

# **Strengthen the Application of Campus Network Communication to the Ideological and Political Education of Colleges and Universities**

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**Abstract:** With the rapid development of information network, ideological and political education is facing new opportunities and challenges. Colleges and universities must actively change the traditional concept, pay full attention to the network, regard the campus network communication as the main position of network ideological and political education, strengthen the effective application of campus network communication, effectively enhance the scientificity and effectiveness of education, improve the moral quality of students, and promote their all-round development.

## **1. Introduction**

Under the background of information age, network is closely related to college students' life and learning. Campus network is also a vital part of students' grid life, which produces inevitable impact on their learning and spiritual life. In addition, campus network communication has also become a new carrier of ideological and political education in colleges and universities. Since it is double-edged, ideological and political educators are required to pay attention to campus network communication, strengthen its effective application, cultivate students' excellent moral quality, and lay an important foundation for students' future development.

## **2. Characteristics of Campus Network Communication**

In the Internet information communication system, the network behavior of college students is based on the campus network as well as the connection and function among basic elements such as information content, network media and so on, so as to build a campus network information transmission system with special content nature as the main part. Campus network communication has the following characteristics.

### **2.1 Cohesiveness**

Campus network communication covers a wealth of news information and comprehensive learning and life services. College students use it to effectively share experience, knowledge and information, and carry out interpersonal communication, leisure and entertainment activities. It is beneficial for ideological and political educators to closely observe and fully understand the mentality and network behavior of college students, so as to effectively carry out ideological and political education <sup>[1]</sup>.

### **2.2 Comprehensiveness**

Campus network belongs to the network technology group. College students are able to spread their works through various forms. Campus network also becomes a comprehensive media group compatible with various media forms. Its comprehensiveness is also reflected in the rich diversity of information content. It is not only an important network platform for college students to carry out professional learning, leisure and entertainment and life, but also a crucial network place for them to carry out interpersonal communication and participate in various activities.

## **2.3 Controllability**

Colleges and universities are required to realize the real-time monitoring and strict management of network information and network behavior, so as to effectively avoid the bad information from entering the campus network communication through technology, law and other ways. In addition, they should attach importance to the development of campus network construction, teaching and management through campus network, and effectively transform the advantages of real resources, organization and culture into the information advantages of campus network communication<sup>[2]</sup>.

## **3. Advantages of Campus Network Communication in Ideological and Political Education**

The construction of campus network has changed the traditional communication form of ideological and political education in colleges and universities, and made it more scientific and informative. Facing the opportunities and challenges brought by the network, colleges and universities must stress the important role and influence of campus network communication on ideological and political education, keep pace with the times, change ideas, and build a new position for ideological and political education with the help of campus network communication. As a new position, campus network communication has the following characteristics.

### **3.1 Proximity of Campus Network Communication Improves the Attraction of Ideological and Political Education**

If the ideological and political work with the help of network fails to arouse the attention and interest of the education object, the teaching effect can't be fully guaranteed. In the rich and colorful network world, to make a breakthrough, it is necessary for campus network communication to pay attention to the proximity. That is, the proximity between network content and college students. Students in college life have higher attention and interest to the events around them, and the events also have certain connection with the interests of students. The application of campus network communication effectively improves the attraction of ideological and political education<sup>[3]</sup>.

### **3.2 Pertinence of Campus Network Communication Improves the Influence of Ideological and Political Education**

The construction personnel of campus network communication, who belong to ideological and political education workers in colleges and universities, should usually make a comprehensive understanding of the specific situation of students' thoughts, psychology and learning in a timely manner, which is conducive to the targeted strengthening of ideological and political education, enhancing management efficiency, and effectively improving the influence of ideological and political education. In campus network communication, students also objectively reflect their real thinking, psychology and learning state, which is helpful for the smooth and effective development of ideological and political education<sup>[4]</sup>.

### **3.3 Integration of Campus Network Communication Improves the Appeal of Ideological and Political Education**

To improve the effectiveness of ideological and political education, college education is far from enough. The active participation of family and society is also asked. Campus network communication provides a good interactive platform for the full combination of college, society and family. Based on campus network communication, colleges and universities can keep close contact with students' parents at any time, and students' parents can also make a timely and comprehensive understanding of the specific situation of students. Society can actively participate in ideological and political education. Through the full combination of college, society and family, ideological and political education as well as the effectiveness of teaching will be effectively improved.

## **4. Strengthen the Application Strategy of Campus Network Communication to the Ideological and Political Education**

### **4.1 Establish a Main Website and Carry out Positive Publicity**

During the application of campus network communication, the planning and construction of related theme websites ask for enough attention. The theme website should fully conform to the center idea of ideological and political education and ensure a serious and dignified basic style. First of all, with the guidance of the “Three Represents”, actively publicize the party’s principles, lines and policies and fight against the challenges in the field of ideology from the West. Secondly, actively carry forward and inherit the excellent traditional Chinese culture and fight against the hegemonism and colonialism of western network culture. Finally, establish teaching base for Marxist Theory Course and Ideological and Political Education Course. During the construction and maintenance of the theme website, it is necessary to give full play to the important educational role of the above two courses, pay attention to the use of network technology, optimize and innovate teaching methods, and effectively enhance the teaching effect. For example, in the design of electronic teaching materials of Marxist Theory Course and Ideological and Political Education Course, the advantages of network teaching helps students make a more in-depth understanding of the content and improve the effectiveness of ideological and political education.

### **4.2 Pay Attention to the Construction of Management Mechanism and Improve the Effect of Ideological and Political Education**

In the construction of campus network management mechanism, first of all, it is essential to make clear the important leadership of the Party committee to the campus network communication, put forward specific direction and development standards, check the specific implementation of the policies, principles and lines of the party and the operation quality of campus network communication, as well as define its key role in the ideological and political education. Secondly, it is of necessity to improve and secure campus network operation management mechanism, improve the mechanism of leadership review, safety management, news collection and editing, ensure that all links of news network operation and management are fully and effectively implemented, improve the level of regulation and control of campus network communication, unite teachers and students, and unify ideological understanding. Finally, it is crucial to attach importance to the establishment of a campus network communication team with excellent comprehensive quality and outstanding ability level. Campus network construction and management personnel are expected to embody excellent ideological and political awareness and sense of responsibility, with a high level of professional technology, such as computer network technology and information technology. They should not only fully understand and be familiar with the laws and characteristics of higher education, but also fully know the ideological and psychological conditions of college students. Moreover, to strengthen the construction of management mechanism, all related personnel should carry out necessary exchanges, discussions and close cooperation, share the experience of campus network construction and management, campus network communication and other aspects and establish a suitable campus network, so that the campus network communication will play a key role, and effectively improve the effect of ideological and political education<sup>[5]</sup>.

### **4.3 Cultivate “Gatekeepers” and “Guides”**

Network communication also needs “gatekeepers”, who take strict standards to check and carefully screen information layer by layer, so as to publicize useful information that conforms to network moral standards and has positive energy for college students. With the increasing number of networks, various types of clients appear frequently, which makes it more convenient and efficient to access the Internet. However, this also makes the network become a mixture of good and bad information. The spread of bad information in the network produces adverse impacts on college students and campus network communication, which makes the ideological and political work face serious challenges. Therefore, during the period of campus network communication, ideological and

political educators must pay attention to improving their comprehensive quality, attach importance to campus network communication information and strengthen strict control. However, this does not mean that bad information should be screened or deleted, but that the key role of “guides” should be fully played. For example, college counselors, ideological and political teachers and other teachers are required to pay close attention to students. They should publicize the information that students are interested in with educational significance, and communicate with students, so as to carry out moral education penetration for students, so that students’ moral quality and comprehensive quality can be comprehensively and effectively improved.

#### **4.4 Attach Importance to “Agenda Setting” of Ideological and Political Education**

In the network communication, the agenda setting is in a critical position, which is usually reflected in the diversity of agenda setting subjects and topics. The diversity of subjects and topics in agenda setting does not mean that “agenda setting function” does not play a key role in network communication. Agenda setting in the network benefits from the attention and discussion of the audience. For example, in Microblog, Today’s Headlines and other media, hot issues usually are the focus of people’s attention. Agenda setting is benefited from people’s comments and forwarding. Based on this, during the ideological and political education in colleges and universities, it is required to lay stress to make use of campus network communication to carry out ideological and political education, spread socialist ideology and values, and conduct “agenda setting” through students’ active discussion, so that campus network communication can play a key role. In addition, ideological and political education workers are suggested to use the mainstream information to guide students correctly and set agenda subconsciously. Thus, the effect of ideological and political education can be significantly improved <sup>[6]</sup>.

#### **4.5 Formulate Rules and Regulations with Simultaneous Monitoring and Construction**

Based on the specific conditions, colleges and universities are advised to formulate scientific and strict rules and regulations for the dissemination of bad information on the Internet. The network management department needs to pay attention to strengthening the campus website registration and filing, strictly and effectively implement the real name registration system, and effectively do a good job in the unified centralized management of the campus network and network users. In addition, based on the IP geological management method, the construction of IP address usage information database and responsibility system of IP address allocation and use lay an important foundation for campus network communication. The scientific and reasonable application of campus network communication can effectively improve the scientificity and effectiveness of ideological and political education.

### **5. Conclusion**

To sum up, under the background of new era education, network has gradually become one of the main positions of ideological and political education in colleges and universities. Great attention should be paid to the use of network to carry out teaching, so that ideological and political education can really play a key role. Therefore, related workers are required to keep pace with the times, update and change the educational concept in time, use the advantages and characteristics of the network to provide students with a suitable network education environment, cultivate students’ moral quality, and promote students’ all-round development.

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