

Innovation Mechanism of Ideological and Political Theory Curriculum in Colleges and Universities Under "We Media"

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Abstract. The rapid development of "We Media" and its wide range of influence play a certain role in promoting the reform of education and teaching, especially triggering the discussion on the reform of ideological and political theory curriculum in colleges and universities. The rapid development of "We Media" effectively satisfies the multiple needs of social expression, and supports the ideological and political theory teaching in colleges and universities with media carriers. This objectively promotes the innovation of ideas and methods of ideological and political education in colleges and universities, and at the same time puts forward higher requirements for the "We Media" literacy of ideological and political educators. It also urgently requires people to construct a perfect innovation mechanism of ideological and political theory curriculum in colleges and universities, so that teaching can better adapt to the situation of "We Media". This work mainly discussed the construction of the innovation mechanism of ideological and political theory curriculum in colleges and universities under the environment of "We Media". Based on clarifying the concept and characteristics of "We Media", this paper clarified the multiple impact of "We Media" on the teaching of ideological and political theory curriculum, and actively discussed the effective construction path of the innovation mechanism of ideological and political theory curriculum in colleges and universities.

Keywords: "We Media"; Ideology and politics in colleges and universities; Theoretical curriculum; Innovation mechanism; Thought.

1. Introduction

In recent years, network information technology has developed rapidly, and "We Media" represented by blogs, Weibo and WeChat based on Internet Web 2.0 technology have risen rapidly, integrating into people's study, work and life in different forms. According to relevant statistics, the number of monthly active users of Weibo reaches 212 million and daily active users reaches 100 million. The average time netizens spend on social media platforms is 1 hour and 43 minutes, accounting for almost 50% of the online time. "We Media" has increasingly become the main channel for netizens to obtain information and participate in social life. College students with active thoughts and easy to accept new things are the main force of "the aborigines of the Internet" and "We Media". This arouses people's thinking on education and teaching under the environment of "We Media", especially the influence of "We Media" development on the study of ideological and political theory of college students. In the process of thinking and discussing, people have gradually realized the necessity of establishing an innovative mechanism for ideological and political theory curriculum in colleges and universities that is compatible with the development trend of "We Media" [1].

2. Overview of "We Media"

"We Media" is a kind of private communication media, which takes electronic core media and network technology as the platform to realize the free transmission of information from the sole subject to multiple objects or a single subject. "We Media" has obvious characteristics. First, the "universality" of the subject of communication. Under the condition of "We Media" based on network information technology, people only need to register an account on the "We Media" platform, then they can make and spread information on the "We Media" platform [2]. Second, the "interactivity" of communication mode. Since the information communication of "We Media" is multi-directional and interactive, each communication subject, as a "node" in the Internet structure, is not only the viewer of information content, but also the producer and publisher of information content, and its information

dissemination and feedback are synchronous and instant. Third, the "complexity" of disseminated content. Users of "We Media" with different ages, occupations, values, personalities and demands spread freely and autonomously under the mask of virtual roles, while massive information bearing different values and concepts agitate and collide with each other. Fourth, the "immediacy" of propagation speed. Each "We Media" user can not only publish information, but also accept other users' information.

3. Opportunities Brought by "We Media" to Ideological and Political Theory Curriculum in Colleges and Universities

3.1 Provide abundant teaching resources

The emergence of "We Media" makes the transmission of information more convenient and fast, and the advantage of mass information exchange makes the ideological and political theory curriculum in colleges and universities obtain fresh nourishment. The latest, fastest and most popular educational trends and real teaching cases can all be collected through the "We Media" platform, so that the ideological and political theory curriculum have more diversified data sources. In the "We Media" environment, the introduction of information resources in the "We Media" platform into classroom teaching can timely update the information, direction and content of ideological and political theory course teaching. As the learning subject of ideological and political theory curriculum, students can also rearrange their learning structure and knowledge system by using the information resources in "We Media" to improve their initiative in learning.

3.2 Bring about the innovation of teaching method

Classroom teaching is the main teaching method of ideological and political theory curriculum in colleges and universities, which has played an important role in the teaching of ideological and political theory courses in colleges and universities for many years, and has achieved fruitful teaching results. However, due to the limitations of current ideological and political theory teaching conditions, it is difficult for teachers to give one-to-one guidance to students, and the core value of ideological and political theory course is difficult to highlight. The arrival of the era of "We Media" has greatly relieved the pressure of classroom teaching, and effectively made up for the lack of single means of classroom teaching, so that teachers can better combine the characteristics of "We Media" to implement information and point-to-point efficient teaching. Teaching topics elaborately made by teachers, including theoretical knowledge, case lists and teaching tests, can be distributed to students through "We Media". Objectively, it promotes the transformation from the traditional one-way indoctrination teaching mode to the multi-subject student-independent learning mode, which is a significant innovation for the teaching methods of ideological and political theory curriculum.

3.3 Open up a new space for teaching

Although ideological and political theory teaching in colleges and universities has the advantages of integrity, systematicness and authority, it also has a certain period limit. This means that the teaching of ideological and political theory should be carried out at a fixed time and a fixed place. The short teaching time and space constraints make it impossible for students to know too much about the course information, so there is still a lot of room for improvement in teaching efficiency. However, the emergence and popularization of "We Media" have made a great breakthrough in the teaching space and time of ideological and political theory courses in colleges and universities. The rapidly updated information and massive resources of "We Media" can be timely used in the teaching process, and the binding of time and space in traditional classroom has been dismantled.

4. The Impact of "We Media" on Ideological and Political Theory Curriculum in Colleges and Universities

4.1 The guidance of ideological and political education of colleges and universities is getting weaker and weaker

The education of socialist core values runs through the whole growth course of college students and has been firmly engraved in the hearts of college students. However, with the advent of the era of "We Media", Internet ideas and various information resources continue to impact the core values of college students, while the influence of ideological and political education in colleges and universities on college students is gradually weakening. Many bad ideas and cultures in the Internet gradually distort the ideas and behavior habits of college students. At the same time, for one thing, ideological and political education in the university education system only serves as a supplementary course. Under the background of increasingly heavy professional courses, the hours of the ideological and political courses are further compressed, and the leaders and teachers in colleges and universities do not pay enough attention to the ideological and political education. The ideological education of college students is not carried out enough to give better help and guidance in the critical period of forming their values. For another, when carrying out ideological and political education activities in many colleges and universities, the teaching methods are not flexible, the teaching content is abstract and boring, and the students' interest in learning can not be aroused very well. In addition, teachers do not pay enough attention to ideological and political education courses, and "turn a blind eye" to the chaotic order of the class. Students always play games, watch entertainment information and talk in private conversations in the classroom, which further reduces the educational effect of ideological and political courses [3].

4.2 Mixed thoughts affect the formation of correct values of college students

The "We Media" network communication platform not only contains many traditional thoughts, but also has a large number of modern culture. The two cultures will inevitably conflict in the process of blending, which makes the "We Media" platform full of all kinds of ideas. When college students browse and watch information from the media network platform, they will inevitably come into contact with various ideas in the Internet. These ideas will have a great impact on the formation of college students' values. Under the long-term influence and indoctrination, college students' values will gradually incline to the thoughts of "We Media" and have certain doubts and uncertainties about the content of ideological and political education in colleges and universities. When the ideas of fashion, show-off, individuality and meaninglessness in "We Media" are interwoven with modern educational thoughts, and modern college students are not equipped with the ability to fully distinguish the good information from the bad, it is difficult for college students to establish scientific values and outlook on life in their growth career. In this sense, "We Media" has also brought some negative effects on college students' life, study and personal development. Immersed in the superficial cultural environment for a long time, college students are unable to form scientific aesthetic and value concepts.

5. Construction Path of Innovation Mechanism of Ideological and Political Theory Curriculum Under the Environment of "We Media"

5.1 Establish the new teaching idea of ideological and political theory curriculum

For one thing, it is necessary to set up a new teaching concept, adhere to the full combination of diversity and dominance, choose the essence of traditional teaching ideas in teaching ideas, always uphold the spiritual integrity of ideological and political educators, and ensure that the mainstream education direction remains unchanged. At the same time, it is necessary to pay attention to the integration of multiple thoughts, and integrate the spirit of the times, the spirit of innovation and the spirit of development into the teaching philosophy. For another, it is necessary to set up the teaching

idea of two-way interaction. In the teaching process of ideological and political theory course, both teachers and students are the main body of teaching activities, and the lack of the main position of either party will affect the effectiveness of teaching [4]. Therefore, teachers should focus on the status of students' learning subject, and further arouse students' enthusiasm for self-study in the process of combining classroom teaching with students' self-study. Ideological and political educators should not only "cultivate people by virtue", but also insist on "equality between teachers and students", so as to transform teachers' classroom teaching from knowledge-based teaching to guiding, research-oriented and targeted teaching. Therefore, relying on the teaching practice of "We Media", the initiative of learning will be returned to the college students themselves.

5.2 Grasp the characteristics of "We Media" and innovate teaching methods

In the process of teaching method innovation, teachers should pay attention to strengthening the use of "We Media" platform, combine the basic characteristics of "We Media" and college students, set up exchange learning group, and promote the full integration of ideological and political theory teaching and "We Media" technology. It is necessary to try to introduce the "We Media" teaching form into the ideological and political theory curriculum through the design of the "We Media" topic, invite students to pay attention to the relevant Weibo and WeChat of the ideological and political theory curriculum, transfer some teaching tasks to the "We Media" education platform, elaborate the teaching topic, and open up interactive channels such as student comments, likes, retweets and sharing. In the course of practical teaching of ideological and political theory course, the students' learning status and achievements are updated to the media teaching platform in the form of audio, video or picture in time, so that the interesting special content of ideological and political theory course can be spread through the students' independent forwarding in the group of college students [5-6]. In addition, the teaching discourse of ideological and political theory courses in colleges and universities should adapt to the context of students, and integrate some network hot words into new teaching discourse according to students' preferences, which can shorten the intimate distance between ideological and political theory courses and college students, so as to enhance the core cohesion of the "We Media" teaching platform [7].

5.3 Strengthen the construction of "We Media" literacy for ideological and political educators

In the face of more frequent information changes and "mixed up" ideological information in "We Media", ideological and political workers should realize the inevitability and necessity of the leadership of the Communist Party of China, maintain firm political beliefs, hold a high degree of theory and road confidence, and ensure the most basic ideological and theoretical level of ideological and political education [8]. This is the necessary political literacy for ideological and political workers to calmly analyze current events and soberly judge whether the information in "We Media" is correct or not. At the same time, in the face of the wide spread of "We Media", ideological and political workers should realize the inevitability of using "We Media" to carry out ideological and political education in colleges and universities, and complete the transition from traditional media to "We Media" cognitively [9-10]. Ideological and political workers should seriously study and apply "We Media" in the classroom, use reasonable, sound and detailed picture to meet the students' pursuit of novelty mentality, establish social circle groups of we-media such as WeChat or QQ to realize the communication between teachers and students across time and space, and try to develop "We Media" ideological and political education products that integrate interest and interactivity. In this way, students can acquire the identity of teachers with their own teaching charm, personality cultivation and knowledge ability, so as to cope with the negative repercussion in "cultural feedback feeding".

6. Summary

"We Media" is the transcendence and development of traditional media, and it has become an important channel in today's college students access to information and resources. Ideological and political courses should carefully examine the challenges and opportunities brought by "We Media",

construct a new teaching mechanism of ideological and political courses under the environment of "We Media" with an active attitude, and constantly improve the pertinence and effectiveness of ideological and political courses teaching.

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