

Analysis on the Ideological and Political Work of Colleges and Universities in the We Media Era

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Abstract

With the continuous development of digital technology, network technology and instant communication technology, a new era of personal communication has come. The rapid development of we media has impact on the traditional ideological and political education work. Therefore, how to better carry out the ideological and political work in colleges and universities in the era of we media has become a major issue concerned by the academic circles and ideological and political workers in colleges and universities.

Keywords

we media; colleges and universities; ideological and political work.

1. Introduction

With the continuous development of the Internet and smart devices, new media such as QQ, MSN, WeChat, microblog, etc. are changing with each passing day, computers and smart phones are becoming more and more popular, and the media era based on personal communication is rising rapidly. An average man or organization can access the network and disseminate information in any way at any time and place. Everyone has a microphone; everyone is a reporter and everyone is a news disseminator. The advent of the era of we media has impact on the learning and living environment of modern college students. As the witnesses and participants in the era of we media, college students' ideological and political education work is facing new changes and challenges. They feel the impact of multi culture and multi thought in the network virtual world of network, and have some doubts and reflections on the traditional ideological and political education, which needs our ideological and political education team to value and change it. The development of the era of we media has gradually changed the growing environment of contemporary college students, and has become a new stage for their ideological growth. Moreover, the new media has not only open up new fields and provided new means for the ideological and political work in colleges and universities, but also brings unprecedented challenges.

2. Main Features of the Era of We Media

The we media is also known as citizen media, the media center of the American Press Association published the "We Media" research report jointly put forward by Schein Bowman and Chris Willis in July 2003, they have a very strict definition of we media: Generally speaking, we media is the carrier that ordinary people use to publish all kinds of information they see, hear and feel, such as microblog, Wechat, BBS and other network media, its main characteristics are as follows.

2.1. Good and Bad Contents are Intermingled

With the rapid development of Internet technology and the increasing update of smart phone technology, everyone has changed from a "bystander" to a "participant" of information;

abandon the restrictions of family, identity, property and power, when people want to say and write on their own space and carrier, they not only feel the changes brought by the times, but also express feelings and imaginations about change. Because everyone is an independent individual, people's education level, growth environment and living conditions are different, it cause people's outlook on life and values are different, and their understanding for the affair development is also different, the situation in which different people have different opinions is formed, and these information is gathered into the network space, resulting in good and bad mixed together.

2.2. Low Threshold and Easy Operation

Compared with the traditional newspaper, radio, television and other media, the rapid development of Internet technology and smart devices make information dissemination very convenient. People can enjoy the beauty of the world, understand political change and express their opinions in time when they remain quietly at home behind closed doors. The Internet makes it possible for ordinary people to create their own media. The development of digital technology has made information dissemination not have time and space constraints, the interactivity and spread of information has become wider and wider, and information and audience have become zero distance.

2.3. Low Information Credibility

Contrary to the rapid development of Internet technology and smart devices, the lag of relevant laws and regulations makes network space to be a free place without constraints. Although we media as a means of speech is also subject to the limitations of relevant laws, but this binding force seems inadequate in front of the Internet. In addition, the Internet users are uneven, different from the authenticity pursued by news; network information is often easy to break through people's moral bottom line, resulting in low information credibility.

3. The Main Problems of Ideological and Political Work in Colleges and Universities

As the witness and participant of the development of we media, college students are influenced by the multi culture and various thoughts of we media. The development of the era of we media is impacting the traditional ideological and political education work, which is mainly reflected in the following three aspects.

3.1. Ideological and Political Education Team's Understanding and use for the Internet Lags Behind

Although the current ideological and political work in colleges and universities has also begun to rely on the Internet and smart devices, some teachers will also use microblog, WeChat, etc., but compared with college students, our education team's understanding and use for the Internet is lagging behind and insufficient. Some teachers are not fully aware of the powerful influence of we media in psychology, and even remain in the traditional didactic experience. In daily education, classroom teaching and other aspects, it is only limited to simple multimedia teaching and discussion in the form, some teachers cannot really understand the students' life and learning. In the traditional ideological and political education, although there is also the participation of the network, the dominant power is still in the hands of educators, the use of network and smart devices is not universal enough, it is not obvious that students are impacted by the multi culture and multi ideology in the network, the ideological and political education workers are still in a leading position to a large extent, and they can still do ideological and ideological education well through education and teaching. However, with the development and popularization of network technology and smart devices in recent years, the era of we

media has come quietly. College students have gradually become participants and individual spokesmen from bystander, the development and popularization of smart devices have also made college students' understanding for information exceed the control of ideological educators, and traditional ideological and political education ways have not kept up with the development of the times.

3.2. College Students' Understanding for Ideological and Political Education is not Enough in the Era of We Media

Although college students are witnesses and participants of the development of we media, compared with the rapid development of information technology, college students' awareness and psychological endurance are insufficient. Many college students only regard the Internet as a free territory; they ignore the negative influence and driving role of the Internet. Moreover, under the influence of the traditional ideological and political education work, college students have a certain degree of resistance psychology, and turn to seek the release from the network environment. Therefore, many students neglect the important role of ideological and political education work.

3.3. Development Environment in the Era of We Media is not Mature

Compared with the development environment of network and smart devices in European and American countries, China's current supporting management is relatively backward, relevant laws and regulations are not perfect, people's understanding for the network is still in the original stage, and the awareness of network security and responsibility for speech is not in place. Some remarks against morality and national interests flood the network, which makes the credibility of network information very low. The behavior of disseminating illegal information on the Internet occurs from time to time, as well as the events that have a serious impact on the national and personal interests. In the face of this uncontrollable virtual world, college students are still at a loss and helpless, and they can't distinguish some views beyond the moral bottom line and extreme. To a great extent, it brings new resistance to the ideological and political education work of contemporary college students.

4. Countermeasures and Suggestions

According to the main development characteristics in the era of we media, as the ideological and political education workers in colleges and universities, they should keep up with the pace of the times and firmly grasp the initiative of ideological and political education work, so as to meet the needs of the times development. In the process of the great rejuvenation of the Chinese nation, in order to provide a more solid talent foundation for reform and opening up, and cultivate more reliable builders and successors for economic and social development, It is necessary to do a good job in ideological and political education work in colleges and universities in the new era, the author believes that we can start from the following three aspects.

4.1. Establish Ideological and Political Work Team that Adapts to the Development of the Times, Concept and Technology

With the change of network technology and new media technology, ideological and political education in colleges and universities is gradually undergoing great changes. Compared with the authority of traditional indoctrination education, education in the era of we media embodies a kind of recessive and imperceptible way of education. This requires educators to change from onlookers of network development to participants, get rid of the constraints of traditional classroom education and school education, and require educators be good at using all kinds of new media to carry out ideological and political education work through text,

pictures, videos and other multi-media forms. This is not only the responsibility of an ideological and political teacher or ideological and political counselor, but also need us to establish an ideological and political education team with multi field cooperation, synchronous update of ideas and technology.

4.2. Improve Relevant Laws and Regulations and Strengthen the Education of Network Morality and Legal System

With the popularity of smart devices, new media such as microblog and Wechat have become an important tool for people's daily communication. However, due to the imperfection of relevant laws and regulations, the virtual world is still full of falsehood and randomness, and the negative impact is also expanding, People's deception, suspicion and distrust are gradually deepening, which seriously impacts the understanding of the world of college students, and even affects their outlook on life, world outlook and values. Therefore, the author believes that from the national level, we should formulate and improve the relevant laws and regulations as soon as possible, and truly achieve there must be laws for people to follow, and restrict the dissemination of illegal information from the system. From the social level, it is necessary to strengthen social constraints; people in the virtual network world should also follow the principles, assume social responsibility, and create a healthy social environment for the growth of college students. From the school level, we should further strengthen the network moral and legal education. By opening up online education courses, holding online behavior seminars, and enhancing students' awareness of network hazards, a good network environment is formed.

4.3. Strengthen the Network Mental Health Education of College Students

The rapid development of network technology and the relative lag of management make the network world uneven. There are truth, goodness and beauty to convey positive thoughts, as well as violence, yellow and other messages full of negative influences. This can make college students fully understand society to a certain extent, but in the complexity of society, college students' ideological understanding is superficial and insufficient. For these students who are not involved in the society, they are often prone to judgment errors, even serious students may be lost in the virtual cyberspace, leading to serious psychological problems. Therefore, colleges and universities should combine the new characteristics of network development to set up mental health courses. On the one hand, it is necessary to strengthen the teaching connotation of psychological course education, pay attention to the important role of mental health course in setting up correct outlook on life, the world and values for college students, and improve the course arrangement so that students can learn to distinguish and judge the authenticity of the Internet world; on the other hand, it is necessary to strengthen the ability construction of mental health educators and establish a new type of mental health education team that adapts to the development of Internet culture, establishing a new education mode from the traditional classroom guidance to the classroom and extracurricular combination. When helping college students to understand network culture correctly, we should strengthen their ability to resist network psychological problems.

5. Conclusion

In summary, this paper analyzes the definition of we media, the current situation of its application in the ideological and political work of colleges and universities and the corresponding solutions, and points out the problems in the process of education. We media is the product of the development of the times and the inevitable result of network and information technology. WE media is not only used in all aspects of people's life, but also plays an important role in the development of educational cause. Moreover, college students are affected by the we media, which has some negative results on students' thoughts, but the we

media also has positive results, to a certain extent, it broadens students' horizons and enhances students' knowledge ability, which brings some troubles to the ideological and political education in colleges and Universities. In this paper, some suggestions are put forward to help college students to establish a correct outlook on life and values.

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