Research on Ideological and Political Work in Colleges under the Network Culture Environment

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Abstract: Network culture is a culture based on computer network information technology. With the popularity of the Internet, the influence of network culture on college students' ideas, behavior patterns, value orientations, and psychological development is also increasing. Network culture not only brings opportunities to ideological and political education in higher vocational education, but also makes education work face serious challenges. However, in the face of the new situation, new tasks, and new challenges, there are still many weak links in the ideological and political education of higher vocational colleges. The working methods, methods, mechanisms, and other aspects need to be further improved and improved, and the actual effectiveness needs to be further enhanced. How to make full use of the Internet and actively face the opportunities and challenges brought about by the network cultural environment to the ideological and political work of higher vocational colleges is a subject that urgently needs to be studied and solved in front of ideological and political educators in higher vocational colleges.

1. Introduction

The Internet, as the fourth communication medium for human beings after newspapers, radio and television, because of its unique openness and timeliness is profoundly affecting all aspects of today's social life, the Internet has become a part of contemporary college students' study and life, becoming a student The important channels for us to obtain all kinds of information and knowledge have also become an important position for ideological and political education in higher vocational colleges. Network culture is a culture built on the basis of computer network information technology. With the development and popularization of the Internet, the influence of network culture on college students' ideas, behavior patterns, value orientations, psychological development and other aspects is also increasing. Network culture not only brings opportunities to ideological and political education in colleges, but also faces severe challenges in education. Higher vocational education is an important part of China's higher education system. Ideological and political work in higher vocational colleges should also pay attention to the influence of network culture, and under the guidance of scientific theories, actively innovate the methods, channels and methods of ideological and political education. Mode, meet challenges, seize opportunities, study network culture, make full use of network resources to do ideological and political work in higher vocational colleges. Therefore, how to do a better job has become a topic that needs to be explored urgently at this stage.

2. The Meaning and Function of Network Culture

The narrow sense of network culture refers to the spirit creation activities and related achievements established on the premise of computers, information network technology and network economy. It belongs to the ways and manifestations of many activities such as learning, work, communication, and entertainment in the Internet field. The general term of the value concept and many other aspects. Broadly speaking, network culture mainly refers to three elements involved, namely material culture, spiritual culture and behavioral culture. Among them, material culture mainly refers to the network environment formed by the combination of computers, networks and virtual reality. Behavioral culture mainly refers to the culture formed by human network activities.

The spiritual culture is mainly composed of network spiritual awareness and spiritual achievements.

First of all, campus network culture is the main front to promote campus culture. It is a reflection of advanced ideology and culture. With the continuous development of computers and information technology, the campus network has been greatly developed. Its role in the spread of ideology and culture is becoming more and more important. It has developed into a position for spiritual civilization construction and advanced cultural dissemination, especially in thinking. Among culturally sensitive university campuses 8. Secondly, campus network culture provides a platform for promoting the development of quality education. The overall goal of my country's education reform is to promote the comprehensive development of my country's quality education and to cultivate socially demanding high-quality talents. The establishment of the campus network provides a very important technical channel and operating platform to accomplish this goal. Third, the campus network culture has built a bridge for information exchange between teachers and students. The expansion of the campus network has built a bridge between relevant organizations and the communication between teachers and students, students and faculty, departments and schools, and various departments. Teachers and students can use the network to get the policies and systems of schools and education-related departments, and also to clarify personal opinions, so that the mentality of teachers and students can be understood. Finally, campus network culture provides teachers and students with rich knowledge and information resources. In today's society in the information age, the needs of college teachers and students for knowledge and information can be fully satisfied by using the campus network. As an important support for college information resources, campus network culture also belongs to the core of information resources. It provides various types of information resources on campus through advanced network information technology and connects with users to facilitate users' access to information resources. Search, choose and use effectively 9.

3. The Influence of Internet Culture on Ideological and Political Work in Higher Vocational Education

From the management level, because we have not fully understood and deeply grasped the new thing of the network, it has caused some drawbacks in management, making it easy for educators to be in a passive situation. From the perspective of laws and regulations, relevant laws and regulations related to Internet information promulgated by the state are still relatively lacking. Currently, the "Internet Electronic Bulletin Service Management Regulations" (Ministry of Information Industry Order No. 3) and "Non-operating Internet" "Administrative Measures for Information Service Filing" (Order No. 33 of the Ministry of Information Industry) and "Administrative Measures for Internet Information Service" (Order No. 292 of the State Council), network information supervision is still at the exploratory stage. Relatively speaking, the network society is still a "disordered" society that lacks legal and ethical standards. People here only restrict their words and deeds according to their own life experience in real life. From a technical analysis point of view, the unique nature of network communication makes it difficult for information opinion guidance to be effectively controlled like the traditional media environment. First of all, the openness of the network system has significantly increased the number of people and organizations that publish information. A considerable amount of information, opinions, and remarks are propagated on the network without reasonable screening, which ultimately affects the thoughts and public opinion of college students. Secondly, the Internet has significantly increased the initiative of students to receive information. They can freely contact all personal preference information on the network and browse or download it. This increase in arbitrariness and initiative in information release and information acquisition on the Internet has made it difficult to guide and control public opinion19.

Internet culture has a profound influence on the physical and mental health and ideological and moral qualities of vocational students. While Internet culture enriches people's cultural life, we should note that there are many cultural toxins such as violence and pornography in Internet culture, and many harmful and beneficial information, illegal and legal information coexist. Since the

current mandatory legal norms involving network information are still relatively lacking, the restriction of network behavior mainly depends on the consciousness and moral responsibility of Internet users. There are a lot of bad information such as pornography, violence, and inflammatory comments on the Internet. A considerable part of the bad information has been cleverly packaged. Its intuitiveness, entertainment, and penetration will cause some college students to weaken their moral and legal concepts and weaken their sense of responsibility. I just want to control my behavior as I want, which results in the proliferation of unorganized consciousness and the expansion of desire. At the same time, the network behavior has a strong impact on the traditional social norms. The virtuality of the network has caused great threat to integrity. At present, the age of students in vocational colleges is mainly around the age of 20, and they are in the period of forming their outlook on life. The lack of moral binding and ability to distinguish between right and wrong, coupled with the influence of bad information on the Internet, has caused some students to have a certain decline in their ideological and moral standards. Some weak-willed students are attacked by spiritual and cultural waste on the Internet, and their values often change, and they are not handled well or even embarked on the path of illegal and criminal. In addition, the attractiveness of the Internet may cause some high vocational addictions. Adding to the Internet for a long time not only affects one's own learning, but also causes many psychological problems and damages physical and mental health. And some vocational students' excessive speech or articles on social networking sites, online forums, and microblogs can bring some unstable factors to higher vocational colleges. If they are not controlled and channeled, they may even cause social problems. Serious negative effects.

4. Countermeasures of Ideological and Political Work in Higher Vocational Education under the Network Culture Environment

To reshape the values of vocational ideological and political education under the network culture environment is to change the purely moral concept of traditional vocational ideological and political education that emphasizes social value, create a new value concept that fits the current situation, and combine social value with personal value. stand up. With the development of network culture, the coordination and balance between personal interests and social interests, personal values and social values in the virtual world are the issues that need to be discussed and solved urgently. The characteristics of openness, interactivity, and breakthrough of time and space restrictions in the online culture have changed the lives of students in higher vocational schools in the past, and the call for personal value is strongly demanded, which is also called personalization. Therefore, the ideological and political education work corresponding to the characteristics of online culture From the concept to the method, it should be changed from the traditional ideological and political education. Whether it is purely personal values or pure social values, it is not conducive to the development of students' ideology for vocational ideological and political education workers. Ideological and political education in higher vocational colleges should adapt to the requirements of the times, while advocating social values, respecting individual consciousness of students, and accepting and appraising students' judgments on self-worth. At the same time, we should also pay attention to the problems in the cultural environment. Some bad information and illegal content also flood the Internet, and network mass incidents occur from time to time. Therefore, we must strengthen the recognition of the legality and morality of online content, especially in high vocational schools. It is especially important for students to strengthen contact and do preventive work during their internships.

The main idea of education is to fully respect the educated, fully mobilize and give full play to their initiative and enthusiasm, encourage them to consciously educate, self-education, and the role of teachers and students to finally achieve and achieve the educational goals. Due to the role of traditional educational concepts, the work of ideological and political education in higher vocational colleges can be simply summarized as "transmitting", which is to instill in students the ideas, political positions, and various moral standards required by society, and to despise students. For the cultivation of individuality and ability, students are only the recipients of social norms, and the

phenomenon of hard coercion in the process of ideological and political education in higher vocational education is more serious, which makes students blindly passive and makes it difficult to cultivate creative talents27. Therefore, at the moment, we should actively innovate talent quality measurement standards, reshape the main idea of ideological and political education for vocational college students, and determine the new concept of talents for the comprehensive development of scientific and cultural education qualities and ideological and moral qualities. In the education process, we always implement "people-oriented", that is, emphasize the value of people, recognize the initiative of people, and fully affirm the role of people. In the process of ideological and political education of vocational college students, it is emphasized that everything starts from people, cares for people, understands people, respects people, strives to stimulate and mobilize the creativity and enthusiasm of the education object, and finally realizes the new thoughts and concepts of the overall development of people.

5. Conclusion

Higher vocational education is different from other ordinary higher education in that students have longer out-of-school training courses, and vocational ideological and political education workers should make full use of the practical training opportunities of vocational major students and enterprises to carry out practical teaching of ideological and political education courses. Cooperation, carry out ideological and political education closely around the cultivation and development goals of vocational students. Through communication with excellent companies with deep corporate culture accumulation and good social influence, establish a "dual base" for professional teaching of vocational students and ideological and political education, and arrange teachers or full-time counseling for ideological and political education theory courses with strong professional qualities The mentor serves as the instructor, and is responsible for implementing the overall plan of ideological and political education activities during student training and various business arrangements with the professional instructors of the enterprise, and strengthening the communication and liaison mechanism between the school and the enterprise.

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