Discussion on the Construction Strategy of WeChat Public Platform Based on Ideological and Political Education in Colleges and Universities

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Abstract

WeChat transmission has the characteristics of fast transmission speed, strong content selectivity and wide spread. The construction of WeChat public platform based on the ideological and political education in colleges and universities is a work that cannot be ignored in the ideological and political education, which is the supplement and extension of the practical teaching of ideological and political courses in colleges and universities, and can significantly enhance the pertinence and effectiveness of ideological and political education. The construction of WeChat public platform based on ideological and political education in colleges and universities should stick to the core idea of platform construction, define the stage target of the construction, build a professional team of WeChat public platform operation, improve the operation mechanism, integrate the resources of WeChat public platform construction, carefully consider the details of WeChat public platform operation, and collect feedback information and respond effectively, so as to improve the construction quality of WeChat public platform and enhance the transmission effect. In view of the deficiencies in the construction of WeChat public platform for ideological and political education in colleges and universities, measures should be taken to improve the communication power, influence, guidance and credibility of WeChat public platform, so that WeChat public platform can give full play to its value orientation and knowledge dissemination role in ideological and political education in colleges and universities.

Key words: Ideological and political education; WeChat public platform; Operation mechanism; New media; Transmission

INTRODUCTION

Ideological and political education in colleges and universities occupies an important position in higher education. Its effectiveness is directly related to the quality of talent training in colleges and universities. Nowadays, the family background and social environment of college students have changed a lot compared with the past. Taking the way of information acquisition, acceptance and dissemination as an example, smart phones, mobile Internet, etc. have played an increasingly important role in college students' study and life, and exerted a profound influence on their thoughts and behaviors. According to the 43rd Statistical Report on the Development of China's Internet Network issued by China Internet Network Information Center (CNNIC), by the end of 2018, the number of mobile phone netizens in China had reached 817 million, and the number of network video users had reached 612 million (China Internet Network Information Center, 2019). Take Chongqing Institute of Engineering as an example, the popularity of smartphones among the students is very high, and almost all of them is using WeChat. The use of WeChat public platform for

ideological and political education is more in line with the habit of college students to obtain information, can effectively expand the time and space of ideological and political education, break through the limitations of ideological and political theory teaching (Luo, 2017). The WeChat platform for ideological and political education in colleges and universities described in this paper refers to the network platform for ideological and political education of college students with the help of WeChat public account in order to improve the effectiveness of ideological and political education. From the perspective of communication, the traditional ideological and political education belongs to the mode of interpersonal communication from university administrators, teachers to individual students. Interpersonal communication mode is characterized by small scale, limited space and irregular information expression (Li, 2018). With the popularization of higher education in China, the number of college students has increased substantially. Platform-based ideological and political education can realize point-to-point communication, effectively expand the scope of information transmission, improve the efficiency of communication, and enhance the standardization of information expression.

Ideological and political education in colleges and universities should be integrated into the teaching materials, classroom and the mind, among which the most important is into the mind. In order to improve the effectiveness of ideological and political theory courses in colleges and universities, we should pay attention to the influence of the change of college students' growth environment on their thoughts and behaviors, combine their habits of information acquisition and utilization, and actively adopt new media to break through the time and space limitation of theoretical classroom teaching, so as to realize the combination of ideological and political education in and out of class, online and offline (Long, Zhou, & An, 2019). The construction of WeChat public platform based on ideological and political education in colleges meets this requirement, which is a powerful tool to expand the dimension of ideological and political education in colleges and universities, enhance the effectiveness of ideological and political education, and promote the improvement of professional quality of ideological and political teachers in colleges and universities. Through visiting the campus network of many universities in Chongqing and combining with telephone interviews, the author found that many universities in Chongqing have established WeChat public platform for ideological and political education. Each university's WeChat public platform has its own characteristics, playing an irreplaceable role in ideological and political education, becoming a new front of ideological and political education in universities. The construction of WeChat public platform for ideological and political education in colleges and universities has its regularity,

which is a process of gradual development and perfection. The operators of WeChat public platform for ideological and political education should adopt appropriate strategies to make the platform play its due role in cultivating qualified socialist builders and successors.

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Adhere to the Core Idea of Platform Construction

Idea is the forerunner of action, which determines the direction, objectives and implementation steps of action, while the core idea is the logical starting point and centralized reflection of the idea. The core idea is the soul of WeChat public platform construction based on ideological and political education in colleges and universities, which determines the direction, goal and implementation steps of platform construction, and is the basic criterion for evaluating the value of platform construction. The construction of the WeChat public platform based on ideological and political education in colleges and universities should always adhere to the goal of establishing morality and cultivating people, fully implement the Party's educational line and principles, guide college students to establish communist ideals and socialist ideals with Chinese characteristics, build up their ambitions and strive to become qualified builders and successors of the cause of socialist construction in China. This is the core idea and original intention of the construction of WeChat public platform for ideological and political education in colleges and universities. It is also the basic requirement for ideological and political education in Colleges and universities in the new era, as well as an urgent need to achieve the goal of higher education and the growth of college students. The construction of WeChat public platform based on ideological and political education in colleges and universities should always adhere to this core idea, aiming at improving the ideological and political literacy of college students, focusing on the platform construction, based on knowledge dissemination and value guidance, become the enlightener of college students' thoughts, the guide of action and the intimate person of life, so that WeChat public platform can play its due role in improving the ideological and political quality of college students.

Defining the Staging Target of Platform Construction

At present, the construction time and maturity of the public platform are different in different universities, which makes the specific objectives of the platform

construction different. According to the time and maturity of the construction of WeChat platform, the construction objectives can be roughly divided into short-term, medium-term and long-term. The short-term goal is to ensure a stable supply of content on the WeChat public platform, pay attention to the number of student followers, especially students in our school, and analyze the reading habits of the platform followers in detail. The medium-term goal is to focus on the development of WeChat public platform's original content creation team, and establish a stable platform operation team. The long-term goal is to continue to provide high-quality content, guide and cultivate the use habits of college students, form a unique platform style, and generate strong credibility and guidance among college students. The person in charge of the operation of WeChat public platform for ideological and political education in college and university should comprehensively analyze the current situation of the platform operation and determine the stage target of the platform construction. The definition of the stage target of platform construction can indicate the priority areas for the use of platform resources, provide the basis for the establishment of platform operation system, and provide the direction for the division of labor among operators.

Building a Professional Team of Platform Operation

Different universities attach different importance to the WeChat public platform of ideological and political education, and the allocation of resources varies greatly. Some universities' WeChat public platform of ideological and political education has students participating in the operation. As students leave school after graduation, operators will also change. College teachers among platform operators may no longer participate in platform operation due to job changes. According to the author's survey, some platforms currently lack the management of special personnel, the content update is not timely, push is not active, and some platforms are not managed for a long time, making the platform have a good appearance only. Based on the above problems, the construction of Wechat platform should first pay special attention to the stability and long-term development of platform operation team, and form a continuous personnel echelon with three distinct levels: old, middle and new. Secondly, we should appoint special ideological and political teachers to be responsible, so as to make the responsibility of platform construction clearer. Thirdly, special training should be given to the students participating in the platform construction so that their ideological and political theory level and platform operation skills can meet certain requirements. Finally, we should improve the assessment and evaluation mechanism, regularly test and evaluate the ideological and political theory level and new media operation technology of platform construction personnel, and carry out regular training on ideological and political

theory level and new media operation to ensure that platform operation personnel have the corresponding ideological and political theory level and strong new media operation ability

Improving Platform Operation Mechanism

In order to run for a long time and improve the credibility and guidance of the public platform based on ideological and political education in colleges and universities, we must improve the operating mechanism of the platform. Specifically, the construction of WeChat public platform based on ideological and political education in colleges and universities should improve the operation mechanism from the two aspects of platform content author and platform operator. On the one hand, it is necessary to classify and manage the authors who provide the content of the platform, so that the author team can form a ladder of continuous development, maturity and renewal; At the same time, the author remuneration and evaluation system should be constantly improved to form a strong constraint, guidance and incentive mechanism for the author group providing platform content. On the other hand, platform operators should establish a relatively professional division of labor within the operation team according to the expertise of members. WeChat public platform operation team should be further subdivided into planning, drafting, copywriting, art, technology and other different categories. Although the operation team of the public platform based on the ideological and political education in universities is unlikely to be able to refine the responsibilities and implement them to specialists as the public platform with abundant resources and large scale, according to the author's experience in the management and operation of WeChat public platform in universities, a relatively professional subdivision team is very necessary for the professional development of the platform operation team. The subdivision team is not only beneficial to the improvement of the quality and ability of the operation team, but also beneficial to the improvement of the quality of platform construction.

Integrate Platform Construction Resources

The construction of WeChat public platform based on ideological and political education in colleges and universities needs to integrate various resources in order to develop faster. Platform operators should strengthen the relationship with other university operators, learn from each other's mature experience, and strive for mutual resource sharing. Platform operators should strengthen the interconnection and communication with other media such as campus newspapers, functional department websites and campus microblogs, promote the construction of "information central kitchen" of campus convergence media, realize "one kind of information, multiple processing" of ideological and political education information, increase the variety of

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platform content, enhance the timeliness of platform content, and reduce the production cost of platform information. Some universities have a large number of users of WeChat public platform based on ideological and political education, which makes it possible for the platform to attract commercial forces. Commercial power participation can enhance the innovation capability of the platform and enhance the affinity of the platform. The introduction of small and micro-enterprise capital for self-employment of college students can make college students feel the concern of WeChat platform for their innovation and entrepreneurship, and promote good interaction between college students and the platform. At present, the introduction of commercial power into WeChat public platform based on ideological and political education in colleges and universities is still in the exploration stage. What form and mechanism should be adopted is worth studying and discussing by the operators of WeChat Public Platform.

Carve Out the Platform Operation Details

Operators of WeChat public platform based on ideological and political education in colleges and universities should carefully carve out the details of operation and strive for perfection on the premise of overall consideration of the platform construction. Operation details have a great impact on the construction of WeChat public platform for ideological and political education. In order to build a platform with high quality, high efficiency and high precision, we must attach great importance to the details of operation. The following will be from the content, expression form, push timing and push skills to elaborate. The WeChat content of Ideological and Political can be roughly divided into four categories: policy, research, learning and community. In terms of content, different types of content should have different styles. For example, the content of policy category should not be too long or simply duplicated, while the research category should list the main points, with emphasis on the ideas and methods in the research. In the form of expression, we should pay attention to the comprehensive use of text and audio and video. We should not only determine the text format reasonably, but also check and process the quality of audio and video. Language style is an important aspect of platform presentation. The platform should reduce the use of esoteric and obscure language, and as much as possible to use popular and obvious language, so as to enhance the language's personality, affinity and sense of the times. About pushing time, we can choose at noon, evening, weekends, the eve of holidays and so on, but avoid students' time of class or major activities or examinations as far as possible. In terms of push skills, we should pay special attention to the forwarding of WeChat friends circle. The author found that the more content pushed by the platform is forwarded by friends, the more people read it. The reason may be that the students in the circle of

friends have similar preferences for information utilization and are more likely to be interested in forwarding content and generate new reading volume. In addition, the clicks of similar content published at different times should be counted, and the release time of content should be optimized on the basis of user segmentation.

Collect Feedback and Respond Effectively

There are two types of information feedback: immediate feedback and delayed feedback. In terms of immediate feedback information collection, the message area of the platform can realize real-time interaction between the operator and college students, and quickly collect students' opinions and suggestions. It can be seen that it is necessary to set message area module on the platform. In addition, immediate feedback information can also be collected through the establishment of online communities, Baidu Post Bar and other ways. In terms of delayed feedback information collection, platform operators can issue questionnaires within a certain time span, such as one semester or at the end of the school year. Questionnaires should not only be comprehensive, but also be designed according to the object of distribution, which can be students, teachers and other types of followers. Platform operators also collect information for original content authors, especially those who produce high-volume content, including their focus, satisfaction and requirements. They can also take face-to-face forms such as symposiums and salons. This method is suitable for collecting delayed feedback information. According to the collection of immediate information and delayed feedback information, platform operators should take active measures to improve the platform construction and operation.

CONCLUSION

The application software based on mobile terminal, represented by WeChat, plays an important role in the life and study of contemporary college students, and is a sign that the way of information acquisition and utilization has changed significantly. With the rapid development of information and mobile Internet technology, college students receive a wide range of information sources, and information providers are increasingly diversified. They are more and more influenced by the news media, public figures and events. The impact of some emergencies on college Students' thoughts and behaviors cannot be predicted and dealt with by traditional ways of thinking. The construction of WeChat public platform based on college ideological and political education adapts to the change of college students' information acquisition habits, realizes the rapid push of information, highlights the selectivity and initiative of information recipients, and helps to improve the pertinence and effectiveness of college ideological and political education. The most

important thing of ideological and political education in colleges and universities is to enter the mind and heart, which has a profound impact on the inner heart of college students. This is an important index to measure the effect of ideological and political education in colleges and universities. The students' attention and reading amount of the WeChat public platform based on the ideological and political education in colleges and universities reflect the recognition degree of the platform by college students, and the attention and reading amount indicators can largely reflect the effectiveness of the ideological and political education platform construction. WeChat public platform based on ideological and political education in colleges and universities has increasingly become a powerful tool to assist the practical teaching of ideological and political theory courses. Ideological and political teachers in colleges and universities should actively study and utilize the WeChat public platform, strive to break through the limitation of the classroom teaching of ideological and political theory courses, and expand the new dimension of ideological and political education. The construction of WeChat public platform for ideological and political education should keep close contact between ideological and political teachers and students, and rely on the WeChat public platform to maintain real-time links between teachers and students, so that ideological and political education is always around students. And WeChat platform operators should carefully analyze the current situation and problems of the platform, take measures to improve the platform's shortcomings and deficiencies, so as to continuously improve the platform's communication power, influence, guidance and credibility among college students (Liu, 2018). ith the popularization and application of new media technology in ideological and political

education in colleges and universities, the construction of WeChat public platform based on ideological and political education in colleges and universities will play a greater role in the field of ideological and political education in colleges and universities and become a powerful supplement to the practical teaching of ideological and political theory courses.

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