

# The Enlightenment of Short Voice and Short Video Popularity to Ideological and Political Education in Colleges and Universities

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**ABSTRACT.** *Jitter is the most popular short video social software nowadays. After years of development, it has gained huge traffic volume and has been affirmed by many power such as city and enterprise. According to the survey, the youngsters are the main users of jitter, and the short video of chattering has caught the interest and psychological characteristics of the young people, which has a certain impact on the formation and development of the young people, especially the group of college students. The ideological and political education workers in Colleges and Universities are aware of the role of the short video, and are actively exploring and learning experience in order to promote the high level. The further development of Ideological and political education.*

**KEYWORDS:** *Jitter short video, Vibrant voice popular, University ideological and political education*

## 1. Introduction

In recent years, the new curriculum reform in China has been further deepened, and the ideological and political work in Colleges and universities has become more and more innovative in the teaching mode. It pays attention to strengthening the quality education of students and promoting the all-round and healthy development of students. With the continuous development of science and technology and information technology and Internet applications, the advent of the new media era, which is representative of the popularity of the short video, the popularity of loud and short videos has not only activated and enriched people's daily life, but also has a certain impact on the formation and development of people's thoughts and concepts.

This also confirms that the popularity of loud short videos has a certain reference significance for ideological and political education in Colleges and universities. This article will analyze the basic development of the jitter, explore the reasons for the rapid popularity of the short video, analyze the impact of the short video on the current ideological and political education in Colleges and universities, and finally, analyze the Enlightenment of the short track video on the current ideological and political education in Colleges and universities.

## 2. Basic Development of Jitter

The jitter software was launched in 2016. Jitter is a music creative video social software, which has been constantly updating products and accumulating users. So far, about 700 million people have been using it. The users of the jitter are shooting short videos through the jitter software, choosing matching music and creating works. Vibrant users are more active, and the average daily vibrato users often use more than half an hour of flare software. Because most of the short videos are less than fifteen seconds, users can watch four flick audible videos per minute. It can be seen that the use of diphonic software is very frequent at present. There are many kinds of short video content. At the very beginning, the short video is mainly "technology flow". Most of them are created by video and video clips. With the further development of jitter, more and more user types have been accumulated. The expansion of user groups has enriched the contents of buffet video. Its contents include many kinds of food, political knowledge, humanities, education, dance and so on.

The users of jitter are mainly from the youth to the present. Most of the people of all ages are using the jitter, and because of the development of higher education and strong economic ability, the tremble has not only made great achievements in China, but also in overseas countries such as South Korea, Thailand and India. The cultural exchanges between us, of course, in the sight of the achievement of the trembling sound, we should also see the problems in the current development of the jitter. From the perspective of the current short video software competition market, although the jitter is ranked number one in the market, more and more short-sighted frequency software is emerging one after another, and many of the software that has once been very fast has

declined rapidly. The instability of the video software competition market does not guarantee that the chattering can last enduring and sustainable development. It is the author's main concern to explore the reasons why the chattering is popular and to analyze the peculiarities of the development of the jitter.

Two. Explore the causes of chattering and the peculiarities of its development.

Jitter can stand out in many short video softwares. Relying on it is not only luck. It should have its unique development characteristics and charisma and attract more users. Therefore, the author will make a detailed analysis of the development characteristics and specific contents of the jitter, and explore the specific reasons for the successful development of the jitter.

(1) The jitter is displayed in short video format. The media includes words, pictures and videos. According to the research of scientists, video is more impressive than words and pictures. It combines people's voice and pictures. It can give people a deeper impression, make people understand and accept, make the contents of the communication more specific and impressionable. More deeply rooted in the hearts of the people, giving people a sense of resonance, can make the dissemination of information content more valuable and ornamental, more acceptable to the public, through a more approachable way of information expression, can attract and accumulate more users.

(2) A very obvious feature of short video is "short." The initial period of the short video is less than 15 seconds. Users can gain the permission to increase the duration by continuously shooting video material. After a certain amount of play and clicks are obtained, the short duration of the video is generally less than 5 minutes. Compared with the video playback platform, such as Youku and Iqiyi, the short video of jitter is easier to be seen because of its fragmented characteristics. Users do not need to take time out, they can watch fragmented video anytime and anywhere. At the same time, compared to the longer time video, the production process of jitter and short video is relatively simple, and the production threshold is more popular. Everyone has the opportunity to video shooting, and the real slogan of "shaking the voice" is "recording good life."

(3) Sonic short videos often have music accompaniment. Music plays a certain role in the promotion of a person's aesthetic character, the cultivation of sentiments, and the physical and mental health of man. Beautiful music can relieve physical and mental stress and reduce stress. Music, as the best condiment in our life, plays an important role in a body and mental health. Combining music with music, music can often add emotion and interest to video content. Jitter video and music can not only promote the spread and development of music, but also enrich the contents of the vibrato works, making the work of vibrato more vitality and better attracting the crowd.

(4) Shaking the social and economic activities, producers and consumers have carried out a good and close combination. Users can spontaneously create video works, and constantly accept the dissemination of information in other users' works. The producers of vibrant users create products in a timely manner, and consumers, users can obtain social to users themselves to some extent through video shooting. Certainly, to provide users with a platform to share their own opinions and ideas, to meet the psychological needs of users, to meet the spiritual needs of users, through a continuous stream of video content, people can well realize the sharing of information resources, guide the public to expand their horizons and enhance traffic.

Three. Impact of jitter on Ideological and political education in Colleges and Universities

From the emergence of pop to pop development, we can easily see the effort made by the jitter itself. We can also see the value created by the trembling sound for the society. However, it does not mean that the jitter is a positive contribution to our social development, especially for the development of college students. It also has developmental defects. The author will analyze the ideological and political education work in China from two aspects. The impact of the work.

On the one hand, jitter has contributed to the further development of Ideological and political work in Chinese universities. To some extent, the jitter has enriched and developed the work methods of Ideological and political education in Colleges and universities, and promoted the innovation of the methods of Ideological and political education in Colleges and universities. Traditional teaching methods are mostly limited in the classroom, through theoretical classroom teaching or ideological education, to strengthen students' grasp and understanding of Ideological and political theoretical knowledge. However, such teaching methods can no longer meet the requirements of the new curriculum reform, and are also lagging behind the development of the times. The emergence of the jitter appears to provide a possibility for the innovation of the ideological and political education methods in our universities. Through video broadcasting, the ideological and political knowledge and content can be transferred, and the mode of Ideological and political education can be thoroughly changed to promote students' learning autonomy and freedom. Exhibition. Jitter can also expand the content of Ideological and political education in Colleges and universities, expand the vision of Ideological and political education,

provide a platform for ideological and political education in Colleges and universities, and even create a more comprehensive and benign atmosphere of Ideological and political education.

On the other hand, the development defects of the jitter currently impede the ideological and political level of students to a certain extent, and impede the smooth development of Ideological and political education in Colleges and universities. It is difficult to distinguish between the short video content and the real Jiaying, which makes many false information circulate, causing students' Ideological and political concepts to be harassed, and is not conducive to the improvement of students' Ideological and political level. In order to pursue traffic and even do not conform to the socialist core values of video content uploading, some jitter users do not strictly screen and exclude such video, causing the correct ideas to be shaken, even distorting the ideological and political connotation, affecting the correct development of College Students' Outlook on life and world, and increasing the number of unhealthy information by universities. The difficulty of Ideological and political education.

#### Four. The inspiration of vibrant voice to ideological and political education in Colleges and Universities

In view of the reason why chattering is popular, the author will analyze the Enlightenment of jockey popularity on Ideological and political work in universities.

(1) In view of the characteristics of short video as the medium of information dissemination, we should also realize the importance and superiority of video as a means of information dissemination in Ideological and political education in Colleges and universities, and carry out ideological and political education. College students like to create videos about Ideological and political knowledge,

For example, when learning Mao Zedong thought, you can edit the relevant parts of the historical play young Mao Zedong, and students can remember the life and specific events of Comrade Mao Zedong in the image of the public. When making relevant ideological and political education videos in Colleges and universities, it is best to share resources, explore and create jointly by multiple departments, so as to ensure that ideological and political education videos conform to the development of the times and the characteristics of students' interests.

(2) The characteristics of fragmentation should also be integrated into the ideological and political education in Colleges and universities. Through the teaching of scattered and accurate knowledge points, fragmented teaching can carry out efficient knowledge point teaching in the time when students have full attention. Of course, this teaching should require teachers to accurately analyze the teaching content. For some knowledge points that need long teaching, it is not rigid and formal to require them to carry out teaching through fragmentation. We can set up short-term ideological and political courses through wechat platform, such as "Youth University Learning" courses, set up student answer links, and test students' mastery of Ideological and political knowledge points in real time.

(3) The ideological and political education in Colleges and universities can integrate relevant music, attract students' interest, enrich classroom connotation, and select appropriate and appropriate accompaniment music for specific ideological and political teaching according to the teaching content and specific knowledge points. Teachers should choose different types of music reasonably. The choice of music is only to set off the knowledge points in class and enhance the image characteristics of Ideological and political education. In this way, it can effectively enrich the teaching connotation of the classroom, activate the classroom atmosphere, make the whole classroom more substantial and full, and improve the enthusiasm of students in learning ideological and political knowledge.

(4) To achieve content co creation. Based on the fact that the role of producers and consumers is unified by shaking, the relationship between Ideological and political educators and students should also be innovating. In other words, the role of imparting ideological and political knowledge is not limited to educators. Some students with higher ideological and political quality can also be disseminators and builders of Ideological and political content. This requires that schools should create a sound platform, give such students space for creation and development. Teachers should strengthen the excavation of intellectuals and Party members, and strengthen the representation of students The leading role of the model is to truly realize content co creation, so that students are not only learners of Ideological and political knowledge, but also communicators and builders of advantageous ideological and political content, strengthen the main position of students in the learning process, and strive for more discourse rights for students.

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