

Research on Improving the Ability of Ideological and Political Education in Vocational Colleges with Short Videos

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ABSTRACT

In the era of short videos, the media usage habits of the new generation of college students have undergone significant changes. Faced with the rapidly changing network environment, ideological and political education has once again faced new challenges. Vocational colleges should actively seize opportunities, adapt to the development of the times and the needs of students, focus on technical means, content production, talent cultivation, operational mechanisms, and other aspects, fully utilize the advantages of short video communication, change the current difficulties of ideological and political education, and comprehensively improve the effectiveness of ideological and political education.

Keywords: Short videos, Vocational colleges, Ideological and political education.

1. INTRODUCTION

With the development of internet technology and the evolution of new media forms, short videos have become the "third language" of the internet in a short period of time, following graphics, text, and language. Major short video platforms have made breakthroughs in innovation and developed rapidly, utilizing intelligent algorithms, big data, and other technologies to achieve precise content push. In terms of communication effectiveness, they not only have an overwhelming advantage over traditional media, but also have led the whole people into the era of short videos and reconstructed the media landscape. In the face of the rapidly changing online environment, the Department of Ideological and Political Work of the Ministry of Education once again emphasized in the 2023 work points that "strengthen network ideological and political education, guide colleges and universities in various regions to increase the construction of provincial and school level network ideological and political centers, and form a three-dimensional network ideological and political platform matrix." As the important battlefield of ideological and political education, vocational colleges also shoulder the important mission of

strengthening moral education and cultivating people. Faced with the current information interaction platform that students are passionate about, how to optimize educational resources based on their own conditions, reverse the situation of "lagging development and passive innovation", and effectively enhance the ability and strength of ideological and political education in the short video era is a problem that ideological and political education workers in various vocational colleges are deeply exploring.

2. PRACTICAL BASIS FOR APPLYING SHORT VIDEOS TO IDEOLOGICAL AND POLITICAL EDUCATION IN VOCATIONAL COLLEGES

Based on the usage of short videos among vocational college students, it can be seen that short videos have gained high attention and wide application among vocational college students, which poses new requirements and opportunities for ideological and political education work in vocational colleges.

2.1 The Use of Short Videos Among Vocational College Students

In recent years, the youthfulness of short video users has become a development trend. According to the 51st "Statistical Report on the Development of China's Internet Network" released by the China Internet Network Information Center (CNNIC), as of December 2022, the number of short video users has exceeded 1 billion for the first time, with a user utilization rate of 94.8%. As a new force among the indigenous peoples of the internet, vocational college students advocate individuality, pursue novelty, and are better at using short videos to showcase themselves, which is mainly reflected in two aspects. Based on the audience level, the advantage of short videos being small and precise can spread rich content in seconds to minutes, catering to the fragmented browsing needs of the younger generation of vocational students. Short videos on various platforms can be pushed with personalized content based on users' interests and habits through algorithms, making them easier for most students to access information and entertainment through short videos. Based on the level of communication, short videos themselves are driven by encouraging users to participate in content creation. With the gradual reduction of the threshold for short video production, special effects applications represented by beauty filters are highly favored by vocational college students. The simple and efficient upload mode is more closely related to the actual life and psychological needs of young people, and the vocational college student group has a high enthusiasm for short video creation.

2.2 Challenges Brought by Short Videos to Ideological and Political Education in Vocational Colleges

From the perspective of short videos, the information reception environment for vocational college students is complex and diverse. Traditional ideological and political education methods have severely weakened their effectiveness under all-round and multi-dimensional impacts, posing a huge challenge to the discourse power of ideological and political education. In terms of communication content, short video platforms collect personalized data such as user search habits, browsing duration, likes and favorites, and construct "portraits" for users to accurately push information preferences. Over time, vocational college students will enter a cognitive cage due to the "information cocoon" effect, forming a paranoid

self-awareness in the repeatedly solidified information [1], and no longer actively accept ideological and political education content. In terms of communication purposes, the driving force for the development of short videos is the profits, and traffic is the wealth. In order to attract traffic and dominate hot searches, short video works often follow the principle of entertainment first, constantly enhancing sensory stimulation and creating topics to cater to the audience in fierce competition, which contradicts the attributes of ideological and political education. Excessive entertainment and shallow information will guide vocational college students to take the discourse power of the network world as their value orientation, and their personal values will become increasingly disconnected from the mainstream ideology of reality, seriously affecting the authority and guidance of ideological and political education.

2.3 Opportunities Brought by Short Videos for Ideological and Political Education in Vocational Colleges

Short video platforms have become the important battlefield that cannot be ignored in ideological and political education in vocational colleges, which can be not only a practical need, but also a strategic requirement in the overall environment. If vocational colleges can cleverly utilize the feature attributes of short videos to achieve innovation in ideological and political education under the new situation, they will effectively enhance the attractiveness and activity of ideological and political education. The "short" nature of short videos breaks the traditional communication model of lengthy and tedious ideological and political education content. Short and concise content is easy to quickly spread online, with a wider audience and higher efficiency. Teachers can continuously enrich and produce content, achieving the goal of comprehensive and continuous education. The "visual" of short videos emphasizes a sense of audio-visual experience, and the dual influence of visual and auditory can change the current learning mode of "podium confusion" and "dull acceptance" in ideological and political education, allowing students to learn and improve in a better experience. "Frequency" emphasizes multi-frequency interaction and cross frequency linkage, breaking through the time and space limitations and interaction modes of traditional education. Students can learn in real-time and provide feedback on their learning experiences, greatly expanding the boundaries of

education and enhancing educational participation.
[2]

3. THE REALISTIC DILEMMA OF APPLYING SHORT VIDEOS TO IDEOLOGICAL AND POLITICAL EDUCATION IN VOCATIONAL COLLEGES

At present, some vocational colleges have started the mode of short video ideological and political education, but many problems have emerged in practice, mainly reflected in construction motivation, content creation, video packaging technology, and operational mechanisms.

3.1 Insufficient Construction Motivation, and Communication Effect not Meeting Expectations

The development of short videos has obvious phased characteristics. After going through the initial stage, development stage, and upgrade stage, major platforms have already appeared as "traffic bloggers" and are also facing the problem of "traffic bottlenecks". Traffic has undoubtedly become an important indicator to measure the impact of communication. Looking through the top short video platforms, most vocational colleges have not yet officially launched the short video education model, and a few operating colleges have not achieved satisfactory communication results. Firstly, in the context of declining brand influence, the construction of short videos in vocational colleges generally started relatively late and lacked development momentum, failing to seize the opportunity to launch influential works in a timely manner, resulting in the accumulation of traffic missing the golden age and falling into the dilemma of traffic breakthrough. Secondly, in the face of hot topics and unexpected events appearing in the short video field, vocational colleges often respond slowly and do not attach great importance to them. The presented works do not align well with students' concerns and interests, and cannot attract students' attention and occupy traffic checkpoints. The bleak traffic has led to the gradual loss of initiative in ideological and political education. Short video ideological and political works have achieved "existence" in form, but still "lack" in substantive effect, and even gradually fade out of students' perspectives.

3.2 Content Creation Is Tedious and User Stickiness Is Not Satisfactory

As a product of new media, short videos have different attributes from traditional media's one-sided dissemination. In the field of short videos, everyone can become the subject of dissemination. The decentralization of the dissemination subject and the enrichment of the dissemination content [3] have temporarily put ideological and political education in a passive state. Educators need to accept an equal competitive relationship with the trainees on the platform, and the quality of content is the key to determining user stickiness. At present, the content creation of short video ideological and political works in vocational colleges is still in the exploratory stage, and most works fail to grasp the balance between the entertainment of short videos and the seriousness of ideological and political education. The creation of videos is either like reading from book or drawing a tiger with a cat as a model, and the content of the works is monotonous and lacks attractiveness. Some producers in vocational colleges simply copy the first classroom teaching content and place abstract and theoretical content on a platform for preaching and preaching, making short videos an adjunct to classroom teaching and difficult to stimulate students' enthusiasm for learning. Some vocational colleges have weak innovation capabilities and imitate production based on online entertainment elements. Although they may attract students' attention, they have lost the core of ideological and political education and have not been able to use the advantages of short videos to achieve innovation in ideological and political education.

3.3 Weak Technical Reserves and Severe Shortage of Professional Talents

The improvement of the quality of short video works cannot be separated from the support of film and television technology. With the intelligent development of video editing applications, various film and television technology barriers have been easily broken through. The convenient and easy-to-use audio-visual special effects allow everyone to present works with strong sensory experience through simple learning. While improving the public's aesthetic standards, it also puts forward higher professional requirements for producers. The level of film and television technology not only determines the competitiveness of works, but also serves as the foundation for high-quality development of short video ideological and

political education. In this regard, vocational colleges have a dual disadvantage of talent and technology. Compared to ordinary colleges and universities, vocational colleges rarely involve majors related to film and television art. In the absence of professional support, student talent and professional abilities are relatively lacking. Vocational colleges often engage in short video production through propaganda departments, while such staff often have high media literacy and weak ideological and political education abilities. Platform construction is mostly focused on party building achievements, student activities, and campus publicity, lacking the integration of ideological and political education elements. The video technology mastered by ideological and political workers is extremely limited, and the short videos produced have slow update frequency and low technical content. The content advantage is reduced in dissemination, making it difficult for them to receive widespread attention from students. The separation and development of technological advantages and educational resources seriously restricts the educational effect of short video ideological and political education.

3.4 Lack of Operational Mechanism and Slow Progress in Media Transformation

Faced with the increasingly complex network environment, the short video ideological and political education project in vocational colleges not only needs to focus on content and technical aspects, but also needs to timely transform media education thinking, establish and improve operational mechanisms to ensure the healthy development of short video platforms. It is necessary to clarify "who will do" and "how to do", as well as to evaluate in real time "how well been done". In the face of negative evaluations and problems, it is even more necessary to use professional methods to timely control the impact of public opinion. At present, the short video operation mechanism in vocational colleges is not yet sound, and it is difficult to form an education matrix. Firstly, vocational colleges often tend to prioritize dissemination over evaluation in the construction of short videos, focusing only on early production and neglecting post operation. There is a lack of systematic evaluation of browsing volume, public opinion feedback, educational effectiveness, and other aspects. Second, most higher vocational colleges have a slow transformation of media thinking, still focusing on "two micro and one end",

and gathering strength to carry out traditional education activities on campus official website, WeChat official account and other platforms. Short video ports are often in a fragmented and multi managed environment, with vague functional positioning and unclear development direction. They cannot form a collaborative educational force at all levels and lack effective unified language and strong discourse power.

4. THE OPTIMIZATION PATH OF SHORT VIDEO APPLICATION IN IDEOLOGICAL AND POLITICAL EDUCATION IN VOCATIONAL COLLEGES

The improvement of the level of short video ideological and political education in vocational colleges is a systematic project, which should start from consolidating educational positions, integrating educational resources, improving the media literacy of teachers and students, and promoting the matrix development of educational platforms, in order to comprehensively achieve the innovative development of short video ideological and political education.

4.1 Expanding the Educational Front and Consolidating the Discourse Power of Ideological and Political Education

The fact that short videos are popular among young people proves that traditional media's educational effects are not as good as before. Faced with sudden changes, vocational colleges should actively explore the "short video + ideological and political education" model according to the situation, expand their educational positions in a timely manner, and hold the discourse power of ideological and political education in the new era and environment. Firstly, there is a necessity to fully understand the important impact of short videos on ideological and political education, and conduct comprehensive and three-dimensional research based on students. By conducting surveys, data collection, and other methods, it is aimed to understand the short video creation tendencies, browsing preferences, forwarding frequency, and acceptance demands of school students, and form a big data model with deep reference value, as well as using data analysis to accurately locate the direction of short video ideological and political construction. Secondly, it is necessary to increase investment in the field of film and television

technology and enhance the short video production capabilities through technological means. With the continuous innovation of 5G technology, AI intelligence, and mobile photography, the short video industry will welcome more technological applications. Vocational colleges should timely grasp and apply emerging technologies and high-tech equipment, reverse the disadvantage of poor audio-visual effects of short video works, and win the attention and interest of the student community with high-quality sensory experience.

4.2 Integrating Educational Resources and Innovating the Short Content of Ideological and Political Education

The existing ideological and political education resources in vocational colleges are abundant, but most of them are only suitable for classroom teaching mode, which is difficult to adapt to the dissemination characteristics of short videos that pursue "short, flat, and fast", and cannot stand out in the information environment with severe pan entertainment [4]. This requires educators to innovate educational concepts, broaden educational thinking, and be able to tailor existing educational content to enhance their ideological and political education abilities through the advantages of short videos. Firstly, it is a must to identify the breakthrough point for content optimization and increase the investment of original works. According to the goals and requirements of ideological and political education, teachers should accurately extract knowledge points, flexibly streamline content and integrate resources during the production process, effectively convey the core information of ideological and political education through concise text, images, and music, and avoid information overload. Secondly, it is also necessary to balance the expression of interest and resolve the negative effects brought about by pan entertainment. Ideological and political education should reflect standardization and high taste, but the form of expression can be relaxed and humorous. There is a must to skillfully use current popular elements and hot topics, integrate ideological and political education content into these elements and topics, so that the work can be close to students, life, and local atmosphere, and guide students to establish correct values through subtle influence.

4.3 Strengthening Talent Construction and Improving the New Media Literacy of Teachers and Students

The development of new media network platforms has put forward new requirements for the ideological and political education team. Faced with the unpredictable public opinion environment, ideological and political workers in vocational colleges should have solid disciplinary knowledge and communication power. They can become disseminators of the main theme and positive energy, as well as the terminator of negative public opinion. In the face of students, they should guide "internet celebrities" to become the "red" on internet. On the one hand, it is necessary to cultivate the awareness of "media education" among ideological and political workers, with a focus on talent development, optimize the personnel structure of short video production teams in universities, establish a full-time teacher team for short video ideological and political education, and form a PUGC content model for short videos in universities through continuous professional training and investment, steadily improving the hard power of high-quality short video production in ideological and political education. On the other hand, it is also necessary to leverage the creativity of the student community to select and cultivate campus KOLs as the backbone of ideological and political short video construction. [5] There is a must to utilize the advantages of offline management on campus to correctly guide students to participate in online work appreciation, creation, and dissemination. By organizing campus short video cultural festivals and other activities, it is aimed to guide students to develop good information discrimination and self-management abilities, and further enhance the discourse power and influence of ideological and political education.

4.4 Improving Operational Mechanisms and Promoting Platform Matrix Development

The construction of ideological and political education in new media short videos is a systematic project, and only under sound operational mechanisms and strict supervision can it become an important part of ideological and political education. At the macro level, vocational colleges should aim for the matrix development of new media, improve the long-term operation mechanism of short videos, and coordinate the media forces of various colleges and departments to form a cooperative and

collaborative development trend while ensuring the key construction of core accounts. They should timely integrate accounts with overlapping functions and difficult creation to prevent traffic dispersion and insufficient cohesion. At the same time, it is necessary to establish an evaluation system for real-time monitoring of communication risks and public opinion guidance, in order to prevent malicious online events from posing a threat to the discourse power in education. Due to the strong concealment of the short video field and the difficulty in controlling emotional agitation, erroneous public opinion often troubles the positive image shaping of vocational colleges. In response to public opinion control, early judgment and action should be taken, and effective measures should be taken in a timely manner to nip potential crises in the bud. When dealing with rumors, defamation, and other activities, there should be school rules and regulations to constrain them, creating a green and healthy online ecosystem for ideological and political education short videos.

5. CONCLUSION

The rise of the short video era has put forward many new requirements and challenges for ideological and political education of college students. Vocational colleges should keep up with the pace of the times, further deepen their understanding and use of short videos, actively explore ideological and political education models that meet their own characteristics in content creation, technical investment, communication efficiency, etc., effectively use short videos to spread positive values and ideological concepts, guide students to form correct ideological concepts, and assist in the innovation of ideological and political education.

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