

Research on the Application of Official WeChat Public Platform of Colleges and Universities in Ideological and Political Education

-- Taking Wenzhou Polytechnic as an Example

Ruru Zhou^{1,*}

¹Wenzhou Polytechnic, Wenzhou 325000, China

* Corresponding author

Abstract: Under the background of accelerated digital transformation, WeChat public number has become an important carrier of ideological and political education in colleges and universities with its features of wide dissemination of information, instantaneous communication and interaction, and fast access to content, which profoundly influences the values, ways of thinking and cognitive methods of college students, and at the same time, brings new challenges to the effective development of ideological and political education in colleges and universities in the new era. This paper takes the official WeChat public number of Wenzhou Polytechnic as an example, analyzes the problems and deficiencies in the application of the official WeChat public platform of colleges and universities in the process of ideological and political education, and puts forward the corresponding optimization countermeasures, with a view to providing references for the WeChat public number of more colleges and universities to play a better role in the educational function, and to enhance the effectiveness of ideological and political education.

Keywords: Colleges and universities, official weibo public platform; ideological and political education; application research.

1. Introduction

"To do a good job of ideological and political work in colleges and universities, it is necessary to change according to the events, advance according to the times, and be new according to the situation." General Secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work in Colleges and Universities that "new media and new technologies should be used to make the work come alive, promote the high degree of integration between the traditional advantages of ideological and political work and information technology, and enhance the sense of the times and attractiveness." Under the background of digitization and informatization, WeChat public number, as an important new media product, has become the main information access point of college students' campus life with its features of wide information dissemination, instant communication and interaction, and quick access to content[1], and it is an important carrier for the innovation and development of ideological and political education in colleges and universities, which has profoundly changed the production of the content, the practice path, and the direction of the development of ideological and political education, and has influenced the values and ways of thinking of college students.

The article takes the official WeChat public number of Wenzhou Polytechnic as an example, analyzes the problems and deficiencies in the application of the official WeChat public platform in the process of ideological and political education in colleges and universities, explores the optimization path of colleges and universities to enhance the effectiveness of the ideological and political education of the official WeChat public platform and puts forward countermeasures to provide practical reference for the WeChat public number of more colleges and universities to

play a better role in the function of education.

2. Analysis of the Current Situation of the Official WeChat Public Platform in Colleges and Universities Applied to Ideological and Political Education

Promote network education work, is the implementation of the "cultivate moral character and nurture talent" fundamental task of colleges and universities, the necessary action, should be the policy. At present, WeChat public platform is widely used in ideological and political education in colleges and universities, and has become the foreword position of network education in colleges and universities, which plays an important role in changing the form of ideological and political education, optimizing the discourse of ideological and political education and enriching the content of ideological and political education, and effectively promotes the innovation and development of ideological and political education in colleges and universities in the new period.

(1)Change the form of ideological and political education: from one-way indoctrination to multi-dimensional interaction

The traditional ideological and political education in colleges and universities is mainly based on offline lectures, which is often a "teacher output-student reception" unidirectional indoctrination education model, where the teacher has a high degree of authority and didacticism, and there are limitations in the form of a single form and a low degree of student participation. The WeChat public platform, empowered by technology, promotes the transformation of ideological and political education to a "scenario + immersion". The integration of multimedia technology, relying on graphics and text, AI effects, video embedding, live

broadcasting and other carriers, provides a brand-new way of communication for ideological and political education in colleges and universities; the development of interactive functions, through comments, likes, retweets and other interactive tools, enables teachers and students to carry out two-way exchanges on relevant topics, enhances communication and information exchange with each other, and creates a benign atmosphere of nurturing; the synergy between online and offline, broadens the space of ideological and political education, realizes the sharing of educational resources at any time and any place, and according to the external situation and the dynamics of students' thoughts, publishes influential mainstream value views with the help of WeChat public number, seizes the position of network public opinion, and makes the ideological and political education spring and rain, and makes the things silent. For example, official WeChat public number of Wenzhou Polytechnic's tweet 《"in?"》, through AI to generate multiple pictures and combine them, presenting students' learning and living status at different times and on different occasions, and triggering students to leave messages in the comment area by asking questions, sharing and exchanging their own dynamics, which creates a positive and energetic youthful outlook.

(2) Optimizing the discourse of ideological and political education: from authoritative narrative to youthful expression

WeChat Public number breaks through the traditional ideological and political education discourse system of "documents" and "slogans" in colleges and universities, and builds a communication language and expression paradigm that meets the cognitive habits of young students. The main body of discourse shifts from "educator" to "conversationalist", planning the selection of topics and screening the content from the students' point of view, inviting representatives of teachers and students to share their personal experiences in the first person, and transforming the boring and monotonous parenting material into vivid cases of "people around us, things around us", dissolving the distance of authoritative discourse; the style of discourse is shifted from "seriousness" to "affinity", and young students' favorite network buzzwords, buzzwords, hot terriers, emoticons and other elements are used to reconstruct the expression of discourse. elements to reconstruct the discourse expression, so that the presentation of the content of parenting is more youthful and interesting, and to improve the affinity and penetration of ideological and political education; discourse logic from "theoretical output" to "emotional resonance", centered on the "anti-epidemic spirit", "craftsmanship", "volunteerism" and other themes, with photos, videos, cartoons, text and other forms of records, restore the real scene, with more intuitive, three-dimensional, vivid storytelling narrative to trigger students' emotional recognition. For example, official WeChat public number of Wenzhou Polytechnic in-depth excavation of typical characters, planning "teacher Ze such as light" "youth such as yes, students such as poetry" and other columns, the cumulative total of nearly 40 articles. This creates the radiation effect of "publicizing one person and influencing a whole area".

(3) Enriching the content of ideological and political education: from a single module to an ecological matrix

Traditional ideological and political education content focuses on policy interpretation, lectures and reports and other single modules, and there are problems such as

homogenization of themes and narrow audience coverage, etc. The application of WeChat public number provides technical support and communication field for building "ideological and political education+" content ecological matrix, realizing the transformation from "point-like communication" to "net-like fusion", meeting the diversified demands of college students for ideological and political education content in the new media era, and becoming a key path to deepen the effectiveness of human education. Diversified extension of the theme, the local red gene, professional literacy training, campus culture symbols into the content system, forming a "political - cultural - practical" trinity of narrative pattern; structural hierarchical design, facing the cognitive differences of students of different grades and majors., through big data analysis of user profiles, to build a gradient, accurate content system; production of synergistic innovation, the establishment of "teacher-student co-creation" mechanism, to stimulate students to actively participate in the production of ideological and political education content, so as to make the content of education more close to the times, close to the students, close to the actual. For example, Official WeChat Public number of Wenzhou Polytechnic tweeted "Nezha Says: We Have to Think About It", in which a team of students, under the guidance of their teachers, skillfully utilized the hot cartoon image of "Nezha" and its super-flaming quotes to create the theme of "Flag for the New Semester", which guided students to welcome the new semester with a fuller spirit and a more energetic attitude. Students were guided to embrace the new semester with a fuller spirit.

3. Difficulties in the Application of WeChat Public Platform in Ideological and Political Education in Colleges and Universities

As a product of the Internet era, the official WeChat public platform of colleges and universities has gradually become an important dissemination of information in colleges and universities, which has brought about a profound impact on the change of the ideological and political education environment in colleges and universities, and has also achieved considerable results. However, how to master the mainstream value discourse of the official WeChat public platform of colleges and universities in the complex and changing ideological exchanges, and provide a network position with a clear orientation and correct stance for colleges and universities to enhance the effectiveness of ideological and political education, is the prominent problem faced by the official WeChat public platform of colleges and universities in the process of applying to ideological and political education.

(1) Inadequate development of ideological and political functions

The official WeChat public platform of colleges and universities has the problems of shallow technology application and unitary module design in the development of ideological and political education functions, failing to give full play to the interactive and guiding advantages of the new media platform. From the theoretical level, educational technology emphasizes that new media tools should realize the in-depth integration of content dissemination, interactive communication and data feedback, and ideological and political education needs to realize value leadership and

ideological infiltration through multi-dimensional and three-dimensional function structure and presentation form. However, the current information dissemination of the official WeChat public number in universities is generally based on "I say you listen", "I send you see", and the education mode is based on unidirectional transmission[2]. At the practical level, the lack of technological empowerment further restricts the development of the ideological and political functions of WeChat public number, and the lack of intelligent data analysis modules makes it impossible to accurately grasp the dynamics of students' thoughts, leading to a misalignment between the supply of ideological and political education and the actual needs of students. In addition, the integration of the ideological and political function with other educational resources on campus is insufficient, and it fails to form a linkage with offline ideological and political education and practical activities, resulting in the fragmentation of online and offline educational resources and making it difficult to form a synergistic effect of education. The limitations of this functional development make it difficult for the official WeChat public platform of colleges and universities to break through the traditional mode of ideological and political education, and unable to give full play to its unique role in value shaping. For example, Official WeChat Public number of Wenzhou Polytechnic only designed and developed the three major service functions of "micro-campus", "micro-life" and "micro-services", and lacked the integration and supply of resources for ideological and political education, so the function of ideological and political education is limited.

(2) The original content of ideological and political education is not rich

The official WeChat public platform of colleges and universities is not rich in original content of ideological and political education, which weakens its attractiveness and infectious power in growing the mainstream value of public opinion. Analyzed from the perspective of communication theory, original content is the core element to build the authority and uniqueness of the communication subject, while most of the current official WeChat public platform's ideological and political content shows the phenomenon of "heavy imitation, light originality". Due to the lack of professional content creation team and scientific topic planning mechanism, a large number of ideological and political content stays in the release of news and information or the imitation of each other's content between institutions, resulting in serious homogenization of the content, and unable to stimulate students' reading interest and emotional resonance. At the practical level, the lack of original content reflects the lack of universities' grasp of the laws of new media content production. On the one hand, the operation team of the official WeChat public number of universities is mostly undertaken by administrative staff, often lacking professional knowledge background in journalism and communication, new media technology, ideological and political education, and so on, which makes it difficult to produce high-quality content with both depth of thought and dissemination heat; on the other hand, the creation of original content lacks systematic planning and sustained investment, and fails to focus on the hot topics of concern to the students, and the growth of confusion to carry out in-depth mining and value. For example, in the discussion of hot social events, Official WeChat Public number of Wenzhou Polytechnic often only states the facts and lacks in-depth analysis and guidance on the value orientation behind the events, which

can't help students to establish correct value judgment. This lack of original content makes it difficult for the official WeChat public number of colleges and universities to effectively play the role of the main position of ideological and political education under the impact of multiple values.

(3) Insufficient interaction with audience groups

In the process of ideological and political education, the official WeChat public platform of colleges and universities has not yet constructed an effective two-way dialogue mechanism, and there is an interactive imbalance of "heavy dissemination, light feedback", and insufficient interaction with the audience groups, which leads to a significant reduction in the relevance and effectiveness of education. From the point of view of pedagogical theory, interaction is a key link in realizing two-way communication between the subject and the object of education, and promoting the internalization of knowledge and value recognition, but at present, there are many WeChat public numbers in colleges and universities that have outstanding problems such as a low reading volume and a low number of likes, and there are few comments on some hot topics in the tweets, which results in the lack of influence of the tweets[3]. Comments, message boards and other interactive features are often in a "virtual" state, the lack of timely response to student feedback and effective guidance, so that students participate in the interactive enthusiasm frustrated, weakening the user stickiness of the public number. At the practical level, the lack of interactive mechanism is specifically manifested in several aspects. First of all, the form of interaction is single, most colleges and universities only through voting, questionnaires and other basic ways to carry out interaction, the lack of innovation and interest, it is difficult to stimulate students to participate in the enthusiasm; Secondly, the combination of interactive content and ideological and political education is not close enough, in the interactive topic settings, failed to focus on ideals, social responsibility and other core issues of ideology and politics to carry out in-depth discussions, failed to transform the interactive link into an opportunity for value guidance. For example, Official WeChat Public number of Wenzhou Polytechnic is still insufficient to analyze and utilize the interactive data, and fails to extract effective information from students' messages and comments, which can be used to optimize the content and strategy of ideological and political education. This lack of interactivity makes it difficult for the WeChat public platform of colleges and universities to truly integrate into the student body, and fails to realize the effective transformation of ideological and political education from "one-way communication" to "two-way interaction".

4. Countermeasures to Improve the Effectiveness of Ideological and Political Education on the Official WeChat Public Platform in Colleges and Universities

Through technological upgrading, team optimization and mechanism innovation, the official WeChat public platform of colleges and universities can realize the transformation from "information release platform" to "hub of ideological and political education", and build a communication system of "precise content, interesting form and intelligent operation" and ultimately enhance the sense of the times, attractiveness

and effectiveness of ideological and political education, in order to lay a solid foundation for the cultivation of newcomers to the era who will take on the great responsibility of national rejuvenation.

(1) Highlighting the educational color of communication content: Strengthening value leadership with precise supply

As a "mobile position" for ideological and political education, the official WeChat public platform of colleges and universities, whose content's educational attributes are directly related to the effect of education, needs to be based on the goal of "educating people for the Party and educating talents for the country", and build a "theoretical depth+realistic observation+emotional resonance" platform. First of all, it is necessary to strengthen the political leadership and contemporary relevance of the content, closely combined with the Party's innovative theories, the spirit of major conferences, and hot events in society, through the form of "theoretical interpretation + case analysis + data visualization", to transform abstract theories into perceptible nurturing materials. For example, combining scientific and technological innovation and breakthroughs, explaining the strategic significance of "scientific and technological self-reliance and self-improvement", and guiding students to establish a sense of nationalism and innovation. Secondly, it is necessary to promote the niche supply of content, and enhance the coverage and appropriateness of education through a three-dimensional content matrix to meet the cognitive characteristics and growth needs of students of different majors, grades, and genders, so as to carry out "precise drip irrigation". For science and engineering students, we can focus on topics such as "ethics of science and technology" and "philosophy of engineering", and deeply integrate professional education with ideological education through the interpretation of the spirit of scientists and cases of ideological education of scientific research teams; for liberal arts students, we can focus on topics such as "social governance" and "cultural self-confidence", combining social research and policy interpretation to cultivate their sense of social responsibility and problem awareness. Finally, it is necessary to establish a content effect evaluation mechanism, through reading, forwarding, commenting and interacting data indicators, combined with questionnaire surveys, individual interviews and other qualitative research, to dynamically analyze the acceptance and recognition of students' content, and to analyze the dissemination efficacy of different topics, so as to timely adjust the direction of the selected topics and the presentation method, and to form a "content production - dissemination feedback - optimization and enhancement" process, to ensure that the ideological and political education content always resonates with students' thoughts and really enters their minds and hearts.

(2) Enhance the fun of communication content: activate the kinetic energy of education with the new media language

The effective dissemination of ideological and political education content on the official WeChat public platform of colleges and universities needs to follow the principle of "close to reality, close to life, close to students", break through the traditional didactic mode, and create a content product that has "temperature, attitude, and value" with the help of new media technology and the youth discourse system. First of all, we need to promote the deep processing of content, realize the mainstream content from "fingertips" to "heart", and tell good stories from "small" places, such as teacher-student friendship,

role model characters, student group portraits, and so on. The vivid stories close to the daily life and emotional needs of college students contain cultural genes and value orientation, which can guide young students to cultivate love for the Party and patriotism, and establish a correct outlook on life and values[4]. Secondly, it is necessary to incorporate youth subculture elements, grasp the cognitive habits and expression preferences of Generation Z, and transform symbolic language such as Internet buzzwords, popular stems, and emoticons into "translators" of ideological discourse. For example, using "Versailles Literature" to show campus development achievements, and spreading mainstream values through "emoticon wars" to enhance the affinity of the content under the premise of maintaining the political color. At the same time, we should pay full attention to the importance of the title and title picture of the push, strengthen the attraction of the title and title picture to the fans, and constantly adapt to the psychological characteristics of college students[5]. In addition, it is necessary to build a "user-generated content" mechanism to encourage students to become content producers and disseminators. By carrying out activities such as "China in the Microcamera" short video competition and "Young Words and Young Words" theoretical lectures, we can explore the resources of "netizens" in the student population and cultivate campus "ideological KOLs". For example, student party members and cadres are invited to act as "Civic and Political Anchors", sharing theoretical learning experience and social practice insights in the form of vlogs, forming a communication chain of "students influencing students and students driving students", and practically enhancing the attractiveness and infectiousness of the content.

(3) Optimize the operation mode of the communication platform: enhance the effectiveness of communication with systematic thinking

The efficient operation of the official WeChat public platform of colleges and universities needs to build a three-dimensional operation system of "technology empowerment + team professionalism + mechanism guarantee" to crack the pain point of "heavy construction but light management, heavy release but light interaction". First of all, it is necessary to strengthen the technical support, using big data analysis, artificial intelligence and other technical means to accurately grasp the user needs and communication laws. By building a user profiling system, integrating students' browsing records, interactive behaviors, identity labels and other data to achieve personalized recommendation of content; with the help of the communication heat map to analyze the content reach rate of different faculties and classes, and optimize the push strategy, such as releasing in-depth articles in the active hours of the students, and pushing lightweight information in the fragmented time, to enhance the effective reach of the content. Secondly, it is necessary to build a professional operation team and establish a collaborative working mechanism of "ideological and political mentor + new media editor + technical specialist". Ideological and political mentors are responsible for the political audit and theoretical control of the content to ensure the correct orientation; new media editors focus on topic planning, content production and visual design to enhance the aesthetics of communication; and technical specialists are responsible for platform maintenance, data monitoring and function development to ensure technical fluency. The team's cross-border ability can be improved through regular training on "ideological and political education + new media", organizing operation experience

exchanges, and introducing mentors from outside the university to guide the team, so as to create a "dual-competence" team that understands both the laws of ideological and political education and the laws of communication. In addition, the language style should be simple and vivid, the language is simple, the communication effect is fast, to meet the young students' habit of reading, sharing in time and accepting quickly[6]. For example, we should implement the system of "three reviews and three proofreads" to ensure the political nature, accuracy and standardization of the content; formulate the 《Emergency Disposal Plan for New Media Platforms》 to prevent the risk of online public opinion; and establish an incentive mechanism to recognize and reward the creators of high-quality content and cases of high communication effectiveness, so as to stimulate the team's innovation and vitality. At the same time, it is necessary to strengthen the platform linkage and resource integration, standing on the perspective of "big ideology and politics" in universities, coordinating other platforms and resources, actively creating a big publicity pattern, building a diversified education platform, so that the function of ideological and political education of the official WeChat public platform is given full play[7]; docking off-campus resources, it is also necessary to establish a cooperation mechanism with local governments, red education bases, enterprises and public institutions, and introduce high-quality content such as "walking ideology and politics class" to expand the boundaries of educational resources.

5. Conclusion

This article takes Official WeChat Public number of Wenzhou Polytechnic as an example, and discusses the current situation, dilemmas and optimization countermeasures of the application of the official WeChat public platform in ideological and political education in colleges and universities, aiming to provide practical reference for the innovation of ideological and political education in colleges and universities, and to help the implementation of the fundamental task of "cultivate moral character and nurture talent". The official WeChat public platform of colleges and universities should further strengthen the technological empowerment, optimize the supply of content, build a professional operation team, deepen

the interaction with the audience in order to enhance the contemporary sense of ideological and political education, attractiveness and effectiveness, and to make contribution to the cultivation of new people of the times.

Acknowledgment

Fund project: Wenzhou Polytechnic 2024 scientific research project results "Research on the Application of Official WeChat Public Platform of Colleges and Universities in Ideological and Political Education——Taking Wenzhou Polytechnic as an Example" (WZY2024036).

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