

The Implementation Path of Wechat Regarding Ideological and Political Education

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Abstract: Ideological and political education in higher education plays an almost decisive role in establishing correct life concepts and values for college students. At the same time, it serves as a very critical role in the entire education system of universities and colleges. College students are often at the forefront of social development, as a result, they are endowed with extensive knowledge and understanding of popular social matters. As the development of network information technology, WeChat has become an imperative social software for every adult, and its powerful functions enable people to live a more convenient life, which has greatly contributed to the progress of the efficiency of human society. This article will explore the implementation path of WeChat regarding ideological and political education.

Introduction

The level and effectiveness of education in ideology and politics is directly correlated to the comprehensive quality of college students. Therefore, educational work in ideology and policy in colleges has also received increasing attention with the development of society. Under the background of comprehensive development and continuous in-depth development of quality education, Ideology and policy based educational workers in colleges are actively exploring and optimizing the mode and structure of the education in ideology and policy, so that the requirements of quality-oriented education can be implemented accordingly, a good job in ideology and policy can be done for college students, and cultivate qualified talents for the society [1]. The purpose is to make the development of education work of college in ideology and politics in line with the times and be more easily accepted by students of higher education to achieve the desired educational effect, the relevant staff will analyze the purpose and demands of college education in ideology and politics through in-depth understanding of the function of research WeChat, Began to try to apply WeChat in education in ideology and policy, and explore its implementation path in an active manner.

1. The significance of the application of WeChat in education in ideology and policy

1.1 Make the teaching methods to be more innovative

The traditional education in ideology and policy for students of higher education mostly adopts face-to-face education. Teachers instill the corresponding viewpoints, methodologies and values to students. This kind of education has strong preaching characteristics and basically does not give students the opportunity to express. College students are at an age of high curiosity and vigour, and the level of attention they can maintain when dealing with things often depends on whether they have enough interest and how attractive the thing is to them. Because the content of education in ideology and policy lacks a certain amount of interest and is rigidly imparted to students, the results of traditional education in ideology and policy are frequently not ideal [2]. The application of WeChat has opened up innovations in ideological and political teaching methods. With its unique design, WeChat can realize the "one-to-one", "one-to-many" and "many-to-many" communication modes, and the communication process is extremely It is rare that the whole process is dominated by one party, which effectively gets rid of the teaching method of preaching and indoctrination,

provides more opportunities for students to communicate in the study of colleges, and encourages students to fully exert their subjective initiative when studying the content in ideology and policy. 3].

1.2 Strengthened the practicality of the teaching content

The application of WeChat in education in ideology and policy can also greatly enhance the practicality of teaching content. The materials used in the process of traditional education in ideology and policy are mostly reflected in the concept, and the application of the case is less; besides, because the education work in ideology and policy needs to maintain a high degree of accuracy in the content, the work of adapting and revising the teaching materials is often subject to many parties. Emphasis on review, which results in less frequent editing and drawing of related textbooks, and there is a certain difference between the content of the textbook and the development progress of the times, which cannot make students have a deep understanding, so it is insufficient in practicality [4]. When WeChat is used in education in ideology and policy, because WeChat itself is a social platform, it has a high level of instantaneousness in information, and it also makes college students to maintain a fresh sense of interest in WeChat for a long time. . Through the use of WeChat for ideological and political education, students can spontaneously think about and analyze life cases under the guidance of correct guiding ideology, which invisibly strengthens the understanding of the education in ideology and policy of college students. The actual use of the content is extremely profound.

2. The application status of WeChat in ideology and policy in education

2.1 Insufficient attention

Although the application of WeChat in education in ideology and policy has certain benefits, it will inevitably lead to corresponding problems. For the education staff in ideology and policy (mainly teachers), if the problems in the use of something cannot be perfectly solved, it is not suitable for ideological and political education. This kind of thinking has caused educational staff to reserve a certain degree of opinion on the application of WeChat in the process of education in ideology and policy, which is also the main reason for their insufficient attention [5]. In addition to the above-mentioned ideological and cognitive concepts, the factors causing this phenomenon also include the following two factors.

One is the lack of intersection between teachers and students' circle of friends, and the lack of understanding of students' thought dynamics, which makes it impossible to understand students' thought dynamics in real time, making it difficult for teachers to take corresponding measures to improve teaching methods and make them more acceptable to students. In addition, the content of the circle of friends is complicated, and its application to the ideological and political education may affect the purity of the educational process to a certain extent, causing the ideological and political work to deviate from its educational purpose and make it difficult to complete its teaching goals.

The second is that teachers do not have a deep understanding of WeChat. Most ideological and political teachers are middle-aged, and their curiosity and interest in social novelty are far less than that of young people. Therefore, most of them only use WeChat as a social tool and payment approach, and they are not aware of the use of WeChat among students. Degree, it is rarely possible to integrate ideological and political education with WeChat platform [6]. This kind of factor is mainly caused by the difference in thoughts formed by the age gap.

2.2 Insufficient interactivity

The application of WeChat in education in the ideology and policy of higher education institutions lacks the corresponding interactivity, so that the function of WeChat as a media platform and communication platform has not been fully explored. The main cause of this problem is that in the process of education in ideology and policy in colleges and universities, although WeChat can

be adopted as a new means to assist in related education ideology and policy, in the actual process, more attention is paid to the content and system of ideological and political education. The communication and indoctrination of students requires students to open WeChat for learning. They fail to give top priority to the communication between students and students on WeChat platform and feedback with teachers. Make the application of WeChat platform in the process of education in ideology and policy formal.

2.3 Serious homogenization of content and format

Serious homogenization is a common problem in social media platforms like WeChat. Due to the large population base in China, the number of people using various social media apps is also very large. In addition to the development of self-media in recent years, self-media people and marketing numbers are good at collecting and processing hot search information, and which format and which are mostly The type of content that has high appeal is used, and the quality of the content cannot be guaranteed at all, making the information on WeChat extremely homogenous in content and format. [7] This situation also exists in the application of WeChat to education in ideology and policy in universities, but the reason is that the staffs that operate the corresponding education in ideology and policy have a limited understanding of WeChat, and are also required by the teaching objectives of ideological and political education. There is a certain reference phenomenon in the production of, so that the depth of education content is insufficient to meet the needs of ideological and political education.

3. The implementation path of WeChat in ideological and political education

3.1 Strengthen the attention of ideological and political education staff

Teachers responsible for ideological and political education attach importance to the application of WeChat in education in ideology and policy, which directly affects whether WeChat can play its role in education. [8] Therefore, to make WeChat's functions fully play in the process of education in ideology and policy, it is necessary to strengthen the teachers' attention and establish a scientific teaching structure system according to the ideological and political teaching situation and requirements. In essence, education in ideology and policy is aimed at students, and the application of WeChat in education is also because WeChat has a high degree of penetration among students. The use of WeChat by college students has become a daily behavior, so teachers should deeply understand To what extent has the new media platform of WeChat influenced students' learning and life, and teachers should be aware of the guiding role of the network environment on students' living habits, ways of thinking and values, and face and attach importance to the work of ideological and political education WeChat is used correctly to carry out corresponding education in ideology and policy. This requires that in the specific implementation, the school calls on the teachers to use the various functions of WeChat spontaneously to enhance the teachers' ability to use WeChat and their understanding of WeChat.

On the other hand, teachers should also pay attention to the impact of complex network environment on students' outlook on life, values, and world outlook, but they should not give up the application of WeChat because of the possible impact on students. In fact, it is precisely because of the existence of these shocks that it is more appropriate to enhance the application of WeChat in teaching of ideology and policy. Through the use of WeChat for in-depth learning of knowledge in ideology and policy, coupled with the correct guidance of teachers, it can help students resist the bad content of the platform in the learning process, cultivate students' ability to respond to complex environments, and establish and strengthen correct The outlook on life, world outlook and values, so that the application of WeChat in ideological and political education to achieve the desired effect, promote the strengthening of students' comprehensive abilities and qualities in all aspects.

3.2 To strengthen the communication in WeChat applications

As social media software, the main function of WeChat is its communication function across

time and space. This function should also be effectively played in ideology and policy to improve the effectiveness of ideological and political education. [9-10]Strengthen the interaction and interactivity of WeChat in ideological and political education, so that the communication among teaching faculties and students can be further developed, and the timeliness of ideological and political education can be improved. The specific implementation path is to improve the benign interaction among teaching faculties and students, so that it can be carried out offline and can also be developed online. In this way, it can promote the use of WeChat online and offline actual communication, so that two forms There is a complementary relationship between each other, and the online promotion of WeChat can make the offline education activities obtain better results, and the effects of offline activities are also the embodiment of the role of online work. In addition, WeChat can also be used to offer a good environment for communication among teachers and students. When using WeChat, teachers should not only fulfill their educational responsibilities and play a guiding role. The students at the other end stand on the same level, helping students to think dialectically and comprehensively from different angles. Therefore, teachers should use WeChat to pay attention to students 'living conditions, so as to fully understand the students' thoughts, behavior habits, personality characteristics, etc., so as to provide a reference basis for information to make a reasonable teaching plan when ideological and political education is carried out.

3.3 To enhance the information literacy of the teaching team

Improving the information literacy of the teacher team is one of the important implementation paths of applying WeChat to education in ideology and policy . This work determines whether the application of WeChat in education in ideology and policy is smooth and can promote the further development of education. Although the main body of the education task in ideology and policy is for the student, the teacher is the executor who really performs this link. Therefore, the information literacy of the teacher team should be improved so that the teachers can better understand and use WeChat. In the identification of different information and content on WeChat, teachers are more authoritative than students, and can more effectively determine which part of the content and quality of information is better and more suitable for student learning. In addition, teachers with a high level of information literacy can also produce excellent content on their own, which is very helpful to promote students' ideological and political learning level and help students establish the three views.

Conclusion

Judging from the actual situation, WeChat already serves a very significant role in the daily lives of modern college students. In order to further strengthen the work in ideology and policy of colleges and universities, the relevant educational personnel should treat this social software rationally and fully Applied to the teaching process, the teaching approach can also be optimized further, and the level of ideological and political teaching will be improved, this can help the students to achieve a comprehensive development.

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