

Dilemma and Approach of Discourse Power of "Micro Ideological Politics" in Colleges and Universities in the New Media Era

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Abstract

In the new media era, "micro ideological politics" in Colleges and universities presents the characteristics of diversified subjects, diverse forms and open system, which greatly promotes the interactive communication of information and provides a broad space for "micro ideological politics" in Colleges and universities. However, the plight of the marginalization of theoretical discourse, the decline of communication discourse and the weakness of practical discourse can not be underestimated. Colleges and universities need to focus on building a collaborative education pattern, optimizing guidance content, enriching guidance carriers and fine guidance methods, so as to improve the discourse power of "micro ideological and political" in Colleges and universities, so that the discourse of "micro ideological and political" in Colleges and universities always occupies a dominant position in the complex and changeable network discourse.

Keywords

"Micro ideological politics"; The right to speak; New media.

1. Connotation and Characteristics of "Micro Thinking Politics"

1.1. The Concept of "Micro Ideological Politics"

"Micro ideological and political education" refers to an educational model in which ideological and political educators convey information, objectives and ideas to "micro information" audiences through new media platforms such as Wechat and microblog, guided by Marxist thought and in a subtle form.

1.2. Characteristics of "Micro Ideological Politics" in Colleges and Universities

1.2.1. Multiple Subjects

Under the traditional classroom mode of Ideological and political education, ideological and political teachers and counselors bear the responsibility of teaching and educating people, and the subject of discourse expression is relatively single. In the new media era, based on "micro politics" and "micro platform", the boundary of educational subject is broken, and the discourse expression subject involves multiple objects. Under the "three complete education" mode, party and government organizations, ideological and political teachers, social workers, writers and artists, media operators and families can transfer educational objectives and ideas to educational objects, and jointly form the discourse expression subject of "micro ideological and political". After the rise of new media, people's self-consciousness has awakened rapidly and they are eager to fully exercise their right of expression in the new media space. The subject of the discourse right of "micro ideological politics" in Colleges and universities is no longer limited to college teachers, but shows a trend of pluralistic coordination.

1.2.2. Various Forms

Under the "micro ideological and political" mode, the forms of guiding college students' thoughts are diverse and have penetrated into all aspects of daily life. For example, college students obtain the information they want by logging in to the "micro platform", reading "micro

novels", publishing "micro videos", watching "micro movies", which has a subtle impact on college students. The "micro ideological and political" model has reversed the top-down indoctrination. Students are no longer the party passively receiving education and teaching information, but actively receiving ideological guidance under the attraction of various forms of "micro resources".

1.2.3. Open System

The arrival of the 5g era has broken the restrictions of time and fixed place. The working place of Ideological and political education is not limited to the classroom and the content is not limited to books, which provides rich soil for the dissemination of mainstream ideology. Where there is a network, we can carry out "micro ideological and political" education. Users can click, forward and publish topics of interest at any time using mobile devices such as mobile phones, which effectively solves the problem of poor information dissemination and creates a new situation of remote information dissemination and communication. The interactivity of "micro ideological and political" media realizes the two-way interactive communication between the subject and object of education. Educators transmit educational information to educational objects, and educational objects give feedback in time, so as to create an equal teaching atmosphere, promote the growth of teaching and learning, and improve the effectiveness of Ideological and political work.

2. The Realistic Dilemma of "Micro Ideological and Political" Discourse Power in Colleges and Universities in the New Media Era

The new media era provides an opportunity for colleges and universities to carry out "micro thinking and politics", but at the same time, it also puts their discourse power into a situation of marginalization, decline and weakness.

2.1. Marginalization of Theoretical Discourse

The Internet provides a broad platform for people to exchange information and solve problems. For social hot issues, we often see experts in economics, management and sociology express their opinions and put forward opinions and solutions in the social public space, while the discourse expression of relevant experts in the discipline of Ideological and political education in the social public space is rare, Ma discipline discourse has "lost voice" and "disappeared" in solving theoretical and practical problems. The communication power and influence of Ideological and political education discourse are limited in microblog, Wechat and other platforms full of life flavor. It can be seen that the theoretical discourse of "micro thinking and politics" is in a dangerous situation of weakening and marginalization.

In the new media era, the click through rate and attention have become the indisputable place of the "micro ideological and political" platform. The maintenance of this economic benefit is an important reason for the marginalization of the discourse of Ideological and political theory. On the one hand, Ma's academic terms are more rational, serious and official than other disciplinary discourse; On the other hand, in order to attract the viewer's attention, obtain attention and win the number of views, the network information dissemination generally tends to choose the expression mode with visual stimulation and emotional impact. Under this contradiction, this makes the ideological and political education information that should be education oriented, good and bad, and the profound theoretical discourse is marginalized and superficial.

2.2. The Decline of Communication Discourse

"Micro ideological and political" is an invisible education. The communication content presents the characteristics of fragmentation and decentralization, and can not form a complete and

systematic teaching system. The non-educational information in big data network and new media is characterized by the richness of content and the interaction of timely dissemination. Its novel and interesting pictures and videos are more likely to attract the attention of young college students. These fragmented information distracts college students from the content of Ideological and political education. Compared with the perceptual and life-oriented non educational information preferred by college students, the discipline of Ideological and political education is restricted by the characteristics of official theory, serious discourse and lack of appeal, so that college students are not interested in educational content and will not take the initiative to obtain educational information.

Different from the traditional ideological and political classroom taught by professional teachers, under the "micro ideological and political" education mode, everyone is a self-Media, and can freely exercise the right to speak on the network, showing a trend of diversified communication subjects, random communication content and decentralized network. In the absence of "gatekeepers", the network information is muddy, and its authenticity Credibility is difficult to guarantee, the authority of educational content is challenged, and the educational effect of "micro ideological politics" in Colleges and universities is greatly reduced.

2.3. Weakening of Practical Discourse

The goal of Ideological and political education is to establish morality and cultivate people. In the new media era, due to the diversity of discourse subjects, the complexity of discourse content, the diversity of discourse audience needs and the uncontrollability of discourse communication process, it is easy to cause the separation of the production and communication of "micro ideological and political" teaching information, lead to the distortion of educational information and hinder the realization of the goal of Ideological and political education.

It is a process of "moistening things silently" to improve the political literacy and ideological consciousness of the educated through the "micro thinking politics" mode. In the process of implementing the "micro thinking politics" in Colleges and universities, if the students' political confusion and confusion can not be solved in time, it is very easy to plant a seed of doubt in the hearts of college students and have a tendency to doubt or even deny the Marxist theory, The shaping of College Students' values and the improvement of moral cultivation are difficult to be reflected in daily life practice.

3. The Way to Improve the Discourse Power of "Micro Ideological Politics" in Colleges and Universities

3.1. Building A Pattern of Collaborative Education

To enhance the discourse power of "micro ideological and political" in Colleges and universities, we should first start from the whole, build a collaborative education pattern, highlight the top-level design, establish an overall awareness, strengthen the overall layout, coordinate the joint efforts of all parties, and give full play to the strength of the government, schools, families, operators and other aspects.

3.1.1. Government

Improve the guarantee mechanism of the discourse right of "micro ideological politics" in Colleges and universities. The government should formulate relevant documents, further improve the laws and regulations related to network governance and network supervision, resolutely crack down on illegal elements spreading and disseminating improper remarks in violation of law and morality on the network, provide institutional guarantee for colleges and universities to improve the discourse right of "micro politics", create a clear cyberspace environment for college students, and ensure "micro politics" Education can develop healthily and orderly on the new media platform. The government should play the role of macro-control,

coordinate the resources of enterprises and society, set up special funds, build a new platform for "micro ideological politics" on the basis of making full use of the existing "micro ideological politics" teaching platforms such as easy classes, learning links, knowledge and smart campuses, increase the training investment for ideological and political educators, and improve the "micro ideological politics" Educators' network literacy and media literacy, build a high-quality, high-level and high affinity education team, and provide financial and technical guarantee for improving the voice of "micro ideological and political" in Colleges and universities.

3.1.2. School

Ideological and political educators in Colleges and universities should change the traditional classroom teaching thinking mode, establish the "micro ideological and political" teaching thinking mode, strengthen information literacy training, constantly improve teachers' media literacy, make use of modern Internet technology to break the limitations of traditional teaching space, limited time and one-way interaction, and create a teaching mode combining online and offline, Resonate with students at the same frequency and share Qi. Adhering to the basic premise of unswervingly political direction, we should disseminate ideological and political education theories with the new media platforms such as WeChat official account, micro-blog, teaching forum and so on, with the content and platform of the students' favorite words and platforms.

The public opinion monitoring and resolution of the "micro ideological and political" platform is the focus of Ideological and political educators. Colleges and universities should strengthen the construction of public opinion monitoring team, so that ideological and political educators have excellent political literacy, discipline literacy and professional ability, as well as insight and solution ability to social public opinion, so as to make use of "micro ideological and political" at the first time The advantages of two-way communication and interaction of the platform timely dredge students' doubts and resolve negative public opinion.

3.1.3. Family

Ideological and political education in Colleges and universities is not the task of the school, nor can it be completed only by educators' one-way instilling discipline theoretical knowledge into the educational objects. Family plays an irreplaceable role in guiding college students' thought. It is the foundation and strong backing of Ideological and political education in Colleges and universities, and the first button to shape students' Three Outlooks and cultivate students' good conduct. We should pay attention to the construction of family style. On the one hand, parents are the first teachers of their children. They should pay attention to their words and deeds in front of their children. Their words and deeds may be invisible and engrave a deep brand in their children's hearts. On the other hand, publicize the excellent family style in cyberspace in diversified forms, drive the whole society and all families to learn the good family style, and draw educational resources from the excellent family style culture. For example, the story behind the family style is processed into a short video, the network knowledge competition about the family style culture is carried out, and the collection activities of good family style stories are held to expand the radiation range of family virtues and form an atmosphere of learning good family style and paying attention to the construction of family style in the whole society and family.

3.1.4. New Media Operator

In addition to opening the official microblog, Wechat and other education carriers on Ideological and political education, we should also focus on the content design and construction of Ideological and political education, establish the Department's internal supervision mechanism and reward and punishment scheme, take the comprehensive evaluation of content quality, user viscosity and browsing volume as important evaluation indicators of operation ability, and incorporate them into the operator's work performance. Take necessary measures

to eliminate simple and rough copying and forwarding behavior, timely grasp the ideological dynamics and psychological needs of college students, actively create high-quality original content that meets students' psychological needs and growth goals, and achieve regular content update and two-way teaching interaction. This requires all-round training for the managers and operators of the "micro ideological and political" platform, so that they can not only have the skills to skillfully operate and operate new media, but also guide college students' thoughts and spread the mainstream ideology on the basis of completing their work tasks, so as to enhance the communication power and educational effect of the "micro ideological and political" educational discourse. At the same time, the operators of the "micro ideological and political" platform should establish relations and timely contact with network opinion leaders, do a good job in Ideological and political education, and lead the ideological dynamics of the whole society with their strong network influence and appeal.

3.2. Optimize Guidance Content

In the new media era, to improve the discourse power of "micro ideological and political" in Colleges and universities, the main contradiction is to optimize the guidance content. Therefore, we can start from the following aspects:

3.2.1. Pay Attention to Theme Design

The key to correctly guide college students' thoughts is to do a good job in the dissemination of social mainstream ideology. Colleges and universities should follow the principle of positive guidance, optimize the guidance content through the theme design of condensing righteousness and gathering people's hearts, attract the attention of educational objects, and improve the effectiveness of "micro politics" in Colleges and universities. The theme design under the "micro ideological and political" education mode in Colleges and universities should pay attention to these three aspects. First, we should make clever use of social hot issues. Social hot spots themselves have a strong degree of attention. They are fresh cases of "micro thinking and politics" in Colleges and universities, such as memorial days and important festivals. If we can skillfully tap the educational resources contained therein, we can grasp the trend of public opinion and achieve twice the result with half the effort. Second, we should be good at taking advantage of major opportunities. Every year, China will formulate new documents and promulgate new policies. Educators of "micro ideological politics" should deeply interpret its important spirit and take these important opportunities to do a good job in the ideological guidance of college students. Third, we should pay attention to external packaging. In the era of new media, information resources are extremely rich. The open platform gives college students enough room to choose the information they are interested in. They don't even look at the information whose external packaging is too official and unattractive. Therefore, colleges and universities should attract their interest with the theme design and concrete visual perception that college students like to hear and see. In particular, paying attention to external packaging does not mean abandoning principles, lowering standards and blindly catering. We should unwaveringly abide by integrity, firmly adhere to the education orientation, and avoid the pan entertainment tendency of "micro thinking and politics".

3.2.2. Optimize Content Presentation

First, use affinity discourse. Try to avoid using tall official terms, change students' stereotype of more official words and less life words of Marxist theory, make perceptual, symbolic, visual and fresh activation of the educational objectives, values and information content of Ideological and political education, and be good at using approachable network terms to make the teaching content "grounded" and "warm", Narrow the psychological distance with students.

Secondly, focus on serving students. College students have high self-awareness. For college students, they want to get a sense of gain in cyberspace, ranging from participating in social governance and realizing self-worth to meeting basic daily needs such as clothing, food, housing

and transportation. Therefore, optimizing the guidance content should be student-centered, closely focus on the topics and interest demands of students, push information on teaching, enrollment, employment, work study, community activities, culture and entertainment, help students solve their life doubts, increase the interaction and information transparency of educational subjects, and realize timely feedback.

Thirdly, create a special column. In the new media era, the information is growing in a fission mode. Although the flood of network information extremely enriches the ideological and political micro resources, it also dazzles students in the face of massive information, which increases the difficulty for students to quickly search for systematic education and teaching information. The special column is to accurately locate micro resources and systematically collect them. By creating a special column, it can effectively reduce the time cost for students to collect information and promote the promotion of "micro ideological and political" products.

3.3. Rich Guidance Carrier

3.3.1. Media Integration Education

Different media have their own characteristics and highlights. When publishing educational information to educational objects, colleges and universities often choose the most appropriate communication carrier, but this does not mean that they can only achieve the ultimate goal through one carrier. Under the "micro ideological and political" education mode, colleges and universities should explore and guide the means of carrier integration and push, break the solidified single communication carrier thinking, integrate the advantages of new media and traditional campus media, realize their complementary and benign integration, and explore media integration and education. According to the content, form and goal of educational information, colleges and universities should integrate and match multiple types of media, promote the flexible linkage and mutual promotion of various media, and achieve the effect of $1 + 1 > 2$. It should be noted that how to realize the interactive connection and proper cooperation of multiple media is the key and difficult point that colleges and universities should pay attention to when choosing media. This requires colleges and universities to set up a professional team of media operation with fine business, strong ability and high quality to realize the scientific integration of campus media and new media.

3.3.2. Implement "Curriculum Thought and Politics"

Professional courses, general education courses and ideological and political courses are not "separate affairs". Colleges and universities should integrate and implement the concept of "curriculum ideological and political" in the student training plan, dig deep into the ideological and political education elements contained in the curriculum, implement the "curriculum ideological and political" into the whole process of teaching professional courses and general education courses, and realize the same direction. Under the concept of "curriculum ideological politics", all courses of various disciplines have evolved into the guiding carrier of Ideological and political courses. Naturally, the role of "micro ideological politics" in the implementation of "curriculum ideological politics" in Colleges and universities can not be ignored. We should strive to build a bridge between "curriculum ideological politics" and "micro ideological politics", so that students can improve their ideological position while acquiring professional theoretical knowledge and skills. To implement the "curriculum ideological and political", we should firmly grasp the implementation of Ideological and political elements in other teaching courses. The first is to construct the teaching material system under the guidance of ideology and politics, the second is to determine the emotional goal of teaching with ideology and politics as the core, and the third is to reform the teaching evaluation with ideology and politics as the yardstick.

3.4. Fine Guidance Method

3.4.1. Information Tracking and Positioning Method

In order to achieve the goal of Ideological and political education, information tracking and positioning method uses information positioning technology to track users' network footprints, analyzes users' browsing records, residence time in the information interface, information preferences, and takes targeted measures to guide users' thoughts. Using this kind of method, we can accurately explore the ideological status of users, but it should be noted that how to protect users' privacy is still an urgent problem to be solved.

3.4.2. Information Concealment and Dissemination Method

Information concealment and dissemination method refers to the method of transmitting the content of Ideological and political education to the educational object in the form of concealment without causing excessive attention of users. For example, colleges and universities can make grounded and popular network publicity works, so that college students can receive ideological education after leisure by browsing short videos, and its effect is even more far-reaching than passive classroom teaching; Create a good campus cultural environment, strengthen the construction of school spirit, and quietly infiltrate the ideological and political education information into the minds of college students; Give full play to the role of campus radio stations, and regularly broadcast audio to convey China's positive energy in the form of telling character stories, playing red classic music, "idiom" reading and other forms; Insert text elements rich in educational significance into the login interface of "micro platform" to enhance the exposure of educational information.

3.4.3. Information Division and Dissemination Method

Information segmentation communication method is a fragmented communication method. Using this method to transmit the content of educational information in "micro thinking and politics" is not achieved overnight, but a method to transmit the educational information to the audience in batches and in a planned way after formulating the expected plan. When using the information segmentation communication method, colleges and universities can consider dividing the communication content and communication process. The information of Ideological and political education can be divided into many contents. In a limited time, the implementation of "micro ideological and political" teaching in Colleges and universities can not convey the teaching content to students at one time. Dividing its content into several sub parts can achieve the goal of phased education. This is the significance of dividing the communication content. When dividing the communication content, we should pay attention to the systematicness and logic of the content, grasp the relationship between the whole and the part, and never divide it at will. Dividing the communication process may cause the discontinuity of the whole educational information communication process, but this does not affect the final communication effect. Enough communication can make up for the separation of the process. Colleges and universities can integrate the respective advantages of segmented communication content and communication process to give full play to the maximum efficiency of information segmented communication method.

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