Research Article

Construction of Ideological and Political Education in Colleges and Universities under the Evolution of the We Media Communication Mode[*]

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Abstract

The era of multi-culture with popular We Media has provided opportunities and challenges for ideological and political education in colleges and universities. This paper focuses on the construction of ideological and political education in colleges and universities under the evolution of We Media communication mode, mainly in three aspects: first of all, it combs out the basic theoretical problems of ideological construction in colleges and universities in the era of We Media; secondly, the challenges and opportunities faced by the ideology of colleges and universities in the era of We Media are discussed in detail; finally, the paper probes into the path innovation of ideological construction in colleges and universities in the era of We Media. With the methods of literature investigation, observation and concept analysis, this paper attempts to explore the new path and mode of ideological and political education and evaluation in colleges and universities in the era of We Media, so as to do a good job in the construction of ideological position of colleges and universities.

Keywords

We Media • Communication Mode • Ideological and Political Education

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On December 7-8, 2016, General Secretary Xi Jinping stressed at the National Conference on Ideological and Political Work in Colleges and Universities that ideological work is an extremely important task for the Party. As the field of giving full play to the communication of important ideology, colleges and universities shoulder the important tasks of spreading socialist ideology, such as studying and publicizing Marxism, cultivating and practicing the core values of socialism, propagating and carrying out the guidance of the 19th National Congress. It is a strategic project, a foundation project and a soul-casting project to do a good job in the construction and stabilization of ideological position in colleges and universities (Fang, 2016).

During the meeting, General Secretary Xi Jinping also stressed to apply new media and new technologies to the ideological and political work of colleges and universities, which is of great significance to consolidate the guiding position of Marxism in the ideological field and the common ideological basis for the unity and struggle of the whole Party and the people. Therefore, how to integrate the We Media in the new media with the ideological construction of colleges and universities, how to deal with the challenges brought by the We Media to the ideological work of colleges and universities, and how to firmly keep the effectiveness of ideological communication in the We Media field. It is a key problem that the ideological work of colleges and universities needs to be studied and innovated urgently (Li & Zheng, 2002; Jia & Bai, 2014).

In the second half of the 20th century, the wave of new scientific and technological revolution is pushing the human society into a brand-new information age – in the We Media era. On August 4, 2017, China Internet Network Information Center (CNNIC) issued the 40th Statistical Report on the Development of Internet in China (hereinafter referred to as "Report") in Beijing. As of June 2017, China had 751 million Internet users, or one-fifth of the world's total, according to the Report. Internet penetration was 54.3 percent, with 4.6 percentage points more than the global average. As of June 2017, the number of mobile phone users in China reached 724 million, an increase of 28.3 million compared with the end of 2016. The proportion of Internet users using mobile phones has continuously increased from 95.1% at the end of 2016 to 96.3% (Zhang, 2017).

In the We Media era where everyone is a news agency and has a microphone, it's necessary to clarify the challenges and opportunities in the ideological construction of colleges and universities, explain the causes of these problems, and finally put forward targeted and timely countermeasures and suggestions. It is of great practical significance to the ideological construction in colleges and universities (Zhang & Luo, 2017).

Basic Theoretical Problems of Ideological Construction in Colleges and Universities in the We Media Era

Review of the academic history of the concept of We Media

We Media is one of the characteristics of the Internet era, and the We Media era has changed the "point-to-face" vertical transmission mode, and gradually realizes the "face-to-face" transmission mode with the We Media hardware equipment. In the We Media era, the general public has the technical equipment for everyone to be journalist, and can release and share information with the help of the network platform, which eventually attracts extensive social attention. We Media gives new significance to the era. When we use the concept of We

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Media and analyze its profound impact on society, we must first clarify the historical origin of the concept of We Media (Willis, & Bowan, 2003; Gillmor, 2004; Zhai, 2016).

When thinking about the social influence brought by the rapid development of blog, domestic scholars regard blog as a type of We Media to explore. The concept of We Media was first used by Dan Gillmor, an American scholar, who released it in his article in 2001, WE THE MEDIA - GRASSROOTS JOURNALISM, BY THE PEOPLE, FOR THE PEOPLE. In the subtitle of the article, Dan Gillmor explains very clearly the nature of the We Media, that's, the grass-roots news that comes from and serves the people.

In July 2003, the Media Center of the American Press Institute published a study report on We Media, which was co-authored by Shayne Bowman and Chris Willis, who interpreted the concept of We Media, that's, a way to begin to understand how ordinary citizens, empowered by digital technologies that connect knowledge throughout the globe, are contributing to and participating in their own truths, their own kind of news. The Report argues that We Media has changed the long-standing model of news dissemination. With technological progress, the Broadcast model, which used to spread news from the media from the top to down to the recipients, changes to peer-to-peer communication, known as "Inter-cast", which has begun to change its role to news audiences. It can be seen that the core of We Media is based on the general public's independent provision and sharing of information. Professor Yu Guoming from the School of Journalism and Communication of Renmin University of China generalizes this feature as "DIY for all people". "In brief, DIY is self-made, without professional restriction. Everyone can use DIY to make a "product" to express themselves" if he or she wants.

Characteristics of the We Media communication model

The We Media, as a new technology and a new way of communication, is regarded as a highly anti-traditional way of information communication because of the characteristics that everyone has the right to participate in it and everyone has equal right to speak. It embodies a kind of presenting state of expressing the free right to speak. The communication of ideology in colleges and universities must be influenced by the mode of We Media communication. The characteristics of the We Media make its propagation mode include the following aspects:

First, the "core-edge" diffusion communication model. The characteristics of convenient information release from the We Media can span the limitations of time and space, so that individuals have the right to speak, and the release of information cannot be the same as traditional media, which need to be filtered by the traditional media authorities. On the surface, since the operation of the We Media is simple and convenient, they can make their own voice and show their rights at any time, give the common people the right to speak, and thus promote the development of the We Media in the direction of popularization, civilian and autonomy. In other word, an individual is no longer just a passive recipient of information, but becomes personalized media that make information, so it can be said that there are as many We Media that make information as We Media platforms. The individual role changes from "bystander" to "player", blurring the boundary between disseminator and receiver.

Some scholars have studied the evolution of communication, and believe that the communication mode reflects the interactive relationship between disseminator and receiver. From the 5W mode - two levels of communication – Schramm's information feedback and other development stages, it has gradually formed a We Media communication mode characterized by the "core-edge".

The "core-edge" communication mode mainly refers to the one-way transmission from top to bottom by the past authority and central communication channel, and the audience can only passively accept the information, so the information has the greatest persuasive power and competitiveness, and the good communication function to the audience. But the We Media information communication is of the multi-directional interaction, the disseminator simultaneously accepts the information feedback and updates, the information recipient no longer receives the information passively, but can discriminate the useful information, with the free appraisal and the feedback on the information. Therefore, in the We Media era, the boundary between information disseminators and recipients is blurred, which makes the information communication mode gradually spread from the authoritative central communication mode to the edge communication mode.

Second, weak-ties information Inter-cast mode of We Media. According to the theory of social network analysis, "if an individual has a lot of weak connections, especially "bridges", then he will have a great advantage in information acquisition and often occupies a key position in information transmission. The "bridge" refers to the intermediary of "opinion leader" among the We Media users. These "bridges" are the ties generated by the interaction among We Media users, which can be divided into "weak ties" and "strong ties" in terms of the strength of the connection, and whether "weak connectivity" or "strong connectivity" has demonstrated the communication advantages of We Media.

Stanley Milgram, a prominent American social psychologist, proposed the Six Degrees of Separation, which assumes that there are no more than six people separated between two strangers, that is to say, through the ties among six people, you may know any stranger in the world. This theory shows that the phenomenon of "weak ties" is widespread in real society, and at the same time it plays a tremendous role. But in the network society, the information ties and the communication effect caused by this "weak ties" is more astonishing. The "weak ties" of individual We Media users makes the advantage of We Media communication.

The Theory of the Strength of Weak Ties proposed by the sociologist Mark S. Granodetter breaks people's cognition about the relationship of virtual cyberspace. In his opinion, the seemingly weak ties has better information communication effect in the actual life, because "the strong ties needs more time to maintain, has the crowding effect to the social time, and makes a person's network narrower, resulting in an overlapping waste on the information path." As a result, Granodetter points to the startling secret of weak ties, arguing that the more distant they are from themselves, even those who have no ties or significant differences from themselves, the more people are inclined to "weak ties" for help or support in the process of We Media communication, and the more support and help they get from the "weak ties" relationship. This explains Granodetter's phrase: "Strong ties often tend to form small circles, but weak ties form a large network", such as following the Webo or blog and following Friends in the WeChat.

Third, the "circle" information communication mode of the user group. In the We Media communication, the topics created by the individuals or the source of the communication may attract the

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attention of other user groups, and generate interactive behaviors in the virtual space of the network to form the user group interaction in the network. The We Media individuals as the source of the communication release these topics, forms the "circle" information communication mode of the user group, so as to rapidly generate the convergence of the "circle topic.

In the "circle" communication mode of the We Media user group, the communication of information in "circle" is not closed, but interlinked and nesting each other, and the information is disseminated more widely in the "circle". In the We Media era, information is not only a kind of communication, but also resource, and the interactive communication of "inter-circle" information forms a powerful database in which the network users enjoy information, entertainment, culture and work, and even develops the community of interests in which "circles" help each other. The people who live with the network world have to look for "circle" to construct their own cultural life and ecological circle for integration, which has become a way for college students to live in virtual space.

For example, Xici Hutong Circle, its mainstream information is the communication of urbanization and humanistic atmosphere; the club.kdnet.net is constructed as the base camp of the political right with the label of "objective, calm, rational and tolerant". The Tiexue.net calls up the netizens to defeat imperialism and liberate the whole mankind with its overflowing enthusiasm and occupies the leftist mountain. The representatives who join in these circles are likely to be "fans" and followers of several circles, for instance, webmasters with the ability to construct information and set agendas may have followed multiple "circles" and have their own "fan" circles. Therefore, the representatives in these circles are not only the followers of the circles, but also the disseminators of the effect of circle enlargement. Since the media platform in these circles between the hook and nested mode of communication in the leading position. The We Media platform plays a leading role in the connection and nested communication mode among these circles.

In his Microblog: A Survey of New Communication Forms -Impact Model and Its Social Applications, Professor Yu Guoming makes it clear that almost any topic may lead to the formation of circles (or communities) by We Media users. For example, among Microblog users, the core topics that are public and popular, such as investment and financing, star entertainment, love and marriage, photography and tourism, are easier to form user circles, and timely communication platforms such as Sina blog and microblog reflect this feature, gathering the circles together with common and public topics, engaging in information and emotional interaction, and possibly generating offline interaction in a community-like and circle-like manner. The inter-circle interaction mode not only enables users to enter another circle space and enrich their own information sources and interpersonal relationship, but also forms a new nested and interlinked communication mode, and finally develops a huge circle culture to promote the rapid communication of information and topics.

Fourth, private domain-public domain overlapping: feedback mode of We Media. American scholar Marshall McLuhan thinks "the medium is information," "the medium is the extension of the human body", each revolution of communication technology and media impels mankind to be able to perceive this world more widely and quickly. The We Media communication mode constructs a private field and activity field which is inaccessible to the State and society, for example, any individual who has mastered the We Media technology may not only transmit and distribute private information through the We Media platform, but also can comment

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and feedback the public events, finally forming the field of the converging the private domain and the public domain with "identity".

In all the public events we know, the mainstream media may use the information of the information publishers in the user group or "circle" in time, and they may release the public information timely at the scene of accidents. For example, in this year, Twitter and WeChat users posted timely on-site messages during the shootings in the United States, and the terrorist attacks in the United Kingdom were timely briefings by on-site observers. Once this information has been disseminated through the network, it is nested in "circles", and in a very short time, relevant information can be known all over the world. Of course, some of individuals or media may also release redundant information and false information, making good use of hot spot and flow, with personal emotion and guess factors integrated, making public major emergency information confusing and bewildering and even disturbing the judgment of the police.

On We Media, you not only can publish private information, but also can publish public information, both of which form an overlapping mode of propagation. In the release of private information in the We Media field, which is also involving social events, the private and public spheres overlap, with intermingling and interaction, and the boundary between the private and public spheres disappear completely and eventually the topic forming the private sphere magnifies into the public space, or social public events fill the private sphere with overlapping feedback, which connects the self and society completely, blurring the boundary between the private and public spheres, and probably resulting in fear and negativity of We Media users.

In the We Media field, the individuals and the society merge completely, the individuals have lost the self-thinking and activity space, and finally loses the independent self in the network. For rational individuals, non-silent spiral expression is an important symbol of public sphere and rational society. The We Media's high-profile involvement in the private sphere has failed to build a rational public sphere, so it is highly likely to trigger a social crisis.

Challenges and Opportunities in Ideological Construction of Colleges and Universities in the We Media Era

The strategic significance of strengthening the ideological construction of colleges and universities from the We Media era

First, the ideological security of colleges and universities is an important guarantee to safeguard national security. The stability and security of a country is the precondition of the national development, and the colleges and universities play an important role in the national security, while the ideological security of colleges and universities is the key link of the university security. It is of great significance to maintain the stability and security of the country by strengthening the ideological security and ensuring that the leading ideology occupies the ideological field of colleges and universities.

Secondly, the ideological security of colleges and universities is an important part of national security. At the first meeting of the National Security Commission of the Communist Party of China chaired by Xi

Jinping, Xi stressed: "The intension and extension of China's national security are richer than at any time in history, the space-time domain is wider than at any time in history, and internal and external factors are more complicated than at any time in history. We must adhere to the concept of overall national security, take people's security as the purpose, political security as the foundation, economic security as the basis, and military, cultural and social security as the guarantee, building a national security road with Chinese characteristics by relying on promoting international security". In view of the constant development of current international and domestic situation, China has put forward new security norms such as "concept of overall national security", and "taking the road of national security with Chinese characteristics" to maintain and safeguard national security in traditional and emerging fields. In terms of rich, broad and profound intention, they not only go beyond the fields of traditional security, such as airspace, territorial sea and territory, but also cover non-traditional security fields, such as network security, ideology security and others.

Third, ideological education ensures the political direction of reform, development and innovation of colleges and universities. Historical experience has proven that that communist Party of China has won today's outstanding achievement by calling on all nationalities in China to work together with one mind, and it is the cohesion of the leading ideology as the ideological basis for unity and progress that China has made innovations on this basis. Deng Xiaoping once pointed out deeply: "How can we unite and organize in a country as big as we are? We will be able to organize ourselves on the basis of ideals and discipline." He stressed to strengthen mainstream ideological education to consolidate the socialist ideal. As an important part of leading consciousness form, ideological education in colleges and universities is an important basis for unifying ideology of colleges and universities, which can certainly become a powerful motive force to promote the reform and development of colleges and universities.

If the leading ideology cannot occupy the intellectual's mind and lacks the cohesive force, it will be difficult to unify the thoughts of the teachers and students of the colleges and universities in various professional fields, so as to produce ideological confusion, which will break down the blueprint of the reform, development and innovation of colleges and universities. Only when the education of leading ideology runs through each link of higher education can the correct ideology form for teachers and students, build up the dam to prevent the decadent bourgeois ideology, and completely smash the political plot of "winning without war" in western countries, providing a strong political guarantee for the reform, development and innovation of colleges and universities.

Fourth, colleges and universities shoulder the important mission of training qualified socialist builders and reliable successors. The colleges and universities are not only an important field for struggling the leading ideology, but also an important platform for the development and communication of Marxism. The colleges and universities is the space field where the educated college students are located concretely, and its mission is to train motherland's reliable successor for the future construction. The colleges and universities provides spiritual power and intellectual support, the nature and level of human resources for social reform and development are closely related to the mainstream ideological education in colleges and universities. It is not only the basic skills of science and culture, but also the right political standpoint and firm political belief that the graduates can take up this mission and succeed in this task. Therefore, we must strengthen the cultivation of leading ideology in colleges and universities.

Challenges in the ideological construction of colleges and universities from the We Media era

First, the We Media "circle" culture leads to the gradual decline of ideological identity in colleges and universities. If any theory wants to get the identity of college students, it must reflect the needs of college students for this era, arouse the resonance of college students, and be able to solve all kinds of puzzles faced by college students scientifically. The development of We Media has brought the convenience of selecting and receiving information to each individual, and is almost inseparable in the daily life of college students. In addition, the topics produced by disseminating individuals or information sources in We Media can draw the attention of the college students, generate the interactive behaviour in the virtual space of the network, and form the interaction of the user group in the network. In other words, these interactions are carried out on the basis of the independent choice of college students.

In the mind of college students, Marxist ideology mainly exists in the ideological and political curriculum, and Marxist theory and knowledge have not been effectively shared to the audience group of college students. The researchers and disseminators of Marxism in colleges and universities have failed to take advantage of the modern technology of We Media to form a "circle" culture in which they are willing to learn, listen and believe. In the We Media field, where diverse information and multiculturalism compete and various modes of communication and eye-catching information content follow, if managers and disseminators of ideological communication in colleges and universities fail to deeply understand the impact of We Media on young college students and the independent choice of knowledge and information, filter the dominant ideology, and neglect the huge change of We Media technology, the leading ideology identity will decline gradually.

In some colleges and universities in Hainan Province, the effectiveness of applying the We Media in the construction of ideology is still weak. According to the investigation of the teachers of Hainan College of Software Technology in 5 higher vocational colleges, there are two main problems: first, the insufficient use of We Media at the school level, "students using QQ group, WeChat group, Feixin group and official We Media of the colleges only account for 55%, 44.3% students use broadcast, school newspapers and major education websites, and 44% higher vocational students never pay attention to or know about the school's official We Media." "Only 48.6% higher vocational colleges arrange specialized personnel to know about students' thinking through We Media platform," while only 32.3% of counselors and class teachers know about students' thinking through We Media." Second, higher vocational colleges in Hainan Province use We Media to strengthen the overall effect of leading ideological identity is not ideal, students' satisfaction and recognition to ideological education via We Media are not high. "Only 16.5% of the students in higher vocational colleges have a good evaluation on the use of the We Media platform, and 71.1% of the students think that the We Media cannot effectively disseminate the leading ideology."

These topics released by We Media individuals as the source of the communication develops the information communication pattern of the user group "circle", so as to rapidly generate the "topic circle" of convergence. College students' ability to choose information and capacity of carrying information are limited. When college students merge into more "circles" of non-mainstream ideology, then the circle of the leading ideology is gradually weakened, which has a negative impact on the identity of the leading ideology.

Second, the decentralized mode of We Media communication leads to the weakening of the leading position of ideological communication in colleges and universities. We Media, as a new technology, has formed the discourse space right where "everyone is a reporter and everyone has a microphone," which breaks the monopoly of traditional information communication mode, and urges contemporary college students to independently select information sources through mobile terminals and look for content that is consistent with their ideas.

The college students are not only the students who passively receive the information, but become the personalized media of manufacturing information. It can be said that there are as many We Media of manufacturing information as many We Media platforms. But this kind of information monopoly communication mode which we are familiar with and used is precisely the communication mode which takes the Marxism leading ideology and the ideological and political idea as the main content to influence students' political thought.

However, in the We Media field in which "decentralization" is a tendency, it means that in the We Media communication environment, one person or a group is no longer the center of communication, but everyone can become the center of information communication for information dissemination. To a great extent, this has weakened the leading position of Marxism popularization. Under the technical conditions of traditional media, the speed and scope of interpersonal communication are limited, Marxism and state-run media have strong control over information communication. However, with the development and popularization of the We Media, the functions and roles of the We Media in setting the agenda and the guidance of public opinion are becoming more and more prominent, and the people are increasingly inclined to obtain social information and express a true assessment on social and public power through the We Media.

In the process of traditional media dissemination, "gatekeeper" controls the dominant power of the media, while in the process of We Media dissemination, the role of "gatekeeper" is weakened, and We Media gives everyone the right to speak, which greatly increases the ability of individuals to disseminate information, weakens the channel of leading ideological transmission to a greater extent and forms a "decentralized" communication pattern.

Third, the diversification of We Media content weakens the unified status of leading ideology. We Media is a free and equal information communication platform, constantly flooded with the update of massive information, and college students are wrapped all the time by the vast amount of information. The information content of We Media is becoming more and more diversified and mixed, no longer dominated only by authoritative organizations and mainstream cultural elites and political elites, but all We Media owners have the right to speak. Therefore, inevitably, under the drive of interests, some people disseminate mixed contents, which not only include healthy and positive contents, but also contain negative and false contents.

The culture and information of the We Media platform not only transmits information, but also is a kind of value and evaluation standard, which will imperceptibly influence the shaping of "three views" of college students. Because of the scientificity and systematicness of Marxism's leading ideology, it is difficult for college students to understand and apply it to some extent, so it is easy for college students to give up the selection of abstruse and obscure contents but to select easy and relaxed entertainment and cultural information.

In addition, the organization departments such as the Party committee, the college Party branch and the student Party branch carry out the formalism and other life styles, which leads to that the college students' values judgment standards come from We Media. This makes the ideology of colleges and universities present the tendency of pluralism, diversification of ideological condition, practicality of value orientation and benefit of value judgment. The diversity of We Media content is weakening the leading position of the unification of leading ideology. At the same time, with the acceleration of economic globalization, China's reform is more open and deeper in all fields. There has been a complicated situation in China in which various western ideological trends speak out competitively through the internet and We Media, the essence of which is a struggle for ideology and a "white war", and its complexity and arduousness are far beyond imagination. Western developed countries have the most advanced network technology and information communication technology, and promote the ideological concept of the bourgeoisie through the film and television, literature and art and other hidden means of communication in the network. Western countries deeply understand the importance of permeating values through the internet, culture and art, as pointed out by American scholar Samuel P. Huntington: "The American control over the global film, television and video industries even exceeds its control over the aircraft manufacturing industry". These controls will ultimately achieve the goal of controlling and conquering China in terms of values. For example, in the field of We Media.

With a cross-region and cross-border communication characteristics, We Media provides a condition of communication and enhances the ability of communication for the penetration of western culture. For example, on We Media represented by social media such as Facebook, WeChat, and Weibo, it's easy and convenient to access information and achieve information sharing in the world, which has created good conditions for the communication of mass western culture. A large number of western values and negative information are disseminated to college students through the We Media. These contents in the We Media have greatly influenced the ideology of college students' world outlook, values and consumption views. Although students have already studied the basic theory of Marxism and the theory of socialism with Chinese characteristics and initially mastered the ability of dialectical thinking by using leading ideology, they only understand these theories superficially, without deep understanding of the national conditions of China. In the network interaction, they imperceptibly accept the influence of various western thoughts, and weakens the unified status of leading ideology in colleges and universities.

Innovation of Ideological Construction in Colleges and Universities in the We Media Era

At present, China's colleges and universities have made a lot of efforts in the construction of the leading ideology, but in the face of the pluralistic trend of political identity of college students in the We Media, it's more difficult to construct the leading ideology, so it is necessary to pay more attention to utilizing the interaction, sociability, participation and other communication modes of We Media, and through the integration of ideological coverage, ideological communication efficiency, re-shaping the new image of ideology and other countermeasures to achieve the effective communication of the leading ideology in the field of higher education.

Using interactive communication mode of the We Media to extend the coverage of ideological construction in colleges and universities

We Media, as a new technology and a new way of communication, has the characteristics that everyone has equal right to participate in it and to speak, which embodies a state of having free right to speak. The communication of leading ideology must use the interactive communication mode of We Media to expand the coverage of ideological construction in colleges and universities.

First of all, establish an "all media" mode of communication, and expand the coverage of ideology. During the fusion of We Media and traditional media, the construction of ideology in colleges and universities can adopt the construction mode of "all media". All media integrate content, channels and communication forms of We Media and traditional media, and can achieve no space-time seamless connecting information communication effect. For example, some universities have set up "ideological and political education group" integrating student associations, students and workers teams and teachers' Party branches to share the leading ideology through WeChat Group, QQ Group, Reading Club, Extracurricular Investigation Activities and Volunteer Service Activities, practicing the mainstream values, and thus forming a cycle of ideological communication coverage, to achieve a wider range of ideological dissemination.

By sharing communication content and channels throughout the all media, college students are given access to Marxist ideological theory at any time, rather than having access to information through political classes and teacher explanations. The classic statement of Marxist theory can be pushed through the mobile phone to guide the daily life of college students, integrate into the "circle" shared by college students, spread the leading ideology in the "circle", and finally cover all aspects of college students' daily life. Any ideological content and information has enough users to receive and like to share, and with the extremely convenient forwarding function of We Media, "circle" spread at the speed of geometric multiples, and can be effectively reached and accepted.

Using the sociality of We Media to enhance the communication efficiency of college ideology

The We Media communication are social and interactive, unlike traditional media, which is of the top-down one-way communication mode, and the ideological construction of colleges and universities can make good use of the two-way interactive communication mode integrating interpersonal communication, circle communication, and mass communication to realize the effectiveness of ideological construction.

First of all, colleges and universities can construct timely and interactive social platforms such as WeChat group and QQ group through ideological department, Marxist theory research department and various social groups, or create special public accounts to connect groups with "weak ties" in real life, which helps to break the gap between teachers and students, between teachers and administrators, and between leaders and university members. By sharing the leading ideological theories and cultures, it makes Marxist ideology theory easy to be accepted by college audience.

Second, form the "circle" of social ideology communication via We Media. In the "circle" communication mode of the We Media user group, the communication of information in "circle" is not closed, but interlinked and nesting each other, and the information is disseminated more widely in the "circle". Through the "friends" function of the We Media, such as public accounts of WeChat, colleges and universities can make the leading ideology communicate in the circle by being close to people, expand the range of communication, and improve the enthusiasm of college students to accept the leading ideology.

In the network era, information is not only a kind of communication, but also a resource, and the interactive communication of "circle" information forms a powerful database in which college students enjoy information, entertainment, culture and work, and even constitute it a community of values in which "circles" help each other.

College students will form various circles on the same topic or interest points, and the people in the circles will discuss and communicate with each other on the common topic, which will enable the audience to have a deeper understanding of the relevant content. The college students living in the network world have to look for the "circles" to construct their own cultural life and ecological circle, and integrate into the "circle" constructed by the leading ideology. In the process of self- participation in the discussion, they consciously accept and take the initiative to learn the theoretical content of Marxism, which can greatly improve the efficiency of ideological dissemination.

Remolding the new image of university ideology with the richness of We Media

The communication of ideology in colleges and universities must update the image of ideological communication full of seriousness and theory in the past, strengthen, improve and innovate the ability of ideological expression, improve ideological disseminators in colleges and universities to grasp the latest situation, and apply the interpretive ability of theory to explain the new situation, transforming the systematized theory of abstruse science into the communication language and communication form which makes college students enjoy, and remolding the new image of university ideology.

First of all, we can construct the content of ideological theme communication through various We Media platforms, which should be close to the daily life of college students, and interpret the profound ideological connotation with relaxed and lively language. The leading ideology can be promoted, for example, through public accounts of the WeChat.

For example, students who follow the public accounts of the WeChat can receive such funny and humorous phases as "Welcome to the ideological platform, let's talk about Marxism and scientific socialism" and have a link to the hottest online language of the moment. The study of boring theory is compared to chatting, and the lively language narrows the distance between the theory and the readers. For example, the Marxist School of Beijing University of Traditional Chinese Medicine has formulated such methods as "Ideological and Political Courses · Micro-records," which integrates social hot events with Marxist theory, and makes it easy for young students to accept and change their stereotypical impression of ideology.

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Secondly, ideological disseminators in colleges and universities can use We Media to interpret the main contents and rich connotation of ideology by means of pictures, beautiful articles, animation and small videos. In the process of ideological communication in colleges and universities, it is necessary to consider that the audience is young college students, who have accepted the tool of We Media and are used to seek common topics through We Media platform. As the disseminator of ideology, students can use the We Media to present the theory in various forms. For example, upon disseminated on the We Media site, the song "Marx is a post-90s" has been enthusiastically embraced by college students, even swapping the screen in friends and becoming among top trending searches on microblogs.

Therefore, the ideological workers in colleges and universities should learn and be good at developing the We Media platform to innovate ideology theory, eliminate the psychological barriers of college students to the difficult theory, change the mentality that university students are reluctant to study theories, and establish a new image, so that each college student can perceive and comprehend the charm of theory, internalize the leading ideology into spiritual pursuit and externalize it as a guide for their practical actions.

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