

“New Weapons” of Ideological and Political Education in Universities—WeChat

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Abstract. WeChat, a new instant messaging software, has been popularized nowadays. In order for WeChat to have the maximum impact on the ideological and political education areas, we need to have a deep understanding of the characteristics and regulars which attract students in the communication process, and combine WeChat platform with ideological and political education to attract students motivated to learn the content of ideological politics. This article, starting with college students, aims to understand their thinking and use of WeChat, and pertinently use WeChat platform to enhance the attractiveness and effectiveness of ideological and political education.

Keywords. WeChat; university students; ideological and political education

Launched by Tencent in January 2011, WeChat is a kind of mobile phone chat software which can quickly send voice messages, video, pictures and text via the Internet and support group chat online. Users can use it to establish contact with their friends in richer forms such as SMS and MMS. There is no doubt that WeChat is currently the most popular mobile communication software, and is widely used among college students. As of January 15, 2013, the number of WeChat users has exceeded 300 million. The birth of WeChat has brought new opportunities to ideological and political education of college students, but there is a problem educators should solve: how to take advantages of WeChat to carry out the ideological and political education.

1 The thought characteristic of university students

1.1 Having strong curiosity and offering to comprehend new things

The traditional model of ideological and political education is too monotonous which just focus on the knowledge imparted by the teachers and the paper documents provided by the college. As a result of its lack of fun, students tend to be inactive in understanding it, while the new model via the Internet can broaden students' access to information, inform them of diverse opinions and guide them to learn the knowledge about ideology and politics on their own initiative.

1.2 Having a strong desire for self-expression

College students usually have their own independent thinking, so they are willing to express themselves to get more communication and recognition. However, for students, this need is unable to

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meet under the traditional model. On the contrary, students can freely express their views, because the Internet is based on the spirit of equality and communion. In addition, thanks to the timeliness and interactivity of the Internet, students can get timely response and interaction when they publish their views, attitudes, feelings and emotions, exactly satisfying their want of self-expression.

1.3 Preferring self-education

In college life, self-learning is more important than class teaching. The Internet has a positive effect in ideological autonomy of university students. College students look forward to summarizing their own opinions in the process of “micro reading”, and expressing their views rather than following and accepting educators’ mind. That is to say, compared to the traditional “receptive” education, students are more inclined to self-education.

2 The present situation of university students’ use of WeChat

WeChat is one of university students’ favorite apps. The objects of ideological and political education online are college students, and they are always steamrollers walking in the forefront of the times, and in turn it’s their hobby of trying new things that made them into the mainstream users. Since smart phones are now in common use among university students and WeChat is a kind of mobile phone communication software, the common use of smart phones naturally paved the way for the development of WeChat, and in return, WeChat provided a wide platform as well as instant-messaging service for the smart phone terminal. With the continuous improvement of living standards, the requirements of college students for cellphone are more and more exigent. Mobile phone is not just a tool of calling and sending message, it’s also multi-functional smart machine. Its system is continuing to be upgraded, creating more chance for the students to try a variety of new things.

WeChat’s constantly updating creates more new functions which can be used to meet all kinds of needs of students and especially have a positive effect on students’ actively learning the contents about ideological and political education.

3 Taking advantage of WeChat to enhance the attractiveness and effectiveness of ideological and political education

As a kind of communication software, WeChat not only promotes exchanges between people, but also brings a certain opportunity to the ideological and political education. It is an important task of the ideological and political education workers to take advantage of WeChat’s function and improve the ideological and political education work attractiveness and effectiveness.

3.1 Developing new WeChat platform and enriching the contents of network ideological and Political

The new WeChat platform can solve the shortcomings that the expression of traditional language is not intuitive. Through WeChat platform universities can promote ideological and political education innovation, especially in the content of ideological and political education, for example, WeChat’s function of sending images and voice messages ensures college students to shorten the emotional distance and ideological and political education, so that students no longer held exclusive attitude towards ideological and political theory , and so that the ideological and political education of college students works well.

The traditional model of ideological and political education is mostly based on the paper documents provided by the college, thus usually failing to make students develop a strong interest in I, but making use of WeChat can improve the contents as well as the methods of ideological and political education. The contents of WeChat should be clear and concise and be tied to the college

students' daily life. The effectiveness of the ideological and political education is largely influenced by WeChat, mainly because there is too much emphasis on theoretical things, so the content will be very tedious and it's difficult for college students to link these elements together in real life, and a lot of knowledge can not be truly understood and digested by college students, so that teachers and students can not be psychologically resonate in carrying out educational work.

Writing the short messages needn't be very strict or long-winded, and it does not have a specific format neither the requirements of content and structure, in fact, it often casually expresses simple things in life or emotions. It's such a feature that is able to make information produce a resonance in the hearts of more people, so the use of WeChat in this way can integrate the ideological and political theory and content into the lives of college students, for example, to pertinently help and guide each student out of their problems and puzzles in life by means of educators and students communicating in WeChat. In this way, ideological and political education will be well promoted and college students will realize that the ideological and political theory and content are indissolubly linked with their lives. That, to some extent, changed the stereotype of traditional ideological and political education and adequately integrated ideological and political education with the college life.

3.2 Use the new platform of WeChat to create a new ideological and political education

As a special social group and being in the semi-campus and semi-socialized environment, it's very important for college students to establish a correct outlook and outlook for their future development. "Although young people are always trying to distinguish themselves from previous generation, but in fact culture can't be received nor be throw by them, because history is continuous." Value orientation of college students are not always the same. They can't avoid the impact of social and family. So the value orientation of college students is the same as the mainstream values to some extent. In other words, the social mainstream values are the navigator of the college students' values, and college students values is the barometer of social values, reflecting the mainstream values. Works on values education for college students require the ideological and political education attractive. Micro-blog and WeChat is the best way to promote college students to learn related knowledge actively, because it is the closest thing to the college life. Simultaneously with the development of means of communication, especially micro blog and micro channel now are in full swing development since the media became the first means the release of information. Its appears not only witnessed innovations in communication technologies and means , and means that the traditional ideological and political education is gradually being new to many more with much less replaced with less education. Target groups continue to expand. The vast area and a variety of ways made it difficult to control and increase the extent of the affects. Then guide of the ideological and political education workers is particularly the Especially on the platform of the WeChat, it requires deepening the communications between educators and those being educated, always concerning about students' dynamics, timely meeting students' needs.

3.3 Use the new platform of WeChat to create new momentum between teachers and students

It is undeniable that traditional ideological and political education between teachers and students has its own advantage, but the development of high-speed network allows college students no longer willing to take this face to face communication. Ideological and political education workers will be able to solve this problem through WeChat, narrowing the distance between teachers and students. Make full use of WeChat "group chat" feature to actualize ideological and political education. Not only between teachers and students, they can exchange ideas among all grades. Topics of the talk may be the constitution that college students would learn or may be those students are interested. Whatever the content the group chat set are the needs of the students. Group chat is unfettered. Here students can get satisfactory answers through learning from the experiences that their teachers or seniors shared.

Process of ideological and political education communication information transmission process is

in fact the process of communicating ideas and information collection, identification, selection for the subject. There is a lot of information in the communication environment. While communicate with students, Ideological and Political Educators should pay attention on the way. Only science communication content has the charisma. For example, Marxism is proven truth, is a scientific theoretical system, but also the main line that the ideological and political education work must seize in the communication. In the ideological and political education can not only concerned with individual thesis of Marxism, but also should be concerned about the basic principles of Marxism and methods. Then the contents of communication should meet the needs of college students. The continuous development of society promotes college students to pay more attention to democracy, freedom, reality and other issues. It's easier for them to accept the ideological and political education content which is related to their own lives. Therefore ideological and political education workers should work out the actual situation college physical, psychological and other communicating content that meet the needs of college students to narrow the distance between teachers and students, so that the ideological and political education work can have new progress.

3.4 Rely on a new WeChat platform to improve self-education of college students

Soviet famous educator Suhomlinski once said, "A teenager can be a real man only when he learned not only carefully studied around the world, but also carefully study himself; only when he not only strive to understand things and phenomena around but also strive to understand their inner world; Only when his mental powers can make themselves better, more perfect." This means that self-education is very important for college students, for it not only affects the college study but also the life in the future. The combination of the interaction of micro channel and the initiative of students can get a long term beneficial development for students' self-education. There has been no a good relationship between ideological and political educators and those are educated for a long time so that students can not learn proactively. The WeChat has a very distinct advantage is the ability to enhance the interaction between educators and the educated. Therefore, the use of WeChat platform can effectively attract more students to facilitate communication between students and teachers and make students have a new awareness of the ideological and political education and have a positive attitude to learn and communicate and find their own problems and deficiencies. Use the timeliness of micro channel to correct the error in the first time and the negative attitude is also can be adjusted in a timely manner, so that students' self education gets a healthy development. Therefore, the combination of the interaction of micro channel and the initiative of students can help carry out the ideological and political education work and make the communicating environment between teachers and students more harmonious. Through micro channel, students can learn efficiently and proactively, at the same time, ideological and political workers can keep abreast of the students' psychological dynamics. Know the needs of the students and their generation's personality that allows teachers and students to have more resonance in the mind. It can increase the common language between teachers and students to further promote students' self ideological and political content of active learning. Ultimately achieve more active learning college ideological and political education goals.

4 Conclusion

In short, the WeChat as an advanced information and communication means should give full play to its characteristics. However, micro channel is an information platform with free speech on which the individual right to speak get strengthen and it is prone to stir group effect. When there is pessimistic voices appeared, the pessimistic is easy to zoom in and it can't eliminate the negative effects in a short time. So it should improve its shortcomings to build an ideological and political education system which upon the micro channel platform, providing comprehensive services for the online ideological and political education in college.

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