

Dilemma and Countermeasures of Socialist Ideological Education in Colleges and Universities in the Era of We Media

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Abstract

Colleges and universities are the main front of socialist ideological education. Ideological education in colleges and universities is an important part of safeguarding national ideological security and building a socialist cultural power. Under the background of we media, there are some difficulties in ideological education in colleges and universities, such as the decline of traditional education methods, anti-cultural impact, the weakening of the authority of educational subjects, the single form of we media platform and so on. In order to effectively deal with the above difficulties, colleges and universities must take the socialist core values as the guidance, update educational ideas, innovate educational methods, and firmly grasp the right of educational discourse.

Keywords

New media; Colleges and universities; Ideological Education.

1. Introduction

"We media" takes the Internet as the carrier; It uses various social platform software as communication tools and takes each individual or group as an information disseminator; No matter when and where, it is an emerging media that can quickly spread information, deeply discuss topics and exchange opinions with non targeted individuals or groups. With the rapid development of we media and its interactive and open characteristics, the development mode of ideological education in colleges and universities has changed accordingly. In the era of we media, ideological education in colleges and universities is in a dilemma; The political nature and authority of ideology are facing severe challenges in the context of independent communication. Therefore, colleges and universities should be fully aware of the important mission of ideological education in the era of we media and actively seek solutions to the plight of ideological education in colleges and universities.

2. The Importance of Socialist Ideological Education in Colleges and Universities in the New Era

Ideology is closely related to the national flag, road and political security, and determines the direction and road of cultural development and progress. The key to building socialist culture with Chinese characteristics and ensuring that socialist thought has great appeal and leadership is to give full play to the important position of colleges and universities in ideological education and enable contemporary college students to establish correct socialist ideals, beliefs, values and morality.

2.1. Colleges and Universities Are An Important Position to Defend Ideological Security

With the rapid development of economic globalization, the reactionary forces in western countries began to attack China's socialist ideology in the form of cultural invasion and cultural infiltration. As a new force in China in the 21st century, contemporary college students have

keen insight and high morale. They should defend the security of China's socialist ideology with a vibrant spirit and a new vision. It should be noted that "from the perspective of the impact of network thoughts on college students, college students are willing to accept new things and views, but have poor ability to distinguish all kinds of social thoughts and lack the consciousness to maintain ideological security" [1]. College students are in an important period of ideological maturity and have weak ability to judge right and wrong. At this stage, values are prone to confusion, deviation and other phenomena. "Socialist ideological education in colleges and universities is related to whether colleges and universities can adhere to and consolidate the guiding position of Marxism, cultivate socialist builders and successors, and ensure the sustainable development of the cause of socialism with Chinese characteristics." [2] Colleges and universities must attach great importance to ideological education and stimulate the maximum efficiency of safeguarding national ideological security. As the key field of ideological collision and integration, colleges and universities often become the focus of ideological struggle.

2.2. Colleges and Universities Are An Important Position for Cultivating New People of the Times

As an institution of higher learning that trains students to grow into talents, it not only undertakes the teaching task of imparting professional knowledge to students, but also undertakes the inevitable mission of "meeting the challenge of Western ideology and strengthening Marxist belief [3]". Socialism with Chinese characteristics has entered a new era and stands at a new and higher intersection of history. In order to achieve the "two centenary" goals and build a modern socialist power, excellent political quality is the strongest magic weapon in the face of various challenges in realizing the great rejuvenation of the Chinese nation. Whether college students can become talents and shoulder the historical responsibility and the responsibility of the times is directly related to the development direction of China's socialist construction. College students are quick thinking and good at contacting new things, but how do they avoid confusion of values? Raising awareness of right and wrong and political sensitivity is the only way to solve this problem. Colleges and universities should pay attention to the important role of Ideological and political theory course in the field of ideological publicity and education by setting up relevant compulsory theoretical courses and practical activities. In extracurricular practical activities, colleges and universities should add educational forms such as red base publicity and education. While improving their education level, colleges and universities should also organically combine social education, school education and family education to realize integrated education.

3. The Dilemma of Socialist Ideological Education in Colleges and Universities in the Era of We Media

"The traditional ideological education in colleges and universities is mainly carried out in real space, which is planned and organized by Party organizations at all levels, with strong authority and unity, while the new media constructs a virtual space opposite to the traditional media in the real world and opens up a new field of Ideological Education in colleges and universities." [4] In comparison, the traditional way of education gradually lags behind the pace of the development of the times, is increasingly unattractive, and can no longer meet the modern needs of ideological publicity and education in the new era. In the process of ideological publicity and education, we media presents the characteristics of openness, interactivity and immediacy. These advantages make it better make up for the shortcomings of traditional education methods. However, in the early stage of development, we media is currently facing certain difficulties and new challenges, mainly in the following aspects:

3.1. The Traditional Indoctrination Education Is Increasingly Unattractive in the Era of We Media

Under the background of traditional education, traditional media such as classroom, newspaper and radio, as the main platform of Ideological Education in Colleges and universities, mainly carry out publicity and education through top-down education, and its process presents the characteristics of indoctrination. Through this way of education, we can effectively avoid the phenomenon of deviating from the track of socialist ideology to a certain extent. However, the traditional indoctrination education mainly focuses on one-way output and lacks two-way interaction; A single indoctrination method is very easy to cause resistance among college students, thus affecting college students' sense of identity with socialist ideology. "The ideological education of college students is still unable to cope with the challenges of the we media era, and even the phenomenon of 'the more education, the more disgusted' appears" [5]. If we can't go deep into the hearts of college students, the educational effect will be limited because it is a mere formality, and the quality of education can't be guaranteed. The openness and interactivity of the we media era have brought new development opportunities for various industries, disciplines, undertakings and work. We media "It breaks the traditional educational method of boring preaching and rough suppression of ideological education, and puts educators and educatees in the position of equal dialogue. The whole educational process is carried out through two-way or multi-directional communication. College students can use our media to express their opinions and views on the relevant information of ideological education; educators are snobbish according to the information feedback of college students Guide, so as to improve the pertinence of ideological education. "[6] In recent years, the criticism of educational reform on the traditional indoctrination education mode has also promoted the development and exploration of we media education. Colleges and universities should give full play to the positive effect of the development of we media on ideological education, actively transform the concept of ideological education and innovate the way of education.

3.2. The Prevailing Anti-cultural Impact on Socialist Ideology in We Media

Over the past 40 years of reform and opening up, China's rapid development has been accompanied by frequent exchanges with international politics, economy and culture; some western political thoughts such as historical nihilism, democratic socialism and neoliberalism have begun to use the we media platform to carry out cultural infiltration and ideological attacks on China. Even by publishing some false news to distort the facts, their reactionary heart is clear. The fact is that the Western hostile forces "confuse college students with wrong concepts such as historical nihilism and constitutional thought, resulting in the distortion of the value orientation of some college students, lack of recognition of the core socialist values, lack of confidence in socialism with Chinese characteristics, and blindly indulge in the so-called 'universal values' of the west" [7] In the era of we media, the impact of network information, the cultural aggression of reactionary ideas and the wrong guidance of anti socialist ideology all pose great challenges to the socialist ideology education in colleges and universities.

3.3. The Openness of Communication and Dialogue Challenges the Authority of Educational Subjects

The nature and purpose of ideological education determine the restrictions and requirements of the educational subject, which is often undertaken by some authoritative persons or authoritative departments; The implementation subject of ideological education has specific educational purposes and requirements, and its voice and speech have been reviewed at all levels, which has a high authority and politics. In the era of we media relying on network technology, we media give everyone the opportunity to become the publisher and disseminator of information; The voice of the individual converge on the media platforms like Weibo, WeChat

and Ticktock. They are all expressing their varied opinions, and the accompanying information is the dilemma of information disorder. The authenticity, validity and legality of information are difficult to control, and become the negative factors that cause social order disorder and the fluctuation of values. The miscellaneous and distorted information from the media has become an incentive for college students to doubt the choice of educational subjects, and even the direct reason for mistakenly guiding college students' values to deviate from the correct track of socialist ideology. Then, who can colleges and universities rely on for ideological education? This is a question that colleges and universities must answer.

4. The Path Choice of Socialist Ideology Education in Colleges and Universities Out of the Dilemma in the Era of We Media

4.1. Grasp the Discourse Power and Enhance the Influence of Socialist Ideological Education in Colleges and Universities

In the era of we media, the opportunities and challenges of ideological education in colleges and universities coexist. In the real life where no one can be completely outside the network world, the exchange of ideas needs to be limited within the framework of maintaining social stability and combating reactionary ideas. Colleges and universities must strengthen the construction and management of cyberspace and improve the network governance system with a responsible attitude to the society, the country and the people.

"The inherent communication mechanism of we media leads to the decentralization of discourse power, and the development speed of we media communication technology is faster than the innovation of guidance and control means of regulatory authorities." [8] Colleges and universities should encourage teachers to make and find relevant videos and materials by using example demonstration method and situational teaching method, and communicate with students in online learning space; At the same time, colleges and universities should actively do a good job in the construction of network content, innovate the form of network carrier, strengthen the publicity of network theory, pay attention to the guidance of network public opinion, scientifically grasp the time, degree and effect of network education, and guard the main position of China's socialist ideological education. Colleges and universities should cultivate a positive and healthy network culture and create a clean and tidy network space. Colleges and universities should adhere to the party's absolute leadership over the ideological work in colleges and universities, implement the ideological work responsibility system, strengthen organizational leadership, and enhance the sense of mission and responsibility. "The Party committee of colleges and universities should stand firm in the political position of 'cultivating people and serving for whom', attach great importance to the education of college students' mainstream ideology, highlight the main responsibility of the Party committee to focus on ideology, and solve the fundamental and overall major problem of 'who to cultivate and how to cultivate people'." [9] The general requirement is to dare to master, manage and criticize.. Colleges and universities should dare to grasp and deal with all kinds of problems related to political principles and guidance, dare to criticize and correct all kinds of wrong ideas, distinguish right from wrong, and block the channels to spread wrong ideas. Colleges and universities should pay attention to distinguishing political problems, ideological problems and academic problems, clearly oppose and resist various wrong views, strictly require the security construction of socialist form in colleges and universities, firmly grasp the leadership and discourse power of ideological education in colleges and universities, ensure the security of ideological construction in colleges and universities in the era of self media, and enhance the influence of socialist ideological education in Colleges and universities.

4.2. Command Values and Consolidate the Combat Effectiveness of Socialist Ideological Education in Colleges and Universities

"The ideology of ideological and political education determines the purpose of ideological and political education. Ideological and political education should not only be based on reality, but also surpass reality, that is, based on reality, promote social and human development and achieve certain goals." [10] The form of socialist consciousness takes Marxism as the core content and is the mainstream ideology of our society; The socialist ideological education of college students is not only of great significance to their ideological growth, but also has a great impact on the future development path and direction of the country.

In terms of methods, colleges and universities should actively carry out the publicity and education activities of socialist core values by making use of publicity methods and media such as online speeches, calligraphy and painting works and two micro ends. In terms of content, the daily publicity work of colleges and universities should integrate the socialist core values into it; By launching various ideological education activities, college students can feel, understand and internalize the socialist core values in practice. For the development of contemporary college students, cultivating and practicing socialist core values is very important, and we must start from the details. "Ideological workers in Colleges and universities should take advantage of the communication advantages of new network media to actively infiltrate core values into college students' daily cultural life and guide college students to identify their theoretical and emotional core values" [11], so as to effectively resist the erosion of reactionary thoughts and strengthen the combat effectiveness of ideological education in colleges and universities.

4.3. Renew Educational Ideas and Enhance the Leading Force of Socialist Ideological Education in Colleges and Universities

"The pure discourse mode based on language and text information dissemination, no matter how contemporary, fresh and normative, is easy to fall into the traditional preaching mode and bring educational bottlenecks." [12] It is undeniable that the traditional educational ideas and methods play a positive role in promoting the construction of business knowledge in colleges and universities and the harmonious and stable development of society; However, as recipients, students can only passively accept some ideological propaganda, which obviously weakens the subjectivity and subjective initiative of college students, makes it difficult for them to actively understand the substantive significance and deep meaning of ideological education, and has a negative impact on improving their sense of ideological identity. How can colleges and universities enhance each college student's sense of participation in socialist ideological education? The open and interactive characteristics of the we media era provide an opportunity for this. Colleges and universities should actively innovate educational methods, update educational ideas, develop self media campus software, make use of the functions of self media platform, enhance interactive communication with students, understand students' ideological dynamics, curb the germination of reactionary ideas, and enhance the leading power of socialist ideological education in Colleges and universities.

4.4. Innovate Educational Methods and Enhance the Leadership of Socialist Ideological Education in Colleges and Universities

As the most powerful socialist builders and successors, college students must establish correct values, life outlook and world outlook, and internalize the value system in line with socialist ideology into their own thoughts and actions. "Based on the diversified and changeable mobile Internet, it is not difficult to find that a single and mechanical educational method is difficult to adapt to the educational practice in the network era." [13] With the development of the we media era, higher education should comply with the trend and development trend of the times, actively innovate educational methods, update educational ideas, undertake the responsibility

and mission of ideological education, and promote the integration of we media platform into students' learning and life; Colleges and universities should constantly seek the innovative development of educational methods and improve the appeal of socialist ideological education in colleges and universities.

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