

# In the Era of "We Media", Strengthen College Students' Ideals and Beliefs Education Path

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## Abstract

The popularization and widespread application of "We Media" has not only brought a strong impact on college students' thoughts, but also showed new changes in their ideals and beliefs. As the core content of ideological and political education, ideal and faith education is of great significance to the growth and success of college students. Therefore, in the era of "We Media", the effective path to strengthen the ideal and belief education of college students is proposed from the five aspects of social education, school education, family education, Self-education and micro-platform education, which is helpful to promote the healthy growth and value realization of college students and enhance the effectiveness of ideological and political education.

## Keywords

"We Media" Era; College Students; Ideal and Faith Education; Path.

## 1. Introduction

General Secretary Xi Jinping pointed out in his speech that "the education of ideals and beliefs should be taken as a strategic task of ideological construction." [1] then, in his speech with outstanding young representatives from all walks of life, he made it clear that the majority of young people must be firm in their ideals and beliefs. To this end, based on the era of "We Media", we should strengthen the ideal and beliefs education of college students from five aspects: social education, school education, family education, Self-education and micro-platform education, so as that college students can establish firm ideals and beliefs in the new era.

## 2. Optimize the Home "We Media" Education Environment

Family environment is one of the important conditions for college students to cultivate their ideals and beliefs. A good family environment provides innate advantages for college students to establish scientific ideals and beliefs. By optimizing the environment of family "we media" education, we will make joint efforts to create a good family atmosphere of "home is the smallest country, the country is tens of millions of families", and influence and encourage the healthy growth of college students, to ensure the effective development of college students' ideal and faith education.

First, use the "We Media" platform to play the role of parents

Family members are the primary influencing objects of college students to cultivate ideals and beliefs. Therefore, in order to effectively carry out ideal and beliefs education, the influence of parents' main family members should be placed in the top priority position. In the era of rapid information dissemination of "We Media", all kinds of thoughts and values impact the ideals and beliefs of college students. Parents should not only set an example to educate their children to become people with firm ideals and beliefs, but also set an example for their children with

their own way and practical actions in life. "Making iron is still hard", so if to optimize the family education of college students through "We Media", family members must play their own exemplary and leading role, and constantly improve their scientific and cultural quality and "We Media" quality. Only when family educators actively understand a variety of media information and improve their information discrimination ability, can they truly guide students to accept the ideological and cultural information of advanced science. In order to make college students actively and consciously absorb the beneficial information in the media culture, educators need to play an exemplary role. Physical education is more important than words. If educators can not use the "We Media" platform scientifically and healthily, college students will inevitably be affected.

Second, innovate family education methods by using "We Media"

Family education is the foundation of all education, and it is the first classroom for the implementation of ideal and faith education. "Only a harmonious and healthy family, can give the children the concept of health, cultivate the child's good self-esteem and confidence, cultivate the child's sense of responsibility." [2] The emergence of "We Media" has not only innovated the method of family education, but also created conditions for college students to carry forward and practice good family traditions, which needs to strengthen the renewal of parents' education concepts. Family educators can take advantage of college students' preferences for "We media" and their positive initiative in learning independently on "We Media" to guide them to learn through "We media resources, so that college students can contact excellent" We media resources suitable for them. To understand the inner world of children's hearts through the interaction of "We Media" platform, it is best to become the support and guide of children when lonely, helpless and confused in the virtual space of We Media, guide the direction of children's correct life path and encourage them to turn their ideals into reality. Now every family will have a WeChat group, and family members can take turns to recommend "philosophical stories, touching characters, warning education" in the group to convey positive energy.

### **3. Create a Good "We Media" Society**

The influence of environment plays an important role in the formation of college students' ideals and beliefs, and creating a good social environment is of great significance for guiding contemporary college students to establish correct ideals and struggle for it.

First, carry forward the mainstream culture of the "We Media" platform

Through the media text, pictures, sound, video and other colorful communication, make micro radio, video, animation, etc., to actively guide them, let college students in the form of the popular to understand the history of the Chinese nation, the history of the communist party of China, understand and accept the connotation of the core value system of socialism with Chinese characteristics, etc., gradually accept and internalize their ideals and beliefs.

Second, strengthen the ethics of Citizen We Media"

With the development of the media, now some college students social ethics consciousness weakened, fuzzy, lack of social responsibility and self-discipline, often make some break the moral bottom line, cause college students network moral anomie, such as network fraud, network piracy, network academic misconduct, network abuse, etc., college students are more vulnerable to the moral bottom line, and public opinion orientation will also bring profound influence on their thoughts and behavior, study and life. In a social environment with misplaced values, bad practices such as mercenary, comfort and pursuit of fame and profit will inevitably bring negative effects on the ideals and beliefs of college students. It is necessary to reasonably guide college students, refuse the moral bundling type, and reduce the degree of harm. Therefore, we should take the socialist core values as the criterion to strengthen the

construction of civic morality, so that every citizen can cultivate and practice the socialist core values.

#### **4. Strengthen "We Media" Education and Guidance in Universities**

Colleges and universities are the main position of ideal and faith education for college students. The education strategy and education pattern of "whole-process education and all-round education" mentioned by General Secretary Xi Jinping in his speech at the Conference on Ideological and Political Work in colleges and universities are applicable to the ideal and faith education of college students. Only by carrying out multiple and three-dimensional education in colleges and universities can they further play the positive and key role in college students' education of ideal and faith.

First, enrich and improve the education system

Respect for the main position of each student is the core of the educational concept with students as the main body. In order to promote the comprehensive and healthy development of students, it is necessary to constantly update the educational concept, so as to make the educational content realistic, targeted and scientific. Many new concepts of management, service and communication in the era of "We Media" are integrated and applied to the ideal and belief education work in colleges and universities. The rigid, rigid and boring work concepts in the traditional education work have been challenged, and it is difficult to receive practical results. This requires educators to always keep a clear mind, arm their minds with Marxism, do everything from reality, seek truth from facts, and constantly develop and enrich their own ideological and political education philosophy. As an ideological educator, we should establish the new concept of ideals and faith education of "We Media", actively use "We Media" to pay attention to the students' ideological dynamics of students at any time, and take the "We Media" platform as an extension of the ideals and faith education of college students.

Second, improve the media literacy of educators

Educators bear the heavy burden of helping college students establish the ideals and beliefs of science and health. Their own quality is related to the implementation effect of college students' ideals and beliefs education and the cultivation of college students' own ideals and beliefs. [3] At the same time, college students' media literacy related courses in college classrooms to improve students' media literacy and cognitive ability through normal classroom teaching, consciously strengthen students' media moral awareness and media responsibility, improve their legal awareness, so that they can gradually have the ability to screen information and not be misled by wrong public opinion. Correct understanding of We Media, use of We Media, reasonable use of emerging intelligent platforms to carry out knowledge and ideological education.

#### **5. Strengthen the Self-education of College Students in "We Media"**

The content is scattered and messy, and not all the information is beneficial. In the process of applying "We Media", college students should not only learn their own professional knowledge well, but also consciously strengthen the study of ideological and political education courses, not only to cultivate college students' good ideology, moral sentiment and political literacy, but more importantly to help college students grow up healthily. We should attach importance to the classroom study of ideological and political education theory, grasp the theory of building socialism with Chinese characteristics, study China's history, national conditions, the situation and other policies, grasp the knowledge of patriotism, and cultivate the ideals and beliefs of college students. First, the ideological and political teachers in the Online.

First, strengthen the shaping of college students' own theoretical system

College students should fully explore and use the communication advantages of "We Media", express the Marxist world outlook and methodology with the discourse system they like to accept, so that college students can not only get theoretical learning in class, but also strengthen the study of ideological and political education through the "We Media" platform. Students can set up Marxist theory forums on their own, let students post and exchange experience, answer questions and doubts, so that students can consciously stand in the Marxist camp. Do a good job of ideological and political education for college students silently, and form their own ideals and beliefs imperceptibly.

Second, Strengthen the education of college students' own media literacy

In the era of "We Media", students are no longer just the recipients of information, but also the main body of information communication. Therefore, it is urgent to improve students' media quality, improve their identification and critical ability of bad information, and promote the effective dissemination of high-quality information. Media literacy as the basic literacy of citizens, refers to "people in the face of various media information choice ability, understanding ability, questioning ability, assessment ability, creation ability, production ability and speculative reaction ability". [4] college students should consciously strengthen their media moral consciousness and media responsibility, improve the awareness of network security, make it gradually have screening information, not misled by wrong public opinion.

## **6. Built a National "Micro" Platform for Advocating Ideals and Faith Education**

We-media platforms such as WeChat provide a new way of communication mode for college students, changing the traditional communication mode with mobile phones as the main communication tool, and making instant contact easier and convenient. As a communication platform, if the micro-platform can be fully used between the college educators and the educators, it will effectively improve the effectiveness of the ideal and faith education for college students.

First, use WeChat to strengthen the ideal and belief education of college students

WeChat, a new "We media software, is widely accepted and widely used among college students, which has a profound impact on their ideological, moral and behavioral habits. The ideal and belief education content of WeChat platform is broader. College students can see more vivid examples in WeChatB 1 news that are more interesting than classroom learning. The most important thing is that students' learning in this case is not just cramming indoctrination, but active learning. The news pushed by WeChat official account, WeChatB 1 Moments and WeChatB 1 greatly expands the content form of ideal and belief education. Through this way, college students will actively participate in interaction, share self-evaluation and discuss and research with each other.

Second, use of micro-public welfare to strengthen the ideal and faith education of college students

Micro-public welfare is around everyone, and everyone can be free to initiate and participate in it. Micro-public welfare has diversified ways of participation, which can be divided into online public welfare and offline public welfare. Offline micro-public welfare is mainly based on real public welfare, such as charity donation and charity sale held in schools or in the society. For example, there are many old clothing donation boxes under the dormitory buildings, which not only practice public welfare within their capacity, but also realize the effective use of resources.

## 7. Conclusion

In the era of we media, must strengthen the ideological guidance, occupy ideological position, promote college students to set up the personal ideals and beliefs with the great cause of socialism with Chinese characteristics, with a positive and healthy network environment guide college students to pursue life goals at the same time establish the correct world outlook, outlook on life and values, set up the lofty ideal of communism, firm marxist ideals and beliefs.

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