

WeChat Influence and Countermeasures for the Work of Ideological and Political Education

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Abstract: With the rapid development of network technology and the diversification of media transmission, the new media based on network and digital technology has been developing rapidly. The traditional education mode of Ideological and political education is challenged by new media. WeChat has had a significant impact on the daily lives of college students, ideological and political education workers should also actively use the WeChat information and communication tool, carry out the work of Ideological and political education, the ideological and political education to keep pace with the times.

Keywords: WeChat, ideological and political education, information communication

1. WECHAT TRANSMISSION CHARACTERISTICS

In recent years, with the rapid development of network technology and the diversification of media transmission, the new media based on network and digital technology has been developing rapidly. WeChat tencent launched in 2011, with the popularity of smart phones and mobile Internet development tide, overnight became great river north and south, is more popular with college students.

(1) Strong communication. WeChat established a network of people is a network of acquaintances, information dissemination targeted, and the mobile phone is a portable communication tool, you can receive information in a timely manner, interact with each other. At the same time, you can also add your own friends and family through mobile phone address book, QQ friends, scan two-dimensional code, WeChat numbers, etc.. In addition, WeChat can also shake, drift bottles, mass information, circle of friends and more people to communicate, greatly improving the depth and breadth of information dissemination.

(2) Communicate face to face ". WeChat not only can edit text information, and voice calls, video calls, with a circle of friends can be real-time photos and comments whenever and wherever possible, to share their friends with WeChat by what one sees and hears, thinking and feeling, embodies the "face to face communication at any time". Thus WeChat has become a popular tool for emotional communication. "Are you WeChat today?" Has become a popular greeting.

(3) Low application cost. WeChat's application cost is very low, as long as there is a mobile

phone and the network, you can use WeChat to voice calls, video calls, it will save the direct use of mobile phones to generate calls charges. In addition, WeChat can also easily download the transmission of video audio, files, etc., without any costs. WeChat shopping payment, mutual transfer, only charge a very low fee.

2. THE INFLUENCE OF WECHAT ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 WeChat's positive impact on Ideological and political education in Colleges and Universities

First, opening a new way of ideological and political education. The new media era of ideological and political education has been out of the traditional classroom teaching. WeChat based on huge amount of information and efficient transmission speed, a wider range of ideas between teachers and students, WeChat static abstract knowledge into dynamic concrete images, implements the comprehensive auditory and visual perception, enrich the content of ideological and political education, widen the way of ideological and political education.

Second, improving the breadth and depth of the communication between teachers and students. In the WeChat social platform, information dissemination of virtual sex equality and promote the equality between teachers and students exchange, eliminating the traditional ideological and political education method . There is resistance form students to the teacher, thus students are reluctant to speak the truth to the teacher. Teacher is also difficult to walk into the students mind, while on the WeChat this non face-to-face communication, the students speak more freedom and more articulate their views and ideas. The teacher also can be found in time required to guide the students' thoughts, more targeted.

Third, increasing the autonomy of College Students' Ideological education. Contemporary college students are not passive educated, but consciously educated. Network information and pictures can attract the students take the initiative to collect information, and actively express their views. Actively absorb the positive energy on WeChat, so that the effect of Ideological and political education to enhance the subtle.

2.2 WeChat's negative impact on Ideological and political education in Colleges and Universities

First, it is difficult to grasp the network public opinion monitoring. The WeChat era everyone is media, everyone is a disseminator of information, thus contradicting the content of Ideological and political education content spread in WeChat will cause confusion in the minds of students, lead students to accept the wrong viewpoint of communication imperceptibly, and spread quickly in the students, leading to weakening of public opinion monitoring, even out of control.

Second, college students' world outlook, outlook on life and values are challenged. Rich and colorful network information with the quality is uneven in quality, emerge in an endless stream, and even many false information also appears in the stately view of Internet users. The world outlook, outlook on life and values of college students have not yet been finalized .It is sometimes difficult to distinguish between true and false, accidentally involved in the spread of rumors, and even personal interests in order to fabricate rumors, leading to a lack of College Students' moral awareness and sense of responsibility.

Third, addicted to online virtual world affect the real life. Rich and colorful WeChat content in which college students cannot extricate oneself, no matter when and where to mobile phones and brush WeChat . On campus, campus bow readily visible everywhere. Network active them in real life is "home", lead to interpersonal indifference, in reality, on the other hand, many college students in most of the time to brush WeChat, lead to cannot listen attentively in class, not intentional learning after class. The teacher assigned homework can not independently but also choose to download on the net, which can lead to bad grades or even fail a lot.

3. WECHAT ERA TO STRENGTHEN IDEOLOGICAL AND POLITICAL EDUCATION STRATEGY

3.1 The construction of the ideological and political education work WeChat platform

WeChat general use in the student, college ideological workers should also actively use WeChat this information dissemination tool to capture information dissemination commanding heights, one is to create a variety of different categories of content of the public, in the form of combining students happy. Carry out all kinds of education in the form of pictures voice video, such as: party construction work,the English side. The second is to establish the linkage of the up and down from the top to the bottom of the net WeChat network. Student worker, youth corps committee, office, defence departments should play a role in this WeChat system, if you have special agencies responsible for data collecting students' communication and so on. Through the orders from top and bottom or from down and turned over to the feed, improve the efficiency and quality of ideological and political education work.

3.2 To strengthen the education of college students' guide

Although WeChat enrich the extracurricular life of college students, to provide the students a lot of education resources, but also affected the college students' reality exchanges and learning, thus the counselor to cultivate college students the concept of information resolution and proper use of WeChat while get useful information from bad information. Education students not use WeChat to do bad things, even more reasonable planning at the university of life, reasonable arrangement good study work and entertainment, don't be trapped by phone WeChat into a "down", a good measure of Xinglin college advocate no mobile phone class is to

deal with the excessive dependence on the mobile phone, WeChat play.

3.3 Improve the ability of political education workers in colleges and universities

First, in the WeChat era of the ideological and political education workers, not only to analyze the problem with Marx's thoughts, viewpoints and methods, not only to have the psychology, pedagogy knowledge, but also have some computer knowledge, familiar with editing and making of network information, using a variety of high frequency video, graphics and other innovation of Ideological and political education; second college counselors, through the establishment of the class group to understand students' thoughts, to answer the hot issues in students, timely response. For real events, in a timely manner to clean up false information, publish the truth, put an end to the spread of false information, to avoid students ideological bias.

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