The Impact of Micro Media Communication on the Effectiveness of Ideological and Political Education and Its Countermeasures

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Abstract

Micro media communication is a double-edged sword, and it will produce some impacts on the effectiveness of ideological and political education showing in the following aspects: the decentration of the way of micro media communication weakens the discourse power of ideological and political education; the instantaneity of communication weakens the information superiority of ideological and political education; the extensiveness of the micro people(people who use the micro media communication) cuts down the pertinence of ideological and political education; the complexity of communication content reduces the impact of the ideological and political education content; the virtuality of feedback reduces the effect of the ideological and political education. According to these challenges, the development of ideological and political education should make the micro media platform "learning tour " normalization, enhance the ability to set the issue , dig deeper to the frontier theory behind micro media hot topics, and make effective teaching combined with the traditional carrier.

Key words: Micro Media Communication; Effectiveness of Ideological; Political Education; Impact

INTRODUCTION

Since the micro media has been produced, it has many advantages such as interactivity, instantaneous, diversification and so on, so it quickly has a large number of micro people (people using the micro media). While the micro media communication provides convenience for ideological and political education to "grasp" the ideological dynamic of micro people, it also is the potential "dangerous media", which will affect the effectiveness of ideological and political education.

1. AN OVERVIEW OF MICRO MEDIA COMMUNICATION

On the basis of the micro structure, micro-blog unprecedented strengthened the space and freedom of the online activities of micro people, fundamentally affected the traditional pattern of individuals to participate in social communication, and thus gave birth to the micro media. The WeChat which was launched in January 2011 by Tencent is one of the representatives of the micro media. From the latest information of the official announcement of Tencent, the "Daily login user" of WeChat has exceeded 570 million. From the perspective of the age distribution of the micro people, the young people who are 20-30 years old accounted for 74%; Form the distribution of the social group, college students accounted for 64%.

The WeChat users with more than 200 friends accounted for the highest proportion, and 61.4% of them will brush the "Circle of friends" each time when he open WeChat. More than 60% of the micro people used the WeChat life service, mobile phone recharge services, movie ticket purchase service and so on, and the permeability of consumption of "Delicous and Fun" is the highest. Micromedia communication has become a way of life. Micromedia communication not only affects the Delicous and Fun" of micro people, but also affects the thought of micro people directly or imperceptibly.

How the ideological and political education to do the ideological work of micro people and strengthening the effectiveness of ideological and political education, have become an important topic in the use of micro media carriers.

2. THE IMPACT OF MICRO MEDIA COMMUNICATION ON THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION

As a carrier of ideological and political education, the micro media serves for the ideological and political education activities, at the same time, it also has brought a lot of problems to the ideological and political education which affect the timeliness of ideological and political education.

2.1 The Decentration of the Way of Micro Media Communication Weakens the Discourse Power of Ideological and Political Education

In the traditional carrier of ideological and political education, such as television, radio, classroom teaching and extra-curricular practice, there is a linear relationship as "darts" and "target" between the ideological and political educators and educational objects, which only the ideological and political education is a center. However, in the use of micro media communication, the ideological and political education and the education object is in a "resonance" field, which everyone has a microphone in his hand and they speak regardless of the order, and the speech content may deviate from the topic. For example, in a micro media learning group where ideological and political educators and education object coexist, when the ideological and political educator gives a topic, the education objects will also respond to a lot of topics. Some of the topics are around the topic raised by the ideological and political educators, while others have nothing to do with it. Many unrelated topics also attracted the attention of education object, and the "a presumptuous guest usurps the host's role" is also sometimes happens. The decentration of this way weakens the discourse power of ideological and political education. The discourse power of Ideological and political education in the micro media communication is weakened, which directly affects the dissemination of the content of the specific ideological and political education, and then influences the realization of the ideological and political education goals.

2.2 The Instantaneity of Communication Weakens the Information Superiority of Ideological and Political Education

The weakening of the information superiority of the ideological and political education is shown in two aspects: The time to acquire information and the information capacity. The micro media is a software which can be used when it is connected to the Internet or use the mobile traffic. With the coverage of China's 4G network, as well as the reduction of traffic charges, the online time of micro media users gradually extended. With the increase of micro media users and the extension of online time, the "citizen reporters" and "phubber" is also rapidly increasing, and the snapshots about beautiful scenery, delicious food and news has become the vivid expression of the "citizen reporters". Publishing at any time, viewing the circle of friends, clicking praise and sharing information is the daily homework of "phubber". As an important representative of "citizen reporters" and "phubber", the time of youth groups to acquire information is with the synchronization of the ideological and political education. And through the micro media communication ways, the total amount of information acquired by the college students is not less than the information acquired by the ideological and political educators, and some even more than some of the ideological and political educators. The instantaneity of micro media communication weakens the information superiority of ideological and political educators, which challenge the dominant position of the ideological and political educators in the process of ideological and political education. The decline of the dominant position of ideological and political educator affects the effectiveness of the ideological and political education.

2.3 The Extensiveness of the Micro People Cuts Down the Pertinence of Ideological and Political Education

In terms of the number of WeChat users, it reaches to 650 million by the end of 2015. The college students are an important group, because of their learning professional and the difference of age levels, so it increases the difficulty for the ideological and political education to use the micro media to carry out targeted teaching. On the one hand, the extensiveness of the micro people is not conducive to the ideological and political education to find t the existing problems in their thoughts and behavior, so it is difficult to avoid the one-size-fits-all situation, which can not solve the various problems of the education object. On the other hand, though the ideological and political educators find out the problem, it is difficult for them to develop a smart key to open all the lock. Micromedia carrier is a platform with openness. When the ideological and political education wants to solve the problems, if they don't aim at the specific micro people, but only publicize widely in the micro media platform, mostly micro people may will ignore information and don't think that this content is related to themselves, so it is not up to the expected effect. In short, the extensiveness of the micro people cuts down the pertinence of ideological and political education to a certain extent.

2.4 The Complexity of Communication Content Reduces the Impact of the Ideological and Political Education Content

Because the number of micro people is large and the update speed of the information is fast, so the contents

of the micromedia carrier are uneven. Some of college students are easy to suffer from the impact of some wrong ideas, because their vigilance is not high and their ability to identify is weak. Based on this situation, the ideological and political education will "stand in front of them to lead them? Stand behind them to make indiscreet remarks or criticisms? , or stand against them on their opposite side?" (*Selected works of Mao Zedong [Vol.1],* 1991, p.13). There is no doubt that we should have a positive guide for them. However, we also deeply feel that the complexity of communication content reduce the impact of the ideological and political education content, which is somewhat similar to the "5 + 2 = 0" model. Due to the confusion and resistance of some content on the micro media platform, some educational objects not only are not interested in the ideological and political education content, even conflict, misreading and spoof these content. Based on this situation, we should attach great importance to legality and frontality of the micro media content, in order to make it to play its positive energy rather than resolve the ideological and political education content.

2.5 The Virtuality of Feedback Reduces the Effect of the Ideological and Political Education

In the space of micro media communication, there never lack the click praise king and invisible micro people. No matter what you publish, the click praise king will begin to click a variety of praise as long as he opened a circle of friends, even some of the contents he has not browse. However, whether you publish or not, whether the content you published is more or less the invisible micro people is indifferent and is always in a state of invisibility. Some micro people reprint and share the ideological and political education content in micro media platform, but they don't really recognize and practice the content, because they are just for all sorts of praise and good reputation. Micromedia could be "'nip in the bud' early warning platform" (Zhou, 2010), but the virtuality of feedback is not conducive for the ideological and political education to understand the actual situation of educational objects. The online exchange is not more real than the "four ways of diagnosis of TCM" "offline", so in some case, the ideological and political educators should give full play to the function of "doctor" (Luo & Zhou, 2009)] and pay attention to the "offline" consultation.

3. COUNTERMEASURES TO STRENGTHEN THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE ERA OF MICRO MEDIA

Micromedia communication is not only one of the new carriers of ideological and political education, but also a part of the network environment of ideological and political education. Under the new media era, ideological and political education should take the initiative to occupy the micro media communication platform, and actively respond to challenges, in order to prevent the failure of ideological and political education. Facing the five major challenges, the author proposes a proposal in terms of four points.

3.1 We Should Make the Micro Media Platform "Learning Tour" Normalization

Learning tour refers to leaving home to learn abroad or foreign. Making the micro media platform "learning tour" normalization refers to that ideological and political education insists on the "online" teaching of the carrier of the micro media communication frequently, which is different from the "offline" teaching of tradition carriers. Although the micro media communication gives the ideological and political education a lot of challenges, we should see that as a new way of life, the micromedia communication also brings a lot of benefits. As the organizers and promoters of ideological and political education activities, the ideological and political educators should quickly occupy the micro media communication platform, use the micro media to carry out teaching, and make the normalization to carry out the activities of ideological and political education in the micro media field, which is just to deal with all kinds of inspection to carry out the "guerrilla". Making the micro media platform "learning tour" normalization is conducive to the propaganda mainstream ideology for the ideological and political education through micro media platform, so as to maintain the dominant position of Ideological and political education in this field.

3.2 We Should Enhance the Ability to Set the Issue of the Ideological and Political Education

The decentration of micro media communication weakens the discourse power of ideological and political education to some extent. Ideological and political education can't change this communication kind of decentration, but they can enhance their influence by improving their ability to set the issue. The ideological and political education carries out ideological and political education activities in the micro media platform, but the effect of some activities is not significant. One big reason is that the given issue is "only common" which can't effectively stimulate students' interest and the enthusiasm is poor, so such activities are difficult to achieve the desired results. Our country has recently paid great attention to improving the ability to set issues in this respect. In October 2014, the finance ministers and authorized representatives of the first group of prospective founding members of Asian Infrastructure Investment Bank (including China, India, Singapore and other 21 countries) signed in Beijing, and the Asian Infrastructure Investment Bank has made a legal status. It immediately attracted international attention

when the issue of "Asian Infrastructure Investment Bank" is put forward. On April 15, 2015, the member of the prospective founding members of Asian Infrastructure Investment Bank is 57. Among them, 37countries is in the region, 20 countries is outside the region, and the members are distributed in five continents. As at the end of March, 2016, there are 30 members in the application to join. In the use of micro media to carry out activities, the ideological and political educators should actively improve their ability to set the issue and pay attention to the forward-looking and inspiring of the issues they set, in order to strengthen the power of discourse.

3.3 We Should Dig Deeper to the Frontier Theory Behind Micro Media Hot Topics

There are a lot of hot topics in the micro media communication platform every day, such as Tencent news, micro quotations, micro video, etc., which are the focus of most of college students. The update of micro media information is fast and its content is complex. So, to a certain extent, it weakens the information advantage of ideological and political education and clears up the impact of the content of ideological and political education, which is not conducive to play the effectiveness of ideological and political education. But the ideological and political educators can make full use of these hot topics, seek the theory behind these seemingly "self-evident" topics (Sun, 2004), and puts forward his own new insights to give the micro people in a new perspective, new theory, new inspiration. The long blog "Please do not live down to this time" by Zhou Xiaoping gives a new perspective, new theory and new inspiration to the micro people, so it had been spread quickly and widely. Digging deeper to the frontier theory behind micro media hot topics and walking in front of micro people is the main way to maintain the dominant position of the ideological and political education, as well as the way for the ideological and political educators effectively carrying out the ideological and political education.

3.4 We Should Make Effective Teaching Combined With the Traditional Carrier

As the professionals who spread the "ideology, political views, moral norms" of the proletarian (Chen & Zhang, 2007), ideological and political educators shoulder the responsibility to promote the transformation of the ideological contradictions in the educational objects. They not only should be the forerunner of the ideological education objects in thinking, but also cultivate their good habits of behavior, so as to make the ideological education objects become the "new persons with four haves" of the unity of theory and practice. For example, we will combine the micro media communication "online" with the traditional classroom teaching "offline", so that the ideological and political education are more likely to play the function of the "doctor", and suit the remedy to the case through the "four ways of diagnosis of TCM" in the education objects, in order to eradicate the chronic illness of education objects in thinking. We should combine the carrying forward the public morality of "helpful" "online" with the helpful practice activities "offline", so that we will be better to promote the realization of the unity of theory and practice of education objects. There are advantages and disadvantages of traditional carriers and micro media carriers, so ideological and political education should combine both carriers, make them complementary and play a positive role, in order to strengthen the effectiveness of ideological and political education.

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