Challenges and Countermeasures of Ideological and Political Education in Colleges and Universities under the New Network Environment

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Abstract: With the continuous development of information technology, the impact of network environment on College Students' core values is growing, and at the same time, it has formed a strong impact on the way and content of Ideological and political education in Colleges and universities. University period is an important period for the cultivation of College Students' thinking mode and values. At this stage, students have not yet formed a system of judgment and discrimination ability, and are vulnerable to external factors. Therefore, under the new situation and network environment, we should pay more attention to the teaching methods and concepts of Ideological and political education for college students, and conform to the requirements of the development of the times for high-quality talents. Based on this, this paper analyses the challenges faced by ideological and political education in Colleges and Universities under the network environment, and puts forward the Countermeasures of Ideological and political education in Colleges and Universities under the network environment, with a view to providing reference for the long-term development of Ideological and political education in Colleges and universities.

1. Research background

1.1 Literature review

Under the background of the new situation, the development of network technology brings new opportunities and challenges to the development of Ideological and political education in Colleges and universities. In recent years, domestic scholars have gradually increased their research on Ideological and political education in Colleges and Universities under the network environment, and now they have formed a certain scale of literature basis. Zhao Dongyun believes that the ideological and political education in Colleges and universities is facing many challenges. Educators should face up to the challenges, find the crux of the problems, actively explore and use modern education methods, rationally utilize various teaching resources, actively promote the reform of Ideological and political education in Colleges and universities, and improve the quality of Ideological and Political Education (Zhao, 2015). Tan Yiqun and Zheng Xinyu pointed out that the Party Central Committee and the government attach great importance to the ideological and political education of College students, and college students shoulder the important task of revitalizing the Chinese nation. Therefore, strengthening and improving the ideological and political education of college students is of great practical significance for promoting the comprehensive quality of college students (tan and Zheng, 2016). Ji Xinnong and Zhang Chengbin believe that with the continuous development and popularization of network technology, college students' ideas, values and ways of thinking have a certain impact. At the same time, the opportunities and challenges faced by ideological and political education in Colleges and universities make the reform and innovation of Ideological and political education imperative (Ji and Zhang, 2011). Liu Tao pointed out that under the new situation, college students' information sources and entertainment methods mainly come from the Internet, while the development of the Internet has a certain impact on College Students' ideas and attitudes. The improvement and innovation of Ideological and political education in Colleges and universities by means of the Internet is a reflection of the development needs of the times (Liu, 2012). Sun Zhuangzhen believes that under the background of network environment, ideological and political education in Colleges and universities faces new

difficulties and challenges in public opinion orientation, educational mode and cultural environment. At the same time, Internet technology also brings new opportunities for ideological and political education in Colleges and universities, and provides strong technical support. Therefore, the rational and effective use of Internet technology to carry out ideological and political education is of great significance to improve the quality and level of Ideological and political education (Sun, 2017).

1.2 Purpose of research

As one of the greatest inventions of human society in the twentieth century, Internet technology has continuously influenced and changed people's learning and working methods at an unprecedented speed. In recent years, with the continuous upgrading and improvement of China's network infrastructure, Internet technology has been applied in every corner of people's daily life, and its impact on social development has become more profound (Yi, 2009). Nowadays, after 00 years, they have also begun to enter universities. As a generation growing up with the Internet, they rely more heavily on the use of the Internet and are more vulnerable to the impact of Internet content. We should not only use the convenient conditions brought by the Internet, but also prevent the negative, negative and unhealthy information and ideas brought by the Internet to the contemporary college students. Therefore, ideological and political educators in Colleges and universities should pay full attention to and recognize the seriousness of this problem, grasp the law of Internet development, deeply understand the essential causes of this phenomenon, adapt to the requirements of the times, and promote the reform and development of Ideological and political education in Colleges and universities.

2. Challenges of ideological and political education in colleges and universities under the network environment

2.1 Internet has affected the establishment of correct values of College Students

Because Internet technology has the characteristics of openness, many developed countries publish articles, videos, games and so on through Internet technology to realize the interactive communication function and exchange the way of thinking and values. Because of the huge data resources, many foreign ideas and values can not necessarily promote China's development under the socialist system, and even hinder China's development (Lv, 2009). At the same time, because of the anonymity of the network, the real identity of the individual can not be displayed when communicating on the Internet. Therefore, many netizens have strong emotional color when they express their opinions, especially some current news events in the current society, which are usually unreasonable and extreme. Even some netizens, in order to achieve their own goals, distort the facts and spread rumors, which have a bad impact on society. In the period of College students, their judgment and discrimination ability are still relatively weak. College students' ideas and values are easily affected by bad information, which is not conducive to the formation of correct values of College students.

2.2 The challenge of Internet to the content of Ideological and political education in Colleges and Universities

In the traditional ideological and political teaching mode in Colleges and universities, the teaching method is single and backward. Classroom teaching is mainly about teachers' listening to students. The initiative of teaching is on teachers, and the control of teaching content is relatively strong. However, the emergence of the Internet has a great impact on this teaching mode. The information on the Internet is huge and complex. It not only has positive energy information, but also has backward, negative and negative information. When college students use the interconnection technology, the information they get is far beyond the permissible scope of colleges and universities. Therefore, to some extent, it poses a severe challenge to the teaching of Ideological and political content in Colleges and universities. In addition, the real-time updating of

cyberspace information brings new challenges to the static, stable and lagging problems of Ideological and political textbooks. Therefore, the development of Internet technology requires the continuous updating and enrichment of the ideological and political syllabus and content.

2.3 The challenge of Internet to the methods of Ideological and political education in Colleges and Universities

At present, the traditional teaching methods are still used in Ideological and political education in Chinese universities, and the curriculum content is single and backward. The teaching method mainly borrows the form of classroom, adopts the carrier of teacher's teaching, class meeting and activities, and then enlightens, guides and persuades the students through examples, reasoning and factual presentation. Generally speaking, it is still an indoctrinating educational idea. This kind of teaching mode and method leads to the teaching effect is not obvious, and even causes students' disgust and disgust, which leads to the teaching quality and effect can not be guaranteed. However, in today's information explosion era, information has the characteristics of openness and richness. As a group with strong thirst for knowledge, college students are keen on the use of the network and rely deeply on network information acquisition. They spend more time contacting the network than receiving positive information education in schools. In addition, the content of classroom education in Ideological and political education is blank and tedious, and they are also interested in Ideological and political education. Lack of interest in law and means. Thus, the traditional ideological and political education in Colleges and Universities under the network environment is facing severe challenges.

3. Countermeasure of ideological and political education in colleges and universities under the network environment

3.1 Establishing correct teaching ideas and guiding students to establish correct core values

Teachers are the source of education. Ideological and political educators should first establish the teaching concept of "all for the development of students". Ideological and political teachers should really care about students' study and life, students' progress and employment, respect students' personality and personality, safeguard students' basic rights and dignity, so that every student's life and learning on campus can proceed smoothly. At the same time, ideological and political teachers should combine education with self-education. Self-education requires the educatee to strengthen the transformation of their own values, regard themselves as the object of cognition and transformation, carry out self-construction and improvement, and then continue to develop and progress. In addition, we need to change the traditional closed teaching concept. Under the background of more and more open and diversified social development, the way of thinking of college students will inevitably undergo new changes. Therefore, it will break the stability of traditional ideological and political education. Teachers should also actively change their educational ideas to meet the development needs of the new era.

3.2 Grasp the characteristics of the internet age and improve the contents of ideological and political education in Colleges and Universities

Under the background of the network era, the traditional ideological and political teaching content is too backward and rigid, which is incompatible with the characteristics of the times. Therefore, the content of Ideological and political education in Colleges and universities needs to be constantly enriched and improved. Only when the ideological and political content is in line with the development of the times and easy to be accepted by contemporary college students, can the role of Ideological and political education really be brought into full play. While carrying out the education of socialist core values, colleges and universities must pay more attention to the characteristics of the development of today's network society, combine the background of the times, comply with the requirements of the times, educate the contemporary college students in the aspects of network mental health, ethics, legal consciousness, and so on, so as to achieve the coordinated

development of education content with the development of the times.

3.3 Innovation of ideological and political education in Colleges and Universities with the advantage of network technology

Under the new situation and network environment, traditional teaching methods can no longer meet students' learning needs. Ideological and political educators should inherit and absorb the excellent methods and essence of traditional ideological and political education, fully tap the advantages and conveniences of Internet technology, and develop continuously in accordance with the characteristics of the times. Colleges and universities should use Internet technology to grasp the law of network development, and constantly promote the reform and innovation of Ideological and political education mode and teaching methods. For example, in the dissemination of core values in Colleges and universities, the relevant functional departments or institutions, such as propaganda, students and workers, can make full use of the advantages of rapid and convenient information dissemination of the Internet, through the establishment of Ideological and political websites, Weixin public numbers and official micro-blogs and other Internet communication platforms, to build a platform and opportunities for teachers and students to exchange ideas. College counselors can make full use of the good interaction of the Internet, adopt situational and interactive teaching methods, and achieve good communication and interaction with students.

3.4 Selection and grasp of Russian teaching content

On the basis of defining teaching objectives and cultural background, we should also grasp and select language teaching content. In addition to explaining the contents stipulated in the existing textbooks, teachers should also extend and expand the contents of classroom teaching. In the process of teaching, teachers need to add some contents which can reflect Russian national culture into the classroom teaching content to deepen students' understanding. At the same time, teachers should not only rely on examination results to judge a student's mastery of knowledge, but also pay attention to the assessment of practical application ability of learning. Teachers should create different situations for students to practice in simulated environments and express their views in Russian. In addition, teachers should adjust the teaching content according to the specific situation of students, keep the cultural infiltration within a reasonable range, and not excessively carry out cultural infiltration to bring students learning confusion.

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