

Exploration and Practical Research on the “Co-resonance” Mode of Ideological and Political Education in Universities Guided by Convergence Media

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[**Abstract**] The convergence media provides a realistic research framework for exploring and practicing the ideological and political education of colleges and universities. The popularization of WeChat and other Internet platforms has overturned the ideological and political education mode of colleges and universities, constantly highlighting the era features in terms of dissemination channels, academic trends, and historical material collections. The exploration and practice of the ideological and political education mode for college students in the new era relies on the advantages of the Internet, and combines classroom practice with theoretical teaching to extend the “fragmented” Internet information into actual needs of classroom teaching, thereby enabling it to be transformed into theoretical research. Therefore, it is a crucial ideological and political education reform topic for ideological and political educators in colleges to explore and practice the “co-resonance” mode and expand the path choices for cultivating the quality of college students in the new era.

[**Key words**] convergence media; WeChat; college students; ideological and political teaching in universities

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1 Introduction

Convergence media, as a product of the information age, deeply affects the content and way of students’ daily life. It is an information interactive platform that changes the traditional communication channels. It combines the advantages of simple, immediate and convenient information to quickly form a link of information connection in the society, strengthen the speed, intensity and breadth of information transmission, and create a prerequisite for the cohesion of college students’ political consciousness. Based on the rich types of Internet interactive platforms, ideological and political classes in colleges and universities should integrate multiple kinds of information to create a space for mode exploration and practice for the spread of Marxism-Leninism and the development of ideological and political teaching in colleges and universities.

2 Functional analysis of convergence media and its impact on ideological and political education in colleges and universities

Indeed, the integration of WeChat and other media interactive platforms into ideological and political classroom teaching in colleges and universities is a double-edged sword. If properly used, it can activate the classroom atmosphere, gather students’ consensus, and improve the ability and level of ideological and political classroom teaching. On the contrary, it will have a negative impact on the ideological and political affairs of colleges and universities, such as false information, hate speech, violent audio and video, etc., which is easy to have a

negative impact on the inexperienced teachers and students in colleges and universities, affecting the political consciousness in a subtle way, and even expanding to the order of the ideological and political classes in colleges and universities, the political identity of students and even the status of the Party's guiding ideology, thus achieving the subversive plot of the hostile forces. How to integrate the interactive media platform into the ideological and political teaching in colleges and universities, strengthen the scientific guidance of Marxism-Leninism guiding ideology, enrich the classroom practice of ideological and political teaching in colleges and universities, innovate in the mode exploration of "co-resonance" and cultivate the quality of college students in the new era has practical values.

In 2012, the Academic Degrees Committee of the State Council issued the *Opinions on Further Strengthening the Construction of Marxist Theoretical Disciplines in Universities*, which puts forward specific guidance on the significance, basic principles and objectives, main tasks and requirements of the construction of Marxist theoretical disciplines, as well as how to provide guarantees. The mode exploration and practice of ideological and political teaching in colleges and universities should conform to the development trend of the times, which is an important guarantee for the stable and long-term ideological and political education in national colleges and universities. The sinicization and modernization have become a significant symbol of the widespread spread of Marxism in contemporary China and its role of guiding ideology, profoundly revealing the internal logic and historical law of the basic principles of Marxism. Its scientific rationality and practical nature have been tested by history, and have won the genuine support of the people. It also means that the ideological and political teaching of the sinicization and modernization can effectively solve the needs of China's higher education, widely spread the truth of science, and meet the current needs of China's higher ideological and political education. In practice, Marxism with sinicization and modernization has summarized historical tasks, answered contemporary issues, and approached the demands of the people, and has become an important theoretical support for why socialism with Chinese characteristics is good. It has also set up a theoretical framework for ideological and political teaching in Chinese higher education.

Therefore, it is necessary to strengthen the dissemination, depth and breadth of Marxism-Leninism in the new era, and realize the deep integration of convergence media platforms represented by WeChat and ideological and political teaching in colleges and universities. Guiding the quality training of college students in the new era with theory, keeping the context of the times in line with Marxism-Leninism and advancing with the times, has become the historical mission of ideological and political education of college teachers in the new era, and has also innovated the practical way of theoretical learning for college teachers and students. In the new era, with the scientific and technological revolution and industrial transformation being an opportunity, the interactive platform of convergence media is an important carrier. The close combination of convergence media and the quality training of college students in the new era can give full play to the extensive characteristics of theoretical communication, so that young students can learn and practice more directly, and realize the comprehensive improvement of their personal quality in the collision of practice and theory. This is in line with the needs of theoretical development, and meets the needs of students to grow and become talented.

3 The practical basis of the integrated development of convergence media and quality education for college students in the new era

The quality training for college students in the new era should be gradual, and the convergence media should go through the teaching quality inspection when it is integrated into the class selection of ideological and political teaching in colleges and universities, so as to become the exploration and choice of classroom teaching mode. The emergence of WeChat has realized the two-way interaction between ideological and political theory and classroom practice, paving the way for the improvement of ideological and political classroom teaching in colleges and universities. With the development of students' interpersonal communication, with the help of the Internet

platform, we can innovate in the path selection of interactive teaching and enrich the practice of students' ideological and political communication. The practical exploration of integrating WeChat into ideological and political teaching in colleges and universities highlights the timeliness of quality training of college students in the new era. It is a strong domestic demand driving force for the development of ideological and political theories, and the inevitable development of information platforms such as WeChat. The two complement each other, advance with the times, and realize the innovative development of spiraling ideological and political classroom teaching path in the collision of theory and practice.

3.1 There is an inherent need for the development of ideological and political theory system

The development of ideological and political theory shows the characteristics of advancing with the times, and the consolidation of the Party's foundation and theoretical innovation need to keep pace with the times. The ideological and political teaching system in colleges and universities is an organic whole. Based on the ideological and political classes in colleges and universities, it gathers common value goals, relies on common students, and selects paths and modes to promote the development of the theoretical system of socialism with Chinese characteristics to keep pace with the times and constantly present new vitality, which has practical effectiveness in promoting the theoretical innovation of the Party. Convergence media is the product of the development of the times, and the change of the times creates the uniqueness of theoretical needs. Engels, in his letter "To Wissambart" of March 11, 1895, said: "Marx's whole world view is not a doctrine, but a method. It provides not the dogma of a thread, but a starting point for further research and a method for such research." The formation and development of the theoretical system cannot be separated from social practices. The reason why scientific theory can be enduring and influence the later generations is that it can provide the source for the innovation and development of the theory. If the self-contained theory does not keep pace with the times, it will be abandoned. The vitality of the theoretical system of ideological and political teaching in colleges and universities is that it constantly innovates and creates with the change of time. This is also the inevitable requirement for the continuous realization of Marxism as a scientific theoretical system.

In the information age, relying on the Internet platform, we should strengthen the innovation and creation of theory development, and enhance the participation of college theory dissemination and the recognition of theory guiding practice. To realize the integration of Marxism-Leninism and convergence media is to accurately grasp the current ideological and political teaching practice and conform to the internal needs of the development of the theoretical system. At the same time, it is necessary to clearly recognize that ideological and political teaching in colleges and universities is a rigorous carrier of communication theory, not a template of dogma teaching, let alone a mandatory acceptance of the "golden rule". In order to enhance students' inner adherence to the belief in Marxism, we can only better serve social development through the innovation and creation of the theoretical system, and then enhance students' recognition of the theory and strengthen the subject value of ideological and political education.

3.2 Maintaining a people-centered mindset and carrying out the mass line require the theory to keep pace with the times

Theoretical innovation and creation will inevitably keep pace with the times, combine the new ideological and political teaching practices in colleges and universities, scientifically summarize classroom teaching needs, create a "co-resonance" teaching mode exploration, use the advantages of WeChat platform to enrich and develop existing ideological and political teaching practices in colleges and universities, and promote the innovation and creation of ideological and political teaching theories.

The emergence and development of the theoretical system must act on a certain form, and then show the scientificity and guidance of the theory results. One of the most important reasons why Marxism-Leninism is

enduring is that after a century of development and a summary of governance experience, the Communist Party of China has become a mature and efficient, as well as the largest Marxist ruling Party in the world. While bringing a happy life to hundreds of millions of Chinese people, it continues to move forward courageously on the great road of communism. This is the result of the combination of advanced theory and the people's Party, and the result of the Party's solid governing foundation and theory advancing with the times. One of the most important experiences of the more than 100 years of Party building history is that the theoretical innovation of the Party has always been combined with the development of practice. The Party's theoretical innovation is an important source of force for promoting the continuous achievements of socialism with Chinese characteristics in the new era. Ideological and political teaching in colleges and universities has always adhered to the actual situation of the Party, national conditions and world conditions, adhered to the fundamental task of fostering virtue through education, absorbed and learned from the classroom teaching results of various colleges and universities, adhered to the student-centered educational concept, and adhered to the development of ideological and political theories with the times. Through the exploration of the mode of ideological and political teaching in colleges and universities, it not only follows the same line, but also keeps pace with the times, provides continuous domestic demand impetus for the growth of young people in the new era, and creates conditions for improving the Party's ruling ability and governing level.

4 The theoretical implication of the integrated development of convergence media and quality education for college students in the new era

Since the 18th National Congress of the Communist Party of China, socialism with Chinese characteristics has entered a new era. The world situation has undergone tremendous changes, and economic globalization and social informatization have led to the disorderly expansion of capitalist economy and the widespread infiltration of ideas. Some college students' values have been impacted, resulting in a lack of ideals and beliefs, weakened sense of struggle, lack of collective spirit, serious egoism and hedonism, and indifferent sense of responsibility in their ideological concepts. The use of convergence media to cultivate the value implications and practical path selection of new era college students is an important topic in the exploration of higher education, and a bridge and link closely related to students' ideological and political learning. Exploring the value implications and practical path of cultivating new era college students in the new era has become a key link and important content of ideological and political education in universities.

Currently, empowering various industries with convergence media has become an important track for technological and industrial revolutions. Marxism-Leninism timely advances with the times, while promoting theoretical innovation and creation, using information platforms to strengthen information gathering and innovate in interaction methods, enriching the ideological and theoretical main battlefield of college students in the new era with ideological and political education in universities, guiding students' practical life, learning, and work through systematic theoretical science, truly practicing the fundamental purpose of the Party's wholehearted service to the people, and providing direction guidance for building a prosperous, democratic, civilized, harmonious, and beautiful socialist modernized country in the middle of this century. Fully leveraging the exemplary role of ideological and political teachers in ideological and political classrooms of universities, practicing their original aspirations and missions with practical actions, cultivating new era college students with the great spirit of building the Party, and constantly exploring effective paths to enhance the effectiveness of education are objective requirements that conform to the development of the times and meet the needs of young people.

4.1 Under the guidance of the great Party building spirit, convergence media empowers the quality cultivation for college students in the new era

Socialism with Chinese characteristics has entered a new era, and the world situation has undergone great

changes. Economic globalization and social informatization have led to the disorderly expansion of capitalist economy and ideological penetration. Some college students' values have been impacted, and problems such as lack of ideals and beliefs, weakened sense of struggle, lack of collective spirit, serious egoism and hedonism, and indifferent sense of responsibility have appeared in their thoughts.

Currently, the third technological revolution led by informatization has greatly changed the way people live. How to keep up with the times under the theoretical guidance of the Party and ideological and political teaching in universities requires in-depth exploration by theoretical researchers to provide scientific guidance for practical progress. On the other hand, it is also necessary to combine practical situations to provide a source of ideas for theoretical development.

The ideological and political education in universities takes the great Party building spirit as its value connotation, which is familiar to the vast majority of students. However, in actual life, it cannot be well internalized into ideology and externalized into practice. Students understand the right and wrong of problems, and know what is required and abandoned by the great Party building spirit, but it has not become a moral norm and legal requirement for personal behaviors. The reason is that there are three problems in the classroom learning process of ideological and political education in universities: the long-term mechanism of innovative teaching methods, the differences in campus culture at different levels, and the insufficient exploration of the connotation and practical value of the times. The rise of information platforms centered on convergence media has provided convenience for information exchange among students. Integrating ideological and political education in universities in the form of informatization can consolidate the ideological status of Marxism-Leninism, expand the coverage of theoretical audiences, and provide theoretical guidance for social development. Concrete measures are needed to implement the empowerment of theoretical innovation and the cultivation of college students' qualities in the new era through convergence media.

Firstly, while ensuring the market-oriented operation of convergence media platforms, strengthen government supervision, management, and macroeconomic regulation, integrate the Party's original aspiration, mission, and centenary goals into higher education and ideological and political learning, and achieve a close connection between theoretical progress and the people. Secondly, under the premise of fairness, impartiality, and openness, introduce various forms of information technology-assisted teaching platforms to participate in the exploration of ideological and political teaching modes in universities, improve the quality of subject teaching, gather social forces to participate in the functional innovation of convergence media platforms, add special topics on ideological and political teaching in universities, and enhance the attractiveness of ideological and political teaching in universities while meeting the professional needs of students. Thirdly, create a daily atmosphere of integrating ideological and political education into campuses and classrooms, and highlighting the visual representation of ideological and political education. Everyone can access, everyone can learn, and everyone can make progress. To consolidate the foundation of students for theoretical development, we should rely on the power of the masses to innovate in and create theories, and fight the "people's war" in the context of informationization in theoretical development. Fourthly, the consolidation of the guiding position of ideological and political education in universities needs to be carried out gradually. Convergence media can provide a platform for theoretical innovation and exchange, and shape the ideological and political consciousness of college students in the new era. However, the real realization of theoretical development and talent cultivation still relies on the power of the people, which can be practiced through professional demonstration and guided by scientific theory for practical development. The times are advancing, and convergence media, as an important tool for information technology, is believed to fulfill its historical mission of empowering the quality education of college students in the new era through innovative exploration and practice by ideological and political teachers in universities.

The great Party building spirit contains the spiritual power to inspire people to strive forward. It is the spiritual treasure trove of Communists, and an important spiritual force to help college students grow and succeed. It is of great significance for strengthening college students' ideals and beliefs, cultivating their sense of responsibility, correcting their value pursuits, cultivating their spirit of hard work and endurance, strengthening their political beliefs, enhancing their people's feelings, and improving their spiritual outlook. Colleges and universities shoulder the task of cultivating new generations who can shoulder the heavy responsibility of national rejuvenation, inherit and innovate in advanced socialist culture, and promote social development. Therefore, universities should cultivate new era college students with the great Party building spirit, and constantly explore effective ways to enhance the educational effect of the great Party building spirit.

4.2 Under the guidance of the integration of practical teaching and ideological and political classroom, convergence media provides mode innovation for quality education for college students in the new era

As a diversified way of life, convergence media creates the digital cloud ecology through the combination of information technology, and provides a convenient and efficient platform for theoretical classroom education. Combined with the background of the information age, fully stimulate the creative and leading role of the information revolution, keep close contact with students, expand the scope of influence of the theory by relying on convenient communication methods, and build a multi-channel interactive platform with WeChat being a model to realize the collision and exchange of information, so as to realize the innovation and creation of the theory. The practical foundation is the source of theoretical development, and the practical foundation for the quality training for college students in the new era is expanded with the help of the convergence media platform, which provides a new track for the comprehensive development of students integrating the characteristics of the times. As for how to expand the practical foundation of ideological and political teaching in colleges and universities from the individual level, the author believes that it can be explored from the following aspects:

First, study. The scientific system of ideological and political teaching in colleges and universities is grand and there are plenty of theoretical works. Ideological and political classroom learning is further digging on the basis of understanding. Contemporary university education should be internalized in the mind and externalized in the practice, master the connotation of its scientific theory, give play to the quantitative tradition of the Party's theoretical armed work, read the original work, learn the original text, understand the principle, build the Party from the ideology, and arm the minds of young students with college ideological and political teaching. Second, combination. Under the new historical conditions, in line with the development requirements of the information age, we must always adhere to the dominant position of the guiding ideology of Marxism-Leninism, combine the characteristics of the new times, and arm ourselves with the latest theoretical achievements. The "two combinations" should be effectively combined with the excellent traditional Chinese culture and China's specific practice. In college education, we should fully carry forward the Marxist style of combining theory with practice, and achieve the integrated development of learning, thinking and application. The steady development of ideological and political education in colleges and universities should be promoted by seeking truth from facts; classroom teaching should keep pace with the times, adhere to the original mission, and achieve a combination of theory and practice. Third, development. We should base ourselves on the new stage of development, implement the new vision of development, build a new pattern of development, and strive to create a new pattern of development for human civilization on the basis of pursuing Chinese-style modernization to achieve the great rejuvenation of the Chinese nation. We should strive to enrich the practical basis of ideological and political teaching in colleges and universities, so that the ideological and political teaching in colleges and universities can achieve innovative development on the basis of existing teaching experience. Also, we should firmly grasp the trend

of the times and conform to the general trend of history.

With the popularization of the Internet, the interactive function of convergence media has been greatly improved, and its role in ideological and political teaching and students' ideological guidance has become more and more obvious. Through the rationalization and promotion of convergence media in colleges and universities, it can expand the learning basis of popularization for the cultivation of college students' quality in the new era under the characteristics of the new stage, and then provide guidance for the development of education industry. Therefore, it is of great significance for the quality education for college students in the new era to help the systematic development of ideological and political teaching.

4.3 Expanding the coverage of ideological and political teaching in colleges and universities, convergence media lays a solid foundation for quality education for college students in the new era

First, the theory of scientific explanation. In the mode exploration of the integration of ideological and political teaching and convergence media, the scientific and guiding characteristics of ideological and political classroom in colleges and universities should be fully highlighted. To change the explanation of theory from class to after-class, and expand the influence of ideological and political theory, the ideological and political class in colleges and universities should speak more, speak well, speak clearly, and speak deep in terms of the connotation of scientific theory. Marx pointed out that "as long as a theory is thorough, it can convince people". As long as the theory is explained clearly, students can better understand why Marxism is good and why socialism with Chinese characteristics is good. Only in this way can young students truly understand the significance of the correctness, scientificity and guidance of the theory to the development of practice. The interactive channels provided by the convergence media platform not only expand the coverage of theoretical audiences, but also gather the young generation's recognition of the Party's leadership, create a good theoretical learning atmosphere in the wide dissemination of the exploration of ideological and political teaching mode in colleges and universities, and lay a foundation for the attraction of ideological and political classes, social harmony and stability, and theoretical innovation and creation.

Second, the theory of systematic development. Theoretical innovation and creation cannot be talked about on paper, let alone in empty words. They need the support of ideological and political theories. To expand the scope of influence of ideological and political theory and improve the effective conversion of ideological and political consciousness to practice with theory, we need to build a professional ideological and political team and engage in theoretical research. Keeping pace with the times and bringing forth the new, the output of ideological and political theory achievements should fully demonstrate the characteristics of inheritance, epokliness, systematization and scientificity within the scope of the country and nation, walk in the forefront of the development of the times, and improve the theoretical penetration; adhere to the theoretical achievements of ideological and political teaching in colleges and universities with the great rejuvenation of the Chinese nation being the main line, promote the construction of a community with a shared future for mankind being the fundamental task, enhance the international discourse power of Marxism-Leninism, and create an original theoretical development framework with Chinese characteristics. Through the interactive characteristics of the information age, the convergence media platform explores the ideological and political teaching path of strengthening the guiding ideology in the ideological and political teaching in colleges and universities, and innovates in the teaching mode of ideological and political teaching jointly built by teachers and students. To make contributions to the ideological and political teaching of colleges and universities in the changing world, the changing times and the changing history, we should promote the construction of a community of human destiny, and let the "China" giant ship move steadily and far.

Third, the theory of comprehensive communication. The innovation and creation of ideological and political theory should start from the end and guide the practice through Marxism-Leninism science. Building a discourse

system led by ideological and political teaching in colleges and universities and exploring the mode of ideological and political theory in colleges and universities are important channels for the comprehensive dissemination of theories. Ideological and political teaching in colleges and universities should achieve the main direction of close contact between ideological and political teachers and students, grasp the intensity of publicity and the acceptance of college students, and highlight the centralized and unified leadership of the Party and the recognition of the people for the Party's ruling and revitalization of the country. In the framework of the "two combinations", the guiding ideology is constantly consolidated and students' conscious cognition is highlighted. Comprehensive theoretical communication should be based on the new characteristics and needs of the times, combine with the advantages of the convergence media platform, innovate in the methods of theoretical communication, comprehensive use the information means, and focus on the interests of college students. With the teaching method that college students can understand and learn easily, the system of theoretical achievements will be imperceptibly infused into the mind and heart.

A country or a nation cannot stand at the pinnacle of scientific theory without theoretical guidance for even a moment. The shaping of theoretical thinking requires long-term accumulation, interpreting the laws of practical development based on the characteristics of the times, enriching the development of modern theories with Chinese practices, and upholding integrity and innovation.

5 Conclusion

The research on the path selection of integrating convergence media into the classroom practice of ideological and political education in universities is an important track for cultivating the quality of college students in the new era. It is crucial to improve the quality of ideological and political education in universities and clarify the difficulties, pain points, and obstacles faced by the application research of ideological and political education in universities in the new era. By analyzing the essence of the lack of quality in ideological and political education in universities, this paper proposes targeted and innovative teaching modes to explore and practice paths, and enhance the appeal, cohesion, and combat effectiveness of ideological and political education in universities. The power of convergence media, represented by WeChat, has emerged as a new force, building an information chain through the core of the Internet platform, expanding the mode of ideological and political education in colleges and universities, and spawning a new business mode of teacher-student interaction.

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