

## Discussion on Ideological and Political Education Video Communication Problems and Countermeasures

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### Abstract

Video has the characteristics of both sound and picture, vivid image and strong sense of scene. The ideological and political education video is visualized and has the advantages that traditional words and pictures do not have. It can be divided into content videos, background videos and mobile short videos. At present, ideological and political education video is not widely used. Video of Ideological and political education is the inherent logical demand of subject and object. Its application is inevitable and will inevitably cause problems in its application. Ideological and political education videos should face up to the information acquisition preferences of the younger generation and innovate the use of mobile short videos in Ideological and political education publications. This paper puts forward five ways to deal with these problems: renewing ideas, realizing alliance, promoting innovation, guaranteeing video quality and strengthening personnel training. With the popularization of 5G technology, the application of Ideological and political education video will usher in broader development space in the future.

**Key words:** Ideological and political education; Video; 5G; Communication

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### INTRODUCTION

Video has the characteristics of both sound and picture, vivid image and strong sense of scene. The ideological and political education video is visualized and has the advantages that traditional words and pictures do not have. It can be divided into content videos, background videos and mobile short videos. Content video refers to video content as an organic part of Ideological and political education publications. It is a necessary supplement or support for the transmission of information, such as text, symbols, pictures, etc., such as famous teachers' ideological and political lectures on Mooc. Background video refers to the content of the text is not closely related, such as author interviews, video production background, films and documentaries. Mobile short video is a short video that can be distributed over the social media for less than 60 seconds by APP. Through CNKI's search, it is found that the introduction of video elements in ideological and political education publications is not the majority. In the process of ideological and political education teaching reform, the application of video is the internal demand of the subject and object of ideological and political education. This internal demand will promote the application of ideological and political education video to a wider and deeper extent inevitably. The increase in the breadth and depth of ideological and political education video applications has distinct logical motivation; at the same time, its application will also bring some problems. The process from problems to solutions in the application of ideological and political education video points out the direction of its application.

### 1. APPLICATION LOGIC OF IDEOLOGICAL AND POLITICAL EDUCATION VIDEO

In February 28, 2019, the Internet Information Center (CNNIC) released the forty-third statistical report on

China's Internet development. Until December 2018, the number of Internet users in China was 829 million, the number of new Internet users increased by 56 million 530 thousand throughout the year, and the Internet penetration rate reached 59.6%, which was 3.8 percentage points higher than that at the end of 2017. The number of mobile Internet users reached 817 million, with 64.33 million new mobile Internet users added in the whole year, and the proportion of mobile Internet users increased from 97.5 percent at the end of 2017 to 98.6 percent at the end of 2018.<sup>1</sup> With the popularization of the Internet, the increase of Internet users and the use of mobile phones to surf the Internet, people rely more and more on video for learning and entertainment. The emergence of ideological and political education video has provided a good resource and platform for the reform of ideological and political education, but at the same time, there are various problems in the aspects of dissemination, users, video production and publishing units. This paper hopes to find out the causes, solve problems and create a good network learning environment from the four aspects, so as to improve the using effect of ideological and political education video.

### 1.1 Dissemination of Ideological and Political Information

Brain science research shows that human learning activity is a regular reflection of information stimulation on the conscious level. The signals that cause reflection can be divided into the first signal system and the second signal system. The first signal system can directly act on the specific information of the human brain. Video belongs to the first signal system. The second signal system uses words, languages and codes as stimulating sources. The words and symbols in ideological and political education publications belong to the second signal system. Studies have shown that the human brain has a preference for external stimuli and in most cases, it responds first to stimuli from the first signaling system. On the one hand, in Ideological and political education publications, users prefer to the information conveyed by video and put the information conveyed by words and symbols in a secondary position; on the other hand, ideological and political education video content is filtered and combined into a set of information through the publishing process, which forms an information whole marked by catalogues, columns and so on. Because the video depends on the terminal to play, it is easy to transfer the user's attention from the ideological and political education video itself to other information sources provided by the terminal. The above two aspects may weaken the overall effect of ideological and political education video communication to some extent.

<sup>1</sup> China Internet Information Center. Statistical report on China's Internet development [R]. [2019-02-28]. [http://cnnic.cn/gywm/xwzx/rdxw/20172017\\_7056/201902/W020190228474508417254.pdf](http://cnnic.cn/gywm/xwzx/rdxw/20172017_7056/201902/W020190228474508417254.pdf).

### 1.2 users

New media breaks the relatively closed environment in which readers read paper books in the past, and the mass homogeneous information brought by the information flood makes readers have no choice. Based on this, "user demand orientation" should become the guiding ideology of business process design of publishing integration, that is, publishers constantly obtain the reader's behavior data through interaction with readers in the long-term service and application process, and then rectify the content design of products to provide personalized and precise services for readers. (Liu, 2019). With smart phones, personal computers and other electronic devices entering people's daily lives, the time of human eyes staring at the electronic screen is greatly increased, which has a greater impact on people's eyesight. According to the author's interview with an ophthalmologist in a local third-class hospital, the number of ophthalmologists has increased sharply at the end of holidays. At present, the purchase of electronic documents in reference rooms of university libraries and scientific research institutes is increasing rapidly every year, which lengthens the viewing time of the electronic screen. The content of ideological and political education publications is abstract, and users often have to read them repeatedly. Most of the videos need to be watched repeatedly in order to fully obtain relevant information. Video broadcast of ideological and political education depends on terminals, usually smart phones or personal computers. This will have a certain impact on the user's eyesight. At the same time, other videos that are not related to ideological and educational information on smart phones may be unknowingly watched by users, thus occupying the time users should learn.

### 1.3 Video Production

Video for ideological and political education is usually provided by the author and then processed by the video processor of the publishing unit. It can also be directly participated in or directed by the special person appointed by the publishing unit. Ideological and political education video is different from news or entertainment video. Videos used in Ideological and political education often convey important information, such as national politics, economy, culture, society, ecology, military, party history and other major areas of video, the details of the video are very important. These details sometimes involve sensitive information about individuals, enterprises or countries, especially on topics that are more sensitive to national ideology. In addition, the high resolution of picture quality will make the video file too large and not conducive to the expansion of the transmission range, while the low resolution of picture quality will reduce the practical value of video.

### 1.4 Publishing Units

Whether it is provided by ideological and political educators or participated in recording by ideological and

political education publishing units, videos should be edited and processed before they are published, which requires publishing units to have professional staff and equipment for editing and processing. These videos should be published after editing and processing, and have a fixed storage place. Due to the relatively small scale of some ideological and political education video publishing units, professional talents and funding sources are sometimes inadequate, and it is not easy to equip professional video editing and purchase video processing equipment. Videos for ideological and political education need to be preserved for a long time to ensure that users can access them at any time. At present, although most colleges and universities have ideological and political education related websites, they often use the same server as the host units. In the case of service overhaul or upgrade and maintenance of the host units, sometimes the video cannot be accessed.

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## 2. COUNTERMEASURES

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At the national cybersecurity and informatization work conference from April 20 to 21, 2018, General Secretary Xi Jinping emphasized that to compact the main responsibility of Internet companies is not let the Internet become a platform for spreading harmful information and creating rumors and incidents. (Xi, 2018) Ideological and political education videos can carry out ideological and political education well with the help of Internet platform, but at the same time, the videos also have a variety of problems in various aspects of dissemination, users, video production and publishing units. In order to improve the quality of ideological and political education, spread ideological and political education video, and transfer social positive energy, this paper proposes solutions from five aspects of renewing ideas, jointly promoting innovation, guaranteeing the quality of video, and strengthening personnel training

### 2.1 Renewal of Publishing Ideas

Any innovation starts with ideas. Search from CNKI shows that video is not widely used in the field of ideological and political education publications. Some ideological and political education publications have introduced enhanced publishing mode, and the publishing effect has been greatly improved. For example, the CD-ROM of Current Affairs Report of College Students (teacher edition) has a variety of ideological and political education videos, which greatly saves teachers' lesson preparation and improves the teaching quality of ideological and political education. In addition to background video and content video, ideological and political education video can also cooperate with the third-party platform to introduce mobile short video. Mobile short video content can be the scene of great men's work and life. Readers of ideological and political

education video can understand The Times background of great men in a multi-dimensional way, deepen their impression on ideological and political education information, and make the ideological and political education information have more abundant and livelier connotation. Mobile short video is suitable for young people's information acquisition habits, and has a good prospect in the current situation of fragmented reading time and mobile reading methods. With the development of information technology, video with higher quality and longer duration will be used in the field of Ideological and political education video publishing in the future. Journal of Visualized Experiments (JoVE), a video experiment journal showing visualization experiments, and it is the first peer-reviewed scientific and technological video journal in the world.<sup>2</sup> Ideological and political education video periodicals can learn from foreign periodicals in concept.

### 2.2 Realization of Two-Way Union

Video publishing units of ideological and political education adopt integrated thinking and actively promote the realization of horizontal and vertical union, which can strengthen their own strength and bring scale benefits into play. Horizontal union refers to the union between ideological and political education publishing units, while vertical union refers to the union with universities, scientific research institutes, state-owned enterprises, etc. Horizontal union can realize the sharing of publishing resources, improve the efficiency of resource utilization and reduce publishing costs. Large-scale publishing consortium can be equipped with professional video processors or even teams to purchase professional equipment, so that the quality of Ideological and political education video can be effectively guaranteed. vertical union can make ideological and political education publishing units get external support, such as strengthening cooperation with third-party platforms, solving the storage problem of Ideological and political education video, and jointly realizing technological innovation with scientific and technological enterprises. Learning Power platform is a very successful model in this respect.

### 2.3 Promoting Technological Innovation

Video publishing units of ideological and political education can jointly develop mobile e-reading terminals with consistent specifications and excellent performance with college of Marxism in universities. The size of the e-reading terminal can be the same as that of the paper page of ideological and political education publications, and the brightness and resolution are professionally designed to improve the users' reading experience and

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<sup>2</sup> About JoVE. [EB /OL]. [2014-06-13] <http://www.jove.com/about>

better protect the user's eyesight. This e-reading terminal provides a pure network learning space for users because it filters news and entertainment information, and avoids the diversion of users' attention caused by reading abstract information for a long time. E-reading terminal should provide users with reading experience similar to that of paper, and can be updated timely based on the network, so as to maintain user stickiness and improve the timeliness of ideological and political information dissemination.

Under the immature conditions of developing mobile e-reading terminals, video publishing units of ideological and political education can achieve embedded video publishing through cooperation with the third-party platform. Embedded video publishing means that video displays an image in an electronic document with a play button and supports full-screen browsing. Embedded video publishing not only does not affect the layout of Ideological and political education videos, but also enables video browsing. At present, this form of electronic documents is rare on the Internet. Conditional ideological and political education video publishing units can rely on their own websites to take this form for users to browse and download.

#### 2.4 Ensuring Video Quality

At present, the ideological and political education videos have a standardized audit process. The audit of ideological and political education video can be completed together with the audit of the paper by the auditors, or a video audit process can be added to the audit process. This additional process focuses on auditing the size of the video, the quality of the recording and the inclusion of sensitive information. The auditing of video information is as important as the auditing of text. For video that has been online, the publishing unit should set special persons to test the playing situation of video in the external network. For imperfect video, it should contact the author in time and re-upload qualified video as soon as possible. Video publishing units of ideological and political education should strengthen the collection of user information and timely adjust the publishing strategy of video elements according to user feedback. At the same time, it is necessary to strengthen the supervision and guidance of video content and conform to the value orientation of socialist core values.

#### 2.5 Strengthening Personnel Training

The recording, auditing and processing of ideological and political education videos need people with certain professional qualities to complete. The material selection of video must be guided Marxism, Mao Zedong thought, and theoretical system of socialism with

Chinese characteristics. It is particularly necessary to strengthen the training of the existing personnel within the publishing unit when the publishing unit cannot have the responsibility of the special person. For publishing units equipped with professional video processors, the necessary editing business training should be carried out for video processors to familiarize them with the publishing process; for text and art editors, the training of video processing should also be carried out in order to have a clear understanding of the publishing of video elements. This is conducive to the formation of close cooperation among publishers.

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### CONCLUSION

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At present, the use of ideological and political education video publishing is still rare. Due to its characteristic of large amount of information and strong sense of scene, video communication will be more and more popular in the process of ideological and political education teaching reform. With the promotion of the commercial process of 5G technology, video communication will become an important means of information transmission in the future, which also boosts the reform of ideological and political education teaching. Mobile short video has developed rapidly in recent years. Although there are some problems in the use of mobile short video, from the actual situation, it has been favored by the younger generation. Video of ideological and political education should face up to the information acquisition preference of the younger generation and make innovative use of mobile short video in ideological and political education publications. With the help of video communication in the background of 5G application, the application of Ideological and political education video in China will usher in broad prospects for development.

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