it is widely used in the majority of young people, especially college students. They tend to use WeChat in daily communication with their classmates, family members, teachers, friends and even in their daily life. According to the official information released by Tencent, WeChat users in terms of age and occupation distribution, 74% of the young people are between 20 and 30 years old, and 64% of them are college students. [1] "No place without network, no place without message, no place without voice" has become a life portrayal of contemporary college students. The rise of WeChat has brought new opportunities and challenges to the ideological and political education of college students. How to deal with the impact of WeChat and effectively use WeChat to carry out ideological and political education of college students is an urgent problem for current ideological and political educators.

2. The Feasibility of Using Wechat to Carry out Ideological and Political Education for College Students

2.1. It Meets the Needs of Pursing Individualism and Loving Showing Themselves of the University Student Group, and it is Generally Accepted and Used by Them

College students are a special social group, with strong personality and independent development tendency, showing a straight-line upward trend. They like to challenge new things, and are good at expressing their own ideas. At the same time, they are eager for and expect the recognition and approval of others in the process of interpersonal communication. However, in real life, the communication process of many college students is often hindered by some factors. The emergence and use of the WeChat program allows them to express themselves freely and openly on this platform. For example, the use of WeChat's "Circle of Friends" function allows college students to instantly share their daily lives and express their emotions and opinions. In addition, the group chat function of WeChat, the use and transmission of chat pictures, emoticons, videos, etc., can also express their ideas in funny language, and mutual recognition and coincidence in the communication process will help college students effectively enhance their self-confidence and improve their social skills. Since students' attention is easily attracted by the vivid images of pictures, text, and videos in group chats, we can help cillege students carry out learning by using this way to enhance students' enthusiasm and attention. It is certainly that as a result, college students will be eager to participate in learning process, and the effectiveness of learning activities will be strengthened as well.

2.2. The Wechat Platform has Rich and Diverse Contents, Which are Closely Related to the Life of Contemporary College Students

The WeChat platform is constantly being updated and made more relevant to the lives of university students, and the diversity of its functions can stimulate the interest of contemporary students. WeChat's "shake" function, for example, helps to bring students closer to the community outside of the university campus environment; and the daily sharing function of WeChat's circle of friends allows students to pass on information and show their lives through text, pictures or videos. For the individual character of today's university students, gaining the approval of others and showing oneself is a norm, as well as being able to coincide with many people around them and find like-minded people, i.e. enhancing their own sense of existence

and at the same time boosting their social confidence. With the operation of WeChat public platforms nowadays, major universities and various industrial corresponding groups have registered relevant public numbers accordingly, greatly integrating into all aspects of university students' daily life. Shopping, learning, entertainment, socializing and other aspects of the integration of clothing, food, housing and transportation are closely related to the lives of contemporary university students, and the distance is gradually shortened. Therefore, the ideological and political education work of college students should seize this opportunity, flexibly use the functions of the WeChat platform, and give full play to the maximum feasibility of WeChat in carrying out the ideological and political education work of college students.

2.3. The Advantages of Wechat, Such as its Convenience, Flexibility, Versatility and no Time and Space Constraints, Fit the Choice of Contemporary College Students

WeChat is an instant communication software based on various information and electronic technology products. Nowadays, mobile phones are widely used by contemporary college students, almost everyone has one. WeChat is an electronic 'portable' software that has no time or space constraints and can be used anywhere at any time, so it is instant and fast when using WeChat for mutual messaging. The key to this is the use of WeChat's new feature, the Public Platform, which allows many social resources other than campus resources, graphics and videos to be pushed to students in time for viewing and learning, such as many research journals, learning platforms, news publics and so on, all of which can be pushed to students in time and cover a wide range of resources, which it is a very effective information delivery software platform that enables the immediate, accurate and comprehensive delivery of information and data. For example, the public platform of the Communist Youth League pushes out "Youth Learning", using the software platform of WeChat to strengthen students' learning of current affairs and politics and Xi Jinping's Socialist Thought with Chinese Characteristics in New Era, making the ideological and political education in universities more convenient and interesting. The work is more convenient and interesting. It has effectively broadened the learning platform for enhancing the political literacy of contemporary university students and improving their ideological and political theoretical level.

3. The Pros and Cons of Using Wechat to Carry out Ideological and Political Education of College Students

Nowadays, WeChat has been widely integrated into the daily life and study of university students. On the one hand, we have gradually improved the lifestyle of university students in today's advanced science and technology, providing a software platform with multiple advantages for contemporary university students, helping them to enrich their extra-curricular life and improve their daily interpersonal skills, and at the same time allowing the ideological and political work of universities to explore the use it contains on the road of educational innovation. value. The use of WeChat does not necessarily bring positive impetus to university students, nor is it necessarily a stepping stone for ideological and political education in colleges and universities. We should focus on the use of the various functions of the WeChat platform, and the interaction between the advantages and disadvantages for the ideological and political education of university students. We should do relevant analysis and research, meet the challenges while gaining opportunities, thoroughly explore the value of the effective use of WeChat, identify WeChat, avoid harm, take its essence and remove its dross, so that we can better use It helps and improves the ideological and political education work of college students, turns resistance into power, and makes the WeChat platform a powerful push for the continuous development of ideological and political education in colleges and universities.

3.1. The Positive Impact of Wechat Platform to Carry out Ideological and Political Education in Universities

The use of WeChat platform, a new science and technology product, to carry out ideological and political education is an innovation of ideological and political education in the process of continuous progress. Following the trend of the times, grasping the key factors closely in the daily life of college students, integrating ideological and political education, and subconsciously carrying out ideological and political education work for college students, is not only conducive to the improvement of the ideological quality of college students, but also facilitates the development and strengthening of the work of ideological and political education workers in colleges and universities. WeChat is a free, equal and independent software platform in line with the development of students' personalities, which is conducive to the expression of students' emotions. This is also a favourable platform for students to broaden their horizons and observe their horizons within the confines of the campus environment, especially as the programmatic innovations in WeChat are interspersed with the content of ideological and political education, which is widely used by university students and can be used to inculcate ideological and political education without time and space constraints at all times, compared to some "duck-fill" classroom teaching and can even achieve better results. It is even more effective than some 'filler' classroom teaching.

3.2. The Negative Impact of Wechat Platform to Carry out Ideological and Political Education in Universities

Everything has two sides. WeChat, a platform on the one hand, brings opportunities and positive effects to the ideological and political education of college students, but inevitably it may also cause some negative effects, especially for college students. WeChat is based on network information technology, but some factors on the network are not conducive to the development of ideological and political education transmission is beyond the control of universities, the choice of WeChat content may mislead college students, and college students are still in the development of three views gradually mature, in the ability to judge the information is biased. WeChat is also a daily social tool, so students are likely to immerse themselves in it for things unrelated to the classroom and develop bad behavioural habits while studying. It is also necessary to build a system function of WeChat ideological and political education, optimize the procedure, and do our best to avoid the negative impact of using WeChat to carry out ideological and political education.

4. The Ways to Use WeChat to Carry out Ideological and Political Education of College Students

4.1. Renew Concept: Scientifically Build a Wechat Platform for College Students' Ideological and Political Education

Engels once pointed out that "nothing is immovable and unchanging, but everything is in motion, changing, generating and disappearing"[2]. In today's "micro" era, the growth rules and physical and mental characteristics of post-00 students have changed compared with those of the past, and new requirements have been put forward for ideological and political education. As a college student ideological and political education worker, we must learn to respect and understand the education target. Especially in today's new media era, ideological and political education workers should firmly establish the concept of "student-oriented and individual-oriented" in order to achieve good educational results. [3] Therefore, only by changing the concept of teaching, updating the teaching concept, establishing the educational concept of using WeChat to educate people, using WeChat to innovate educational means and educational contents, using WeChat to open the "second classroom" of ideological and political education

theory courses, and carrying out targeted ideological and political education work for college students, can we better stimulate students' creativity and initiative. This is to better stimulate the creativity and initiative of students. In this way, the effectiveness of education can be continuously improved.

4.2. Strengthen Guidance: Continuously Improve the Network Security Awareness and Media Literacy of College Students

The 18th National Congress of the Communist Party of China clearly stated that "it is necessary to make morality and cultivation of people the fundamental task of education." [4] President Xi Jinping also mentioned in the "Decision of the Central Committee of the Communist Party of China on Several Major Issues of Comprehensively Deepening Reform"information security involves national security and social stability, and is a new comprehensive challenge we face". [5] At present, there are more and more cases of WeChat crimes on the Internet, and the methods used by perpetrators are becoming increasingly diverse. For college students whose worldview, outlook on life and values are not yet mature, their awareness of safety precautions is particularly weak. Therefore, when universities carry out ideological and political education, they must adapt to the current development of society, adopt new education methods in a targeted manner, and take the Internet media literacy of college students as an important education content to achieve progress with the times.[6] First of all, we should cultivate the correct network moral concept of college students, guide them to consciously implement the National Convention on network civilization of teenagers, establish the awareness of network morality and responsibility, and make contemporary college students form a civilized Internet surfing, scientific, civilized and healthy online habits.Secondly, we should help improve the ability of college students to use WeChat. The teachers or counsellors can share links to knowledge about the communication characteristics and functions of WeChat media in their circle of friends or class WeChat groups. Moreover, the schools can also hold special knowledge lectures or thematic class meetings to guide contemporary university students to recognize the virtual and complex nature of the WeChat media environment, to be more discerning about some false information in the WeChat platform, and to think rationally about some issues that touch the bottom line of law and morality. This will effectively enhance the awareness of online safety and media literacy of university students.

4.3. Optimize the Team: Continuously Improve the Wechat Application Efficiency of College Students' Ideological and Political Educators

Mao Zedong pointed out that "Those who educate must first be educated"[7]. The rapid development of the Internet has put forward higher requirements for the educators in colleges and universities. The traditional means and methods of ideological and political education have long been unable to adapt to the objective needs of the changing and flexible state of mind of college students in the network era. This requires the ideological and political education workers in colleges and universities to constantly improve their quality and ability. Compared with college students, college students' ideological and political educators' understanding and mastery of WeChat is obviously insufficient. In particular, older teachers do not attach importance to and are not good at the use of new media, and are too much stuck in traditional classroom teaching, lacking references and attention to the most popular current affairs and hot issues of students' concern in teaching, and lacking active, effective and equal interaction with students, thus leading to a lack of attractiveness of ideological and political theory courses.

Therefore, as college students' ideological and political education workers, first of all, they should change their understanding of WeChat, attach importance to it in their ideological concept, and fully explore its potential value and significance to students' work in colleges and universities. Efforts should be made to find entry points and make good use of WeChat, a new network tool, to make it a new carrier of ideological and political education for college students.

Secondly, college workers should take the initiative to enrich their media technology and knowledge, and comprehensively improve their ability and skills in using WeChat to carry out work. And actively apply the relevant skills they have learned to their daily work. Enhance the interaction between teachers and students, so as to ensure the effectiveness of the ideological and political education of college students.

4.4. Improve the Mechanism: Establish a Long-term Mechanism for the Use of Wechat to Carry out Ideological and Political Education for College Students

General Secretary Xi Jinping, in his explanation of the Third Plenary Session of the 18th CPC Central Committee's "Decision of the CPC Central Committee on Several Major Issues of Comprehensively Deepening Reform", clearly stated that "in the face of the rapid development of Internet technology and applications, the current management system has obvious shortcomings, with multiple management, cross-functional, inconsistent authority and responsibility, and low efficiency. At the same time, with the increasingly strong media properties of the Internet, online media management and industry management are far from being able to keep up with the changes in the form of development". The Internet is not a "paradise", let alone a "place outside the law". Therefore, the government should continue to improve Internet laws, create a good network environment and create a sound legal system for WeChat.

In addition, WeChat operators and software developers should be brave enough to assume social responsibility, take the initiative to regulate and standardise the use of WeChat, and actively improve it based on user feedback. In short, efforts should be made to build a three-in-one regulatory system of "legal protection", "technical support" and "supervision and enforcement" to ensure the freedom and equality of WeChat and to clean up the WeChat environment. WeChat's environment should be cleaned up.

5. Conclusion

Ideological and political education for college students has always been an important part of college students' education, which is the correct guidance for students' ideological quality, moral quality, ideal beliefs and values, etc. Moreover, with the diversification of information technology and the integration of WeChat into the daily life of college students and its increasingly perfect functions, ideological and political education in colleges and universities should not only seize the opportunity colleges and universities to carry out their work, but also tend to avoid the harm, and in the process of using In the process of using WeChat, we should sum up the lessons learned, take the essence from the crude, and give full play to the advantages of WeChat to promote the ideological and political education of college students. Undoubtedly, we must innovate ideological and political education and organically combine with WeChat to further promote the development of the theory and practice of ideological and political education in colleges and universities, and at the same time improve the effectiveness and relevance of ideological and political education in colleges and universities, so as to truly realize the goal of ideological and political education in colleges and universities - to establish moral education. This paper mainly analyzes the feasibility of carrying out ideological and political education on WeChat platform, and discusses the two sides of using WeChat to carry out ideological and political education in colleges and universities, in order to put forward effective countermeasures and paths in the process of future research combined with theory and practice.

Acknowledgments

References

[1] The Great Migration of the Tencent Empire How do businesses play WeChat [EB/OL].http:// news. xinhuanet. com/mobile/2012-12/16/c_132043943.htm,2012-12-16/2014-11-23.

[2] Selected Works of Marx and Engels (Volume 3) [M]. Beijing: People's Publishing House, 1985: 60.

[3] Cao Jinlong. Thinking about the unification of explicit education and implicit education of ideological and political education in the new era [J]. Ideological and Theoretical Education, 2019, 12: 58-63.

[4] Lu Feng. The Tower of Media Literacy: The composition of media literacy under the influence of new media technology[J]. International Journalism, 2015 (04).

[5] The report of the Eighteenth National Congress of the Communist Party of China stated that "it is necessary to strengthen and improve the network content construction [EB/OL]". http:// www. 0517m. com/html/201307/13404. html.

[6] Xi Jinping. "Explanation on the Decisions of the Central Committee of the Communist Party of China on Several Major Issues of Comprehensively Deepening Reform" [EB/OL]. http:// news.xinhuanet. com/politics/2013-11/15/c_118164294.htm.2015-03-12.

[7] Collected Works of Mao Zedong [M]. Volume 7. Beijing: People's Publishing House, 1999:271.