

Problems and Reasons of Teaching Methods of Ideological and Political Theory Courses in Colleges Based on Wechat Platform

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Abstract

Colleges improve the effectiveness and relevance of Ideological and political teaching through the unique advantages of wechat platform. Using the regular push function of wechat platform, regularly and quantitatively send relevant ideological and political teaching content on wechat platform. As a supplement to face-to-face classroom teaching content, it can maintain the cohesion of Ideological and political education anytime and anywhere, improve the timeliness of Ideological and political teaching information transmission, and create a new method of ideological and political teaching. At the same time, there are also some problems, which are mainly reflected in: promoting the outdated concept of teaching reform based on Ideological and political course; The investment in the teaching reform of Ideological and political course is not enough; The teaching content of Ideological and political course is boring, single, old and backward; Students' attention to the wechat platform of Ideological and political course is not effective. The reasons mainly include two aspects: insufficient attention to the teaching methods of Ideological and political courses on wechat platform; There are some limitations in the information technology level of Ideological and political teachers.

Keywords

Wechat platform; Ideological and political courses; Teaching methods; Problems; Reasons.

1. Introduction

Ideological and political teaching on wechat platform is carried out "online and offline" at the same time. Under the background of unlimited communication of wechat, ideological and political teachers push ideological and political teaching related materials in the form of text and audio to the public platform. There are industry teachers and students at different levels in different regions on the platform, and teachers can communicate with each other, Students can also use the reply function of the platform to leave messages and ask questions to teachers online at any time, so as to make the education and teaching work more active. Teachers and students can enjoy communication through new media technology and learn anytime and anywhere, which greatly enriches the content and methods of Ideological and political teaching, makes the communication between teachers and students more smooth, and improves the efficiency of Ideological and political teaching. With the help of Mu class, a new media platform, Wang Qianqian proposed in my humble opinion on the teaching reform of Ideological and political education theory course in Colleges and universities from the perspective of Mu class (exploration of higher education, issue 7, 2015) that the development of educational informatization and big data technology has changed the way of human knowledge acquisition. In the article "Application of micro media in Ideological and political teaching in Colleges and universities", Yao Fangfang summarized that micro media is the requirement of the development of the times. Ideological and political teaching in Colleges and universities should

comply with the trend of the times and cultivate the development of College Students' continuous innovative spirit and practical activity ability through the use of micro media.

2. Problems of Ideological and Political Teaching Methods Based on Wechat Platform

With the development of wechat platform in the context of new media, the application of Ideological and political courses in Colleges and universities on wechat platform is becoming more and more important, has also achieved certain results, has been welcomed by college students, has attracted the attention of more and more college students with brand-new network advantages, and "wechat culture" has a subtle impact on the thoughts and values of college students, So as to strengthen their Marxist belief, guide college students to establish a correct and positive world outlook, outlook on life and values, and contribute their due strength to socialist construction with Marxist legal theory. However, the combination of wechat platform and ideological and political teaching in Colleges and universities is not mature enough, and there are many problems, which restrict the ideological and political teaching in Colleges and universities from playing better on wechat platform.

2.1. Insufficient Investment in Teaching Reform

At present, ideological and political teaching in Colleges and universities in China mainly focuses on traditional classroom teaching. Although wechat platform is also involved, the application and investment of wechat platform are far from enough. It is mainly manifested in two aspects: one is the lack of funds, which is a problem we have to face. The most important support for the operation of modern social projects is financial support. Through communication with the operators of wechat platform, the author understands that the operation and development of wechat platform needs financial support. The operators will publicize enterprises and products by doing some "soft text" advertising promotion. However, colleges and universities are non-profit organizations in China, which mainly rely on government funds, and the source of funds to support education and teaching is limited. The funding sources of wechat platform for ideological and political teaching in Colleges and universities, in addition to a small number of funds from the support of schools or commercial companies, the independent operation of wechat platform in most colleges and universities is still in the stage of self financing and self financing. In many cases, these wechat public platforms have good ideas and ideas, but they suffer from lack of funds. They want to cooperate with online copywriting, offline activities or offline publicity, but they find that they lack human, material and financial resources. In particular, due to the limited influence and insufficient support of some small-scale wechat public platforms in Colleges and universities, it is easy to miss the best development opportunities and put a heavy burden on operators. At the same time, due to the lack of funds, in the face of important academic conferences, it is easy to miss the opportunity to observe and study in person, and there is not enough funds to buy necessary books and materials, which hinders the progress of some necessary social investigations. At the same time, the lack of funds also directly leads to the lack of incentive mechanism for colleges and universities to invest in wechat platform, which makes college ideological and political teachers have low enthusiasm for the development and application of new media wechat platform, and college students lack the motivation to pay attention to and use wechat platform. Second, insufficient energy investment. The ideological and political teaching in Colleges and Universities under the environment of new media wechat platform is often incompetent only by independent personal participation, which requires a complete human resource investment of college teachers. However, at present, the number of Ideological and political teachers in Colleges and universities in China is still insufficient, and the number of teachers is still lower than the number specified by the state. The number of Ideological and political teachers in

Colleges and universities is far from meeting the post needs of Ideological and political teachers in Colleges and universities. Due to the inadequate staffing of Ideological and political teachers in Colleges and universities, a small number of teachers will have to shoulder the workload of most teachers. The increase in the workload of Ideological and political teachers in Colleges and universities makes ideological and political teachers too busy to give enough energy to the ideological and political teaching on wechat platform, which makes the ideological and political teaching on wechat platform present a dilemma of "more than enough teachers but less than enough strength", So as to hinder the expansion and development of the teaching method of Ideological and political teaching on wechat platform.

At present, some university wechat platforms help college students behind the scenes, acting as volunteers. On the premise of completing their schoolwork, college students use their spare time to record videos and take pictures. In addition to the early ownership of relevant staff, they also have friendly sponsorship from other colleagues and classmates. At the same time, due to the lack of energy investment, the teaching task of Ideological and political course in Colleges and universities is heavy, and there is no time to systematically study the original theoretical works and historical documents. As a result, teachers know only a little about the content, know it, don't know why, and talk about theory for the sake of theory.

Financial and material resources, energy and manpower and other constraints make the content update time of wechat platform longer and the timeliness of information weak. Such a reality has an adverse impact on the establishment and development of wechat public platform. Relying only on a few unstable wechat platform operators, it is far from enough to make the information content released by the wechat platform timely and novel. The development of a good platform needs not only the material and technical support brought by funds, but also the financial support for activities such as expanding exchanges, learning cooperation and academic observation. At the same time, it also needs the support of fixed platform operators to provide guarantee.

2.2. Outdated Education and Teaching Concepts

Concept refers to people's thoughts, consciousness and views. It is the reflection of objective things in the human brain. It is an invisible thing, but it can be perceived by people. Therefore, people's ideology, that is, ideas determine and dominate people's actions. The concept of education and teaching is even more important. It leads the education and teaching methods and makes an important guidance for educators' education and teaching behavior.

At present, the teaching of Ideological and political courses in some colleges and universities still stays in the traditional concept, the education and teaching methods are relatively old, and the ideas do not adapt to the development of the new media era of wechat platform. The obsolescence of this method and the lag of reform and development have been divorced from college students under the development of new media wechat platform, which has brought great resistance to the development of Ideological and political teaching, resulting in the difficulty of Ideological and political courses in Colleges and universities to adapt to and meet the needs of the development of the times. The obsolete and lagging of this teaching concept is mainly reflected in the lag of Ideological and political class teaching in Colleges and universities. In order to facilitate teaching, the educators of Ideological and political course in Colleges and universities use the courseware of a long time ago for classroom teaching in the process of Ideological and political course teaching, which saves teachers' lesson preparation time, but also leads to the phenomenon that the teaching content deviates from the times, resulting in boring classroom teaching.

At present, we have entered the era of all-round development of educational informatization. As an important carrier of new media, wechat platform carries and will promote the new trend of Ideological and political teaching reform and development in Colleges and universities. After

the "05 reform" of Ideological and political course, colleges and universities attach great importance to the cultivation of students' comprehensive quality and the reform of education and teaching concept, but the overall education and teaching atmosphere of Ideological and political course in Colleges and universities in China is still in a lukewarm situation. There are two main reasons for this situation: on the one hand, due to their distrust of the new media platform, some ideological and political teachers in Colleges and universities do not have high acceptance of the wechat platform. They believe that the new media platform makes students become "low headed people" who only provide entertainment, games, chat and other non professional ideas, and still stop the teaching reform under the new media platform. Therefore, most college ideological and political teachers still use the traditional ideological and political teaching mode of classroom teaching, which makes the students who are already "passively known" have rebellious and boring psychology towards this regular classroom teaching, and their learning enthusiasm is getting smaller and smaller, so they can not complete the goal of College Ideological and political teaching. On the other hand, most ideological and political courses continue to follow the teaching concept of pursuing the integrity of teaching links, instilling theoretical knowledge into students, ignoring students' main role, and taking examination and teacher evaluation as the standard to measure teaching quality, resulting in students' low interest and enthusiasm in learning ideological and Political Courses, resulting in the dilemma of poor teaching effectiveness of Ideological and political courses.

The majority of college students growing up under the network background are more familiar with the network than other groups. They are more interested in learning and interpersonal communication by using the Internet network media, are willing to select, accept and publish the information they are interested in through "micro media", and are good at acquiring knowledge through participatory and experiential ways. For ideological and political teachers "Top down" lacks affinity and pertinence, is not interested in theoretical indoctrination, and is unwilling to accept rigid "preaching" It is even believed that many knowledge taught by teachers in the classroom can be mastered anytime and anywhere with the help of simple micro media platform fingertip operation, which brings a great test to the reform of Ideological and political teaching, and it is also a problem faced by traditional ideological and political teaching to break through its own bottleneck.

2.3. Single Teaching Content

As a new medium and new carrier of Ideological and political education and teaching in Colleges and universities, wechat platform provides college students with a very broad learning space and rich information resources. It shoulders the mission of Ideological and political education for college students and leads the new direction of Ideological and political education reform. However, on the wechat platform, the teaching content of Ideological and political course in Colleges and universities is updated slowly, resulting in low attention to the content update. As a result, many contents are put forward before or have expired when they are seen, which is incompatible with the new era of rapid development of micro media, resulting in the lack of timeliness and obsolescence of the teaching content of Ideological and political course in Colleges and universities. In addition, the compilation of Ideological and political course teaching materials in Colleges and universities has theoretical characteristics, which affects the diversification of teaching contents and forms of Ideological and political course in Colleges and universities, overemphasizes the theoretical content and theoretical system, lacks the research on the integration of major theories and practical problems, can not timely reflect the latest dynamic information of academic and theoretical circles at home and abroad, and can not The response and analysis of the latest practical information in culture can not accurately reflect the reality of students' ideological changes. Too monotonous and boring is a problem in the content of Ideological and political education, which can not highlight the characteristics of the

times, readability and interest of Ideological and political theory. It is impossible to combine the current affairs hot spots, focal points, difficult problems and other practical problems that college students are generally interested in with the theory of reason. In today's wechat era, there are great changes in social thoughts, people's spirit and human living environment. Under this background, the ideological and political education and teaching in Colleges and universities did not timely integrate the latest research results of social changes into the education and teaching theoretical system, failed to turn the content of the podium into the content of the podium, ignored and failed to meet the desire and demand for knowledge of college students, There is not enough ability to face the challenges of the times brought by mass culture and mass media under the rapid development of information network, which makes the course lack attraction and affinity, can not meet the personalized development of students, and can not adapt, so that the attraction of its content is greatly reduced, which seriously affects the effective play of the ideological and political teaching carrier function of wechat platform.

The teaching of Ideological and political course in Colleges and universities has distinct characteristics of the times, which is determined by its own characteristics. Therefore, the teaching of Ideological and political course in Colleges and universities must keep pace with the times and keep up with the development of education in the network information age. However, looking at the wechat teaching public platform of Ideological and political course, most of the content comes from the theoretical books of Ideological and political course, and the teachers still follow the book. When updating the teaching content, they do not make corresponding adjustments and supplements to the theory and real-time content, neither integrate theory with practice, nor carry out targeted teaching. With questions about the actual situation, college students can not get a reasonable explanation through teachers and teaching content, and can not get a strong answer to solve practical problems in the traditional ideological and political teaching, so as to create a gap with teachers, can not resonate, and can not achieve spiritual communication and communication. At the same time, it also greatly reduces the reliability of students' theory of Ideological and political course and produces the thought of "useless theory" of Ideological and political course. For example, introduction to the basic principles of Marxism, introduction to Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics, ideological and moral cultivation and legal basis, outline of Chinese modern history, etc., the ideological and political educators on wechat platform copied the contents of these pure theories and converted them into picture information, Or the excerpted content appears in the form of word document in front of users of wechat platform, transforming the original form of Ideological and political course in Colleges and universities from books to wechat public platform. The original content of Ideological and political course with small amount of teaching information and single content has not changed much.

2.4. The Attention Effect of Wechat Platform Is Poor

The original intention of the application of the ideological and political course teaching platform in Colleges and universities on wechat is to create a good self-help learning environment for college students, transfer positive energy, improve students' awareness of autonomous learning, and advocate inquiry and cooperative learning methods with the help of the platform carrier. However, with the development of new media wechat platform, college students have built their own network virtual life and have been obsessed with the network for a long time. Nowadays, more and more college students are publicized by teachers on the public platform. Although they pay more attention to the wechat public platform of Ideological and political course, when students take out their mobile phones and open wechat, most students will be addicted to online entertainment information, online curiosity hunting and online "chicken soup", which is far more attractive than the teaching content of Ideological and political course.

On the starting point of using wechat platform for ideological and political learning, it did not produce substantive results.

Although wechat platform exists as a virtual world, it provides a convenient channel for teachers and students to communicate, and saves the trouble of face-to-face communication. This communication advantage, for students with poor binding force and self-control, avoids positive communication with teachers, reduces visual communication with teachers, and makes them "happy". Addicted to online information, online video and online games, he can't extricate himself and leaves behind the teaching and learning of Ideological and political course. Taking the author as an example, the mobile wechat platform has paid attention to many wechat public platforms related to ideological and political teaching, such as "people's Daily", the Ministry of education's "micro language education" and "Ideological and political scholars" wechat public platforms on the fingertips of the Ministry of education for a long time. However, rich and colorful information content is brought by micro media, and the video images with strong attraction still keep the attention of these official account on the surface. They do not really pay attention to the platform, really understand the content of the platform release, and really learn the content of the platform. Some students believe that the teaching content of Ideological and political course is "useless", which further reduces the enthusiasm and motivation for learning ideological and political course on wechat platform.

The above problems are not conducive to the orderly development of Ideological and political teaching in Colleges and Universities under the current wechat platform, restrict the effective play of Ideological and political education and teaching, and affect the effectiveness of Ideological and political teaching. Therefore, we must solve these problems in order to improve teaching, reform ideological and political education, ensure the development of Ideological and political education and maximize its function.

3. Cause Analysis of Problems in the Teaching Method of Ideological and Political Course Based on Wechat Platform

At present, the reasons for the education methods of Ideological and political courses in Colleges and Universities Based on wechat platform mainly include the following two aspects: insufficient attention to the teaching development of Ideological and political courses on wechat platform; There are some limitations in the information technology level of Ideological and political teachers. Of course, the limitations of wechat platform itself are also one of the external causes of objective existence.

3.1. Insufficient Attention Is Paid to the Teaching Methods of Wechat Platform

As an important way for the development of network we media, wechat public platform has spread information to all levels of society. People are surrounded by all kinds of information every day, and their ideas, life, work and study are imperceptibly affected. College students are the largest group affected by wechat platform. However, under the influence of traditional teaching concepts and ideas, College Ideological and political teaching workers can not fully accept the new teaching methods brought by wechat platform, and lack of encouraging policies, which makes the application of wechat platform fail to attract the timely attention of colleges and universities. Wechat platform is an open platform, and its speech information is open and transparent to the public. Some ideological and political educators in Colleges and universities have some concerns about the wechat public platform. They are worried that their remarks will cause misunderstandings among others and lead to jokes and become the talk capital of people with ulterior motives. Therefore, they reject this public platform education in their hearts. On the other hand, college scholars generally believe that school running lectures and classroom teaching are the main communication methods of Ideological and political education and

teaching. Mao Zedong once said that the panic of ability is more serious than that of politics and economy. At present, the root cause of this panic is the lack of correct educational concepts that keep pace with the times and constantly develop. Teachers' educational concept is obviously inconsistent with social development.

Therefore, although in the new media environment, the ideological and Political Curriculum in Colleges and universities is still difficult to keep up with the development of the times. It is still difficult for teachers to change their ideas on improving and Innovating Ideological and political teaching. In such an ideological trend falling behind the new media era, the role and advantages brought by wechat to our ideological and political teaching are difficult to attract the attention of colleges and universities and ideological and political teachers. In the context of the continuous progress of the new media era, colleges and universities and college teachers should actively and actively reform and innovate the teaching of Ideological and political courses, rather than give up this position at will. Building a scientific and reasonable wechat platform for ideological and political education and teaching in Colleges and universities is inseparable from the attention and practice of education.

3.2. There Are Some Limitations in the Information Technology Level of Teachers

Because wechat platform is the product of new media platform in the Internet era, and its computer and network science and technology knowledge structure, most ideological and political educators in Colleges and universities show many embarrassments and discomfort under the influence of professional knowledge and technology.

In today's new media era, multimedia teaching and network wechat platform teaching have been popularized and applied. Ideological and political teachers are required to not only have professional knowledge, but also follow the development steps of the times, learn information technology, master and skillfully use multimedia equipment and wechat platform operation technology, so as to maximize the effectiveness of these advanced equipment. Due to the low comprehensive quality of the discipline and the lack of systematic basic knowledge system, some teachers are reluctant to accept the new teaching media platform, or even take the initiative to adapt to the information-based teaching environment, showing a negative psychology in the face of information-based classroom teaching. The weak information technology level of teachers often fails to get to the point when facing the operation of some complex and cumbersome multimedia teaching equipment. They are powerless when using the network platform for teaching, and can not adapt to this teaching method and teaching mode in the new era. Based on this bad situation, the phenomenon of plagiarizing others' courseware and teaching plan on the network media platform to serve as the fruit of their own labor often occurs. More seriously, the lack of proficiency in the operation of media equipment will lead to teaching accidents in classroom teaching, which not only does not have a icing on the cake effect on teaching activities, but leads to the failure of normal progress of classroom teaching and becomes a burden of classroom teaching. Older teachers have been deeply rooted in their hearts for the traditional teaching methods, and their ability to accept new things is limited. Because ideologically, they are unwilling to withdraw from the tide of history and accept information education that conforms to the changes of the times. Facing the reorganization of education and teaching resources in the information age, curriculum reconstruction has produced inferiority complex and panic.

4. Conclusion

In the new media environment, with the rapid development of wechat platform, new problems and tasks are also changing. In such an environment, the principle of using wechat platform to carry out ideological and political teaching in Colleges and universities has added new content.

The principle that the teaching method of Ideological and political course should follow is the law or standard that must be followed when dealing with various contradictions and relations in the teaching of Ideological and political course. It is the embodiment of the nature of the teaching content of Ideological and political course in Colleges and universities. The traditional ideological and political teaching principles, such as timeliness and positivity, still play an important role in the new media era of wechat platform, and are still useful for the education and teaching of Ideological and political work. However, in order to adapt to the development of new media wechat platform, its principles should be continuously developed to meet the requirements of the new situation.

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