

Integrating "Short Video" into the Ideological and Political Education of Colleges and Universities in Three-Dimensional Thinking

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Abstract: *The integration of "short video" into ideological and political education in colleges and universities can greatly improve the effectiveness of ideological and political education. "Short videos are highly compatible with ideological and political education in colleges and universities, conforming to the needs of college students in the network era, providing a new platform for ideological and political education in colleges and universities, and enriching the content of ideological and political education in colleges and universities. However, the contradiction between video content and integration program affects the effective integration of "short video" into ideological and political education in colleges and universities. Therefore, through the joint efforts of the "short video" platform, educators and educated people, we can solve the real challenges in the integration process and promote the ideological and political education in colleges and universities to cultivate people's souls.*

Keywords: *Short Video; Ideological and Political Education in Colleges and Universities; Online Ideological and Political education*

1. Introduction

"Short video" refers to video content of 15 seconds to 10 minutes in length disseminated through Internet platforms, usually with the theme of life, entertainment, education, etc., and in the form of fragmentation, rapidity and interactivity. The Statistical Report on the Development Status of China's Internet Network shows that as of June 2023, the scale of short video users in China was 1.026 billion, accounting for 95.2% of the overall number of Internet users. [1] It can be said that "short video" has become one of the important channels for contemporary young students to obtain information, express their emotions, display themselves and communicate and interact. "With the continuous development of information technology, the way of acquiring and imparting knowledge, and the relationship between teaching and learning have all undergone revolutionary changes." As an emerging network communication medium, "short video" has the advantages of wide audience base, powerful communication power, rich expression forms, etc. Integrating "short video" into ideological and political education in colleges and universities can greatly improve the effectiveness of ideological and political education.

2. The Dimension of Value: "Short Video" into the Ideological and Political Education in Colleges and Universities of Suitability

"Short video" is a brand-new product of the development of the network era, which can meet the needs of college students' life and study in the network era, and provide a new educational platform for ideological and political education in colleges and universities, as well as greatly enrich the content of ideological and political education in colleges and universities.

2.1. Responding to the Needs of University Students in the Internet Age

On the one hand, "short video" is in line with the psychological characteristics of college students. Under the catalyst of the Internet, college students have psychological characteristics such as fragmentation, rapidity and entertainment, as well as a strong desire to explore and experience. "Short videos can cater to the information acquisition and consumption needs of young college students with its short, intuitive, vivid and interesting features, and satisfy their curiosity, desire for knowledge and

aesthetic interests. On the other hand, "short video" meets the learning habits of college students. "Short videos are in line with the independent, creative and participatory learning habits of college students in the network era, which can be watched and shared anytime and anywhere, presenting information in an intuitive way such as images and sounds, conveying the theme and viewpoints quickly, providing real, three-dimensional and diversified contents, and realizing the subjectivity and interactivity of learning.

2.2. Expanding New Platforms for Ideological and Political Education

Traditional ideological and political education mainly adopts indoctrination education methods such as lectures, lectures or conversations, which lacks diversity and flexibility, resulting in rigid and single educational content, unable to meet the personalized needs of different educated people, and difficult to stimulate their interest and initiative in learning. The integration of "short video" in ideological and political education in colleges and universities "can further broaden the path of ideological and political education, provide a new platform for ideological and political education, and construct a new educational form structure".^[2] "Short video" by virtue of the Internet platform for dissemination and viewing breaks the restrictions of time and space for the ideological and political education in colleges and universities to provide more flexible and convenient space and time conditions. "While acquiring information through 'short videos', college students can put forward their own views or ideas based on the content of the videos".^[3] In the process of leaving messages or comments, it realizes the two-way communication and interaction between educators and educated, and stimulates educated people to In the process of leaving messages or comments, realizes two-way communication and exchange and interaction between educators and the educated, stimulates the educated's creative thinking and enlightens their thoughts and achieves the effect of ideological and political education.

2.3. Enriching the Content of Ideological and Political Education in Colleges and Universities

Ideological and political education has a strong timeliness, and needs to keep up with the times, follow the trend of the times and show the style of the times. On the one hand, "short video" not only covers educational resources in the fields of politics, economy, culture, science and technology, news and other areas, but also includes focuses of attention and social hotspots, etc., which can maximize the enthusiasm of college students to use the "short video" platform. College students are in the stage of strong cognitive demand, "short video" can help to meet the cognitive demand of college students by adopting novel forms of expression through educational content close to the reality and emotion of college students. On the other hand, traditional ideological and political education is mainly based on teaching materials, and it is difficult to update the contents of teaching materials in time, usually the teaching materials will be updated once every few years or even longer, which affects the timeliness of ideological and political education. The "short video" platform contains rich information resources and can provide a large amount of learning materials, which can make up for the defect of untimely updating of textbook content.

3. The Dimension of Reality: "Short Video" into the Reality of Ideological and Political Education in Colleges and Universities Dilemma

Behind the rapid development of the short video industry, there are also some problems that deserve attention and reflection. On the one hand, "short video" provides a new carrier and way for ideological and political education in colleges and universities, and on the other hand, ideological and political education in colleges and universities is also facing the reality of challenges that must be emphasized and dealt with.

3.1. Incorporation of Mixed Content

As an open network communication medium, the quality of the content of "short videos" varies, and some "short videos" contain vulgar, vulgar, false, misleading and other undesirable content, which adversely affects the values and moral character of young students, reduces their learning efficiency and quality, and affects their personality development and creativity. It has a negative impact on young students' values and moral character, reduces their learning efficiency and quality, and affects their personality development and innovation ability. First, video content fragmentation. In the era dominated by traffic, the information unit disseminated by short videos has become smaller, more frequent, shorter, and more varied, which is expected to bring strong audio-visual stimulation and emotional resonance to the viewers in a short period of time, so as to stimulate the audience's interest and curiosity in the related

topics or products. Although the fragmented nature of "short video" makes it more convenient, efficient and personalized for educated people to obtain information, it will affect the in-depth thinking of educated people, seriously weaken the critical thinking ability of educated people, and in the long run, it will dissolve the original learning paradigm of educated people. Second, the video content of general entertainment. The phenomenon of pan-entertainment of "short video" content refers to the fact that part of the "short video" content overly meets the market demand for vulgarity, vulgarity, kitsch, and the pursuit of easy, popular, interesting, stimulating and other sensory effects, while ignoring or sacrificing the depth, quality, value and social responsibility of the content. Social Responsibility. Young college students, as a group, are in the critical period of value formation and establishment, and are easy to rely on and trust network information, and are very susceptible to the influence of pan-entertainment video content. Third, the video content is targeted and pushed. Short video" is a new form of media based on the mobile Internet, which adopts intelligent algorithms to accurately push according to the personalized needs of users, resulting in the formation of a closed space consisting of single or biased information, which makes it difficult to access other types of information, i.e., the "information cocoon". For young college students, this not only affects their knowledge structure and expansion of their horizons, but also has a negative impact on their ideology and values.

3.2. Integration procedures to be improved

As two different fields of content, "short video" and ideological and political education inevitably have contradictions and obstacles in the integration process, and lack of effective integration system and mechanism. First, "short video" and ideological and political education in colleges and universities have some contradictions and barriers. "Short video" and ideological and political education in colleges and universities have different purposes and logics, the former pursues more entertainment, popularity and commercialization, while the latter pursues more education, science and norms, which leads to content conflicts, form differences and effect gaps between the two. Secondly, there is a lack of effective system and mechanism for the integration of "short video" into ideological and political education in colleges and universities. The integration of "short video" into ideological and political education in colleges and universities is a systematic project involving content production, platform construction, team training, effect evaluation and other aspects, which needs to be guaranteed by the corresponding system and mechanism. At present, the system and mechanism for integrating short videos into ideological and political education in colleges and universities in China are not perfect.

4. The Dimension of Practice: "Short Video" into the Ideological and Political Education of Colleges and Universities Guidance Strategy

"The integration of short videos into ideological and political education in colleges and universities is a systematic project, "promoting the high degree of integration of the traditional advantages of ideological and political work with information technology", needs "short video" platform. It requires the joint efforts of educators and educated people to guide the effective integration of "short videos" into ideological and political education in colleges and universities from different perspectives.

4.1. "Short Video" Platform Perspective

Behind the rapid development of network short video, there are some prominent problems in the short video industry, such as vulgar content, false and misleading information, copyright infringement, etc., which harms the network ecology and social order and morality, and affects the effective integration of "short video" into the ideological and political education of colleges and universities, and it is necessary to start from the beginning to eliminate the "short video" chaos. "Short video" chaos. First, the platform official to increase supervision. "Short video" spreads rapidly and has a wide audience, increasing the supervision of video content is a key link to promote the integration of "short video" into ideological and political education in colleges and universities. Platform officials should firstly strengthen their own content audit and management, strictly abide by relevant laws and regulations, and "shape and purify cyberspace with the new style of the times, and build a beautiful spiritual home online". Secondly, they should improve communication and coordination with the government, accept its supervision and guidance, provide timely feedback and deal with online public opinion, rectify existing problems, and rectify the illegal and disorderly phenomenon in the "short video" industry. Finally, we should improve our own technology and service level, utilize digital technology, create columns for ideological and political education in colleges and universities, and push ideological and political education content in a

targeted manner, so as to enhance the educational function and influence of "short videos". Second, video creators to improve their own quality. As the producers and disseminators of network culture, the creators of "short videos" have an important influence on the network public opinion environment and social and cultural atmosphere. First of all, "short video" creators should improve their own political literacy and be firmly oriented to correct values. Second, "short video" creators should improve their professionalism and uphold scientific methodology. Finally, "short video" creators should improve their moral literacy and cultivate a sense of social responsibility. Video creators need to establish a correct view of network morality, respect the diversity of network culture, and "let positive energy always fill the cyberspace". This will create a harmonious atmosphere for ideological and political education on the Internet.

4.2. Educator's perspective

Educators play a leading role in ideological and political education activities, so in the process of promoting the integration of "short videos" into the ideological and political education activities of colleges and universities, educators should also play a leading role in promoting the smooth development of the entire integration process. First, cultivate an innovative "short video" team. The "short video" team is an important main body and force for the integration of "short video" into the ideological and political education of colleges and universities, and it is also a major factor affecting the quality and level of "short video" content. Therefore, colleges and universities should closely integrate the goals and tasks of ideological and political education in colleges and universities in the process of cultivating the "short video" team, conform to the interests of the educated, and improve the political quality and professional level of the "short video" team. Second, establish a "short video" platform for interaction with the educated. With the popularization of "short video" APP, "short video" platform has become an important carrier and way of ideological and political education in colleges and universities. The construction of "short video" platform should be closely integrated with the characteristics and requirements of ideological and political education in colleges and universities. In addition to providing high-quality ideological and political education content, it should also optimize more functions and services that are convenient for the use and participation of the educated, and constantly innovate and improve in combination with the goals and needs of ideological and political education, so as to create a "short video" platform that can really improve the interactive experience of the educated. In addition to high-quality ideological and political education content, it should optimize more functions and services that are convenient for the use and participation of the educated. Third, create short video content that meets the needs of the educated. The content of "short videos" is the core element of "short videos" integrated into ideological and political education in colleges and universities, and the production of "short video" content should give full consideration to the needs and characteristics of ideological and political education recipients and respect their cognitive level. The production of "short video" content should give full consideration to the needs and characteristics of ideological and political education recipients, and respect their cognitive level, psychological characteristics, value orientation and so on.

4.3. The perspective of the educated

First, improve self-control and emphasize the practice of ideological and political education. With the development of "short video", some college students are addicted to "short video" APP all day long, overly dependent on cell phones, tablets, computers and other electronic devices, so that college students are gradually detached from real life. According to Marxist epistemology, knowledge comes from practice, and only in practice can the subject and object interact with each other and gain a correct understanding of things. Therefore, the educated should establish a correct concept of the network, realize that the "short video" platform is not only a learning tool, but also a space for life, and use the network to obtain useful knowledge and information, broaden their horizons and insights, improve their learning ability and quality, and actively participate in the practice of ideological and political education. Second, improve the ability to identify information and select positive and healthy information. The information in "short videos" is an important source of online information in today's society, and is also an important factor influencing the cognition and behavior of educated people. However, it is difficult to guarantee the truthfulness, accuracy and objectivity of the contents of "short videos", and the Internet is full of all kinds of false, erroneous and harmful information, which adversely affects the thoughts, behaviors and social order of the educated. Therefore, educated people need to cultivate critical thinking, effectively analyze the "short video" information, distinguish facts and opinions, interpret the video content from multiple angles and levels, find problems and contradictions, and reasonably and effectively use the network information according to their own purposes and needs, so as to achieve the purpose of ideological and political education. Thirdly, improve the enthusiasm of participating in video creation, and insist on the

status of the main body of education. As the main body of ideological and political education, educated people should improve the enthusiasm of participating in the creation of short videos, which is the inherent requirement of integrating "short videos" into ideological and political education, and is also the common responsibility of the majority of Internet users, including young college students. On the one hand, the educated should clarify the motivation and goal of creation, the educated can choose the appropriate creative theme according to their own interests and specialties, and at the same time, consider the needs of the target audience, refer to some excellent short video cases or templates, and find their own inspiration and direction of creation; on the other hand, the educated need to choose and use the creative tools and platforms according to the creative needs and preferences, including video platforms, editing, special effects and other software applications, learn according to their own creative level and ability, and master the corresponding technology.

5. Conclusions

Ideological and political education in colleges and universities must keep pace with the development of the times, and constantly innovate educational concepts, methods and means. In recent years, "short video" has developed rapidly in China, becoming an important network cultural phenomenon and mode of social communication. The integration of ideological and political education in colleges and universities with "short videos" has become the rightful meaning of education in the new era, and colleges and universities should insist on to promote the integration of "short videos" into ideological and political education in colleges and universities to improve the quality and effect of education, and to cultivate the good youth in the new era.

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