

Application research of WeChat in higher vocational course teaching

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Abstract

The application of WeChat in the teaching of higher vocational courses can not only help teachers improve students' knowledge of knowledge, but also realize the application of modern teaching technology quickly. WeChat is widely welcomed by the student user group. Its free expression, huge amount of information and broad vision, especially in the application of higher vocational education, have aroused wide influence among students. This paper systematically studies the application of WeChat in the teaching of higher vocational courses.

Keywords

WeChat, higher vocational courses, teaching, application.

1. Introduction

With the coverage of mobile communication networks and the popularity of smartphones, WeChat has become a leader in interactive communication tools. The student group is a loyal fan of WeChat. WeChat utilizes the rich resources of the Internet and has the popular elements. It has unique advantages. It has strong subjective selectivity in information acquisition. It can choose the content of interest according to its own preferences. The influence of its publicity is very large. The flexibility can stimulate the interest of users with the same viewpoint, and quickly accumulate attention. Therefore, the reasonable and effective use of WeChat can stimulate students' interest in learning.

2. The application of WeChat in education

WeChat products in the information age provide a good platform for students' self-expression and information dissemination. It not only attracts the attention of the whole society, but also serves as a platform for the teaching of higher vocational students. WeChat has the characteristics of fashion and individuality. It satisfies the psychological needs of students to pursue individuality and display individuality, so it is loved and respected by students. As the main target of curriculum education, vocational students are inevitably affected by some spam information and even confused when they make full use of this medium. They can use WeChat to deal with emergencies. In recent years, emergencies have increasingly begun to occupy people's perspectives. Especially for college students, their psychological impact is greater and their influence is deeper. Students' ideological and political educators should take the initiative to make good use of WeChat, a novel media, and do a good job in ideological and political education for students. The first is to use WeChat to realize new ideas and new leaps in response to school and social emergencies. We use traditional WeChat to combine traditional student work and online work to complement each other. Only in this way can we realize the three-dimensionality of student work. And integrity. In the work of ideological and political education, we should give full play to the interactive characteristics of WeChat. After careful study and analysis of the needs of college students, we can carry out interactive activities such as micro-topics and micro-interviews, and improve the transparency of emergencies through face-to-face communication with students. Credibility, calmly face and deal with emergencies.

Secondly, it can be used as a platform for ideological and political education. In the process of ideological and political education, the process of interaction and communication between the educator and the educated can only effectively expand the ideological and political education work through continuous interaction. Only by continuously promoting and carrying out such activities can

we increase the interoperability between educators and educatees, and WeChat just provides such an interactive platform. The interactive nature of WeChat provides the possibility for the development of ideological and political education. Both educators and educatees can use WeChat as a platform to freely express and convey their views and opinions on an event, so that information can be exchanged and expressed freely and quickly. This will help to take effective measures in time for unexpected situations and enhance the solidarity and cohesiveness of students. At the same time, it is also possible to track the ideological tendencies circulating among students in a timely manner, so as to guide the rainy day and provide necessary guidance and help for students in a timely manner. In specific applications, ideological and political educators can post their own information to the WeChat public account, students can actively absorb and digest this information through WeChat, in the flow and communication of this information, unconsciously Strengthened the work of ideological and political education.

3. The guarantee conditions used by WeChat in the teaching of higher vocational subjects

3.1 Basic protection of WeChat features

The basic feature of WeChat is that it has strong adaptability and can be widely used to “live” on desktops, browsers and terminal devices, and WeChat is extremely fast and convenient. It is in line with the psychological characteristics of current students and can make the fastest hotspots for the moment. Share and comment, express your feelings, and publicize your personality. WeChat content can be created as you like, unconstrained. Freedom of form, you can write freely according to your own mood, you can also send it according to the things you care about, or you can copy and paste it for no reason. You can edit or post or comment as long as you like. One of the most important features of WeChat is that it has a huge resource base of the Internet. Users can learn all kinds of information through the Internet. That is to say, WeChat has rich information and the most timely information, which can enrich our lives and light up our lives. One of the applications of WeChat is its interactivity, users can interact interactively in real time, and can achieve high-efficiency and massive information dissemination through sharing and reprinting. WeChat also increases the online discourse rights of ordinary people. Previous information publishers are media with official or semi-official nature. Individuals' emotions and sorrows are often drowned in the popular information flow. WeChat friends circle provides a personalization. The communication platform, everyone's emotions and sorrows have become the theme of network information, users can casually express their own personality and mood.

3.2 Students use the psychological protection of WeChat.

The psychological security of students using WeChat is: a strong concern. In the collective study, if the students are not very good or special, the degree of attention will be greatly reduced, and they will feel their own ordinary, thus creating a strong psychological concern, which will form a strong psychological desire. However, WeChat can satisfy the students' desires. In the life of learning, the students may not be satisfied with their own things, and they lack a sense of accomplishment. At this time, students pay attention to the information they are interested in through WeChat. Change the interesting pictures to get higher attention and comments, and then create a sense of pride and accomplishment. The second is: herd mentality. WeChat has become a tool for everyone to chat and interact with each other. It is almost always in life, work and study, and students are no exception. Therefore, when some students use WeChat and discuss it in public places of learning, it will arouse the attention of other students, which will lead other students to participate. Otherwise, other students will feel inferior and feel that they have been abandoned by other students. Can't keep up with the trend of the times. The third is: hunting psychology. Students can get more information and just interested in WeChat. Sometimes for the information that is heard but not understood, there will be a strong sense of hunting, and will try to figure out everything. Students are more motivated by the influence of education and the inspiration of teachers.

4. Application Strategy of WeChat in Higher Vocational Subject Teaching

WeChat is widely used in the teaching of higher vocational subjects. The following is an example of English writing, internet marketing, and Mao Zedong Thoughts as an example to analyze the strategy of WeChat application.

First of all, the students' interest in WeChat is used to make students' writing close to WeChat, so that the students' English essay theme can be displayed in the form of WeChat copy, and the WeChat group of their own school is established, subdivided into each grade and class, so that students pass through In the writing of WeChat, to improve students' ability to express English writing, regularly select from the students' works, and select the best ones in the group, the best in the week, the best in the month, and the best in the period. Let students completely release themselves in WeChat, tap their potential, and slowly stimulate students' interest in writing. Through the use of WeChat, students not only improve the writing level in the invisible, but also enrich the knowledge and cultivate the interest in writing.

Secondly, the application of WeChat in the field of network marketing, the spread of WeChat has the characteristics of interactive follow-up, it no longer emphasizes the peer relationship between the two parties, users can establish follow-up relationship with their trusted users one-to-one or one-to-many. Synchronize each other's updates. Each WeChat user can set their own subscription number. You can post your own WeChat copy on your computer or mobile terminal, and display it on your own subscription number. This content will also be displayed on your fan page. If the follower is on this A content is interesting and can be forwarded, shared, and commented. At the same time, the WeChat users will display the information posted by the people they are interested in. If they are interested in the content, they can forward, comment, share, etc., and pay attention to their users to see the information. If they are interested, they can spread it again. Commenting, sharing, and disseminating information at the first level, the application of such communication methods in the information technology discipline can effectively reflect the practicality of the discipline, and help students better understand the way of terminal marketing. Better use of the Internet to achieve communication in future online marketing courses.

At the same time, in the subject of Mao Zedong Thought, we use WeChat to expand the influence of education. In the key period or sensitive period, we can timely transmit the school's dynamics to students, use the network platform to add corresponding content, and also compile and send the corresponding WeChat public number information. Conduct theme discussions and advocate theme activities to help students improve their ideological awareness, thus creating a good atmosphere, building a harmonious campus environment, and maintaining campus stability. Ideological and political education workers can answer students' questions and questions in a timely manner on the WeChat public account, and at the same time give meticulous and reassuring responses to avoid bad lyrics spread and ferment between students, thus avoiding network turmoil and timely annihilating sudden The emergence of the incident has turned the emergency into an invisible. Unthinking and writing your own opinions and opinions on related events enhances students' analytical ability and comprehension ability, enables students to have their own unique opinions and opinions on an event, stimulate students' potential and cultivate students' interest.

5. Precautions when using WeChat in the teaching of higher vocational subjects

First of all, in the process of teaching higher vocational courses, we must pay attention to the diversification of WeChat content. The content of WeChat public account should be attractive. Each text should have multimedia information such as pictures and videos, which is more convenient for browsing and better. Browse experience. Appropriate course topics or tags are an important part of WeChat content to facilitate WeChat content search. The content to be published should be of value to the students, for example, the content should be attractive to the students, which will bring good communication effects. Secondly, it is necessary to update the WeChat public number information in time for different teaching tasks. Each subject should update the daily information, do not send it

continuously, and regularly publish the news, and update the public number content in the peak period of information release. In this way, students' interests can be better improved. Of course, for each course teaching information, we must pay attention to innovation, teachers should spend enough time to conceive, make the copywriting more entertaining and attract students as much as possible, simple and clear to interpret the theme, but also pay attention to the correct expression of information. Ensure that students quickly master the way of teaching WeChat and understand the new ways of learning. Quickly grasp the communication advantages of WeChat in the course teaching, let more students master the way of WeChat teaching, and understand the benefits brought by WeChat.

6. Conclusion

The combination of WeChat and education, as an emerging form of education, has enormous advantages and a profound foundation, and it has occupied a large market by virtue of its own powerful power. At present, all major vocational colleges have attached great importance to it and joined the ranks of WeChat education. They have also taken relevant measures to compensate for a series of problems. I believe that the application development of WeChat in the teaching of higher vocational education will always maintain a virtuous circle status.

Acknowledgements

Project WZYzd201830 supported by Wenzhou Vocational & Technical College.

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