

Challenges and Innovations Faced by College Students' Ideological and Political Education Under the Environment Of "Micro-Public Opinion"

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Abstract: In the process of ideological and political education for college students, public opinion plays a very important role. Public opinion often plays a guiding role, so the public opinion students hear will determine their thinking to a certain extent. With the development of the Internet, public opinion is no longer a macro concept, but has become more microscopic. In the "micro public opinion" environment, more and more public opinions have begun to form. The development of two micro-ones and the surge of users have led to the diversity of public opinion. Therefore, many campuses have begun to address the impact of "micro-public opinion" on students' ideological and political education and formulate relevant strategies to address the challenges. The ideological and political education of college students also has very important practical significance.

Keywords: Ideological and Political Education; Micro-Public Opinion

1. INTRODUCTION

With the continuous advancement of my country's economic development process, a new generation of college students is increasingly taking on the important role of promoting social development and progress. To effectively cultivate college students with all-round development of morality, intelligence, physique, art and labor, major colleges and universities should vigorously carry out comprehensive quality education work, and constantly improve the educational knowledge structure system, so that the new generation of college students have various skills to adapt to social development and give full play to their innovative and creative abilities. Reasonable implementation of comprehensive quality education can not only help college students to lay a solid foundation in the basic knowledge and ability to adapt to society, but also effectively improve their psychological quality. In addition, the work of comprehensive quality education must firmly grasp my country's educational policies and concepts.

The network environment we are familiar with is virtual and open, and there are many uncertain factors in it. For example, students do not know who the teacher is, and the teacher does not know how the students are learning. The two sides seriously lack the basis of mutual trust in teaching; The second point is that the service objects of distance education are complicated. If teachers and students do not meet each other, they will naturally not be able to get close. If things go on like this, the relationship will naturally become alienated. To adapt to the development of socialism, colleges and universities must adapt to the needs of their own development, and actively carry out ideological and political education activities for innovative development. Under the background of the Internet age, the public opinion environment will have a serious impact on the ideological and political education in colleges and universities, and the ideological and political education in colleges and universities will face many problems and challenges, so innovative research has important value and importance. This article makes a targeted strategy discussion based on the challenges of ideological and political education that arise.

The "micro-public opinion" education method can have a timely release method, and at the same time can ensure free communication and socialized interpersonal relationships. These situations have enriched the main content of online ideological and political education on university campuses, and at the same time. It also proposed a variety of educational methods and educational means, which improved the pertinence and appeal of the network ideological and political education. According to the survey, after the advent of the media age, the initial user scale in my country has directly exceeded 500 million, and the usage rate of software such as Weibo and WeChat have reached about 85%. Among these groups, college students account for more than 70%. In terms of age group, more than half of the users are 19-30 years old, which shows that "micro-public opinion" has posed a strong challenge to the traditional ideological and political education model for college students. And at this stage, the huge deterrent force issued by "micro-public opinion" has brought serious challenges to the ideological and political education of college students.

College students do not have a comprehensive understanding of comprehensive quality education. Most college students have low ideological and political qualities, and their political concepts are not clear enough, they lack ideals and goals, and they are more inclined to pragmatism. Secondly, most college students focus on asking for money and do not pay attention to credit, so they cannot follow the pace of social development, and may even be eliminated by society. In addition, some college students have misbehavior and vulgar language, unable to communicate and communicate with other people normally, selfish, and not cooperative. Even effective college students have extremely poor physical and mental qualities, and their physical condition is not good. They cannot survive in a difficult environment. They will give up once encountering difficulties, lacking the perseverance and spirit to face difficulties.

2. THE PROPOSED METHODOLOGY

2.1 Analysis of the Influence of "Micro Public Opinion" on College Students' Thoughts

Cultivating students' political literacy is the most important goal of modern political education, and it is also an important prerequisite for the reform of the modern political education system. It lays a good foundation for its future development; finally, the quality of college students' political literacy also has a profound impact on their personal psychology and social moral literacy, and cultivating their political literacy is actually an effective way to cultivate their good psychological literacy and social moral literacy. The construction of a "micro public opinion" environment is mainly based on the WeChat platform, creating a public opinion atmosphere within a specific audience, and carrying out public opinion activities.

With the help of the WeChat platform, modern young college students can discuss problems and phenomena in life, learn and research interpersonal relationships, have a certain influence and sustainability, and have varying degrees of impact on social and cultural construction. Under the social background of the new era, through the analysis of WeChat communication efficiency and user characteristics, WeChat is not only the main construction platform for the "WeChat public opinion" environment, but also an important way for college students to generate and disseminate public opinion. As a convenient communication and interaction platform, WeChat has a strong relationship and characteristics with young users. WeChat circle of friends and WeChat official account are effective ways to disseminate information. The campus environment "micro public opinion" has a wide audience and a strong ability to spread public opinion.

After long-term development, university campuses have long used teaching as the main means and assisted the development of ideological and political teaching content in the form of seminars, discussions, and social practice. Therefore, ideological, and political education in university campuses still needs to adapt to social development. In the "micro-public opinion" environment, it is the main way to improve students' ideological and political education through bold common sense and innovation. Change the concept of personnel training in time to provide effective theoretical support for the smooth development of comprehensive quality education. In terms of education, colleges and universities should always adhere to the goal of cultivating social talents with all-round development of morality, intelligence, physique, art, and labor. Establish the correct concept of personnel training to promote individualized development of students; when carrying out education work, we should pay attention to the practicality and scientific nature of the curriculum, link it with human geography, and cultivate the cooperative relationship between student teams, not only we should pay attention to the professional knowledge level of students, but also pay attention to their overall quality level, actively expand students' horizons, create a good development space and imagination space for them, and enhance students' initiative in learning and thinking.

2.2 Exploration of the path of ideological and political education in universities and colleges under the environment of "micro-public opinion"

Carry out "network-based learning" activities to strengthen political practice ability: From the perspective of online public opinion, "network-based learning" activities that share educational resources and jointly promote educational development have made a huge contribution to improving college students' political literacy. Therefore, carrying out a variety of "network-based learning" activities, optimizing the content of activities, and opening the connection channels of educational resources inside and outside the school are the most important strategies for cultivating college students' political literacy from the perspective of online public opinion. Campus culture construction is a means for schools to give full play to students' ingenuity, communicate actively, learn from each other, participate together, create a good campus atmosphere, and then return to the learning process of students.

Under the influence of public opinion, students are affected by the inertia of Internet thinking, forming a copy-and-paste mindset. This mindset is difficult to create independently. In this way, it is difficult to build a campus culture. Without a good campus atmosphere, students' failure to integrate into it will seriously affect the development of students. The dissemination of public opinion on campus has its own development law. Many public opinions on the campus network are also a combination of most people expressing their thoughts and emotions in response to the current social phenomena and problems in society. At the same time, these are also several different stages of website development. However, on online platforms such as Weibo and WeChat, the use and transmission of information is not hindered, and at the same time, it is rarely controlled by politics. Therefore, "micro-public opinion" is an important platform for the growth of public opinion among Internet users at this stage.

Before the implementation of comprehensive quality education, its specific framework should be perfected, and the traditional teaching methods and contents should be changed. Comprehensively consider the social development trend to determine the characteristic majors of colleges and universities, and scientifically arrange the relevant content of professional courses. While setting up professional courses, the basic knowledge of professional courses should also be placed in a prominent position, and the content of basic knowledge should be reflected in the textbooks of professional courses, so that the textbooks can become more scientific and complete, so that students can fully grasp them. The importance of college students' political practice ability is mainly reflected in the following three points: First, the so-called "a journey of a thousand miles begins with a single step", college students can only get out of the ivory tower and enter the complicated society only if they have strong political practice ability. And use the political knowledge you have learned to restrain your behavior and reap a better life. The second point is that college students have strong political practice ability, so that it is possible to correctly understand the content of ideological and political teaching in the shortest time, and it is easier to give full play to their own advantages and improve ideological and political awareness. The third point is that political practice will have a very positive impact on how college students behave and treat others and can help them shape a better self. Under the background of "micro-public opinion", the innovation of ideological and political

education in colleges and universities should respect the main law of public opinion communication, correctly guide the public opinion of college students, pay attention to the changes of college students' life, and thought, and provide material and psychological help to students in need.

3. CONCLUSION

To sum up, education development has a very strong practical demand for college students' political literacy, political thought, and political practice ability. Based on the current development trend of education, the basic goal of ideological and political teaching in colleges and universities should be to cultivate college students' political literacy, thinking and learning styles, combined with the characteristics of Internet public opinion, with the development of the "micro-public opinion" environment, public opinion information is mixed, students browse various. It is easy to be affected by a large platform, which brings great challenges to the ideological and political education in colleges and universities. Therefore, educators must accept the challenge, use the form of "micro-public opinion" and combine new media to create a good learning atmosphere for students, so that students can identify false information, establish correct values, strengthen beliefs, and lay a solid foundation for future development.

4. REFERENCES

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