Research on Network Ideological and Political Education and Realistic Ideological and Political Education

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Abstract: The role of ideological and political education in the context of both the network and the reality has both an associated place and a different place. From the perspective of function, the network ideological and political education has four characteristics different from the actual ideological and political education, which are the guiding role, the educational role, the guarantee function and the development role. From the four aspects of the subject matter of education, as well as the educational mediator and the ring body, there have been many changes in the network of ideological and political education. This paper mainly explores the relationship between network ideological and political education and realistic ideological and political education.

1. Introduction

With the continuous increase of the Internet penetration rate, the number of college students has rapidly increased, and the degree of network embedding in university life is also deepening. The influence of the network on ideological and political education is no longer limited to the technical changes of educational means, but has spawned the "network." Network ideological and political education is an autonomous learning mode formed by college students through selective consumption of network information. Due to the anonymity, virtuality, interactivity, openness and time-out nature of the Internet, the role of education subject and object, education The field environment, the mode of education and orientation, the quality and effectiveness of educational content, and the great difference from traditional ideological and political education. Therefore, analyzing the connection and difference between reality and network ideological and political education, and accurately grasping the particularity of network ideological and political education is an important part of improving the ideological quality of college students in the network age.

2. The Function of Network Ideological and Political Education

The function of network ideological and political education is revealed by the external concentration of the essence of ideological and political education and the nature of the network. Most of the theoretical circles believe that ideological and political education has a guiding function, a guarantee function, a cultivating function, and a development function. The network has information transfer function, resource sharing function, online guarantee function, and network system function. Some scholars have vividly summarized the ideological and political education functions of the mass media such as newspapers, radio, television, and the Internet as: universities without walls, "pointing lights" for public issues, and giving and receiving training grounds. The author understands that this is similar to the meaning of the educational function, the guiding function, and the development function. Therefore, the author believes that the network ideological and political education function is still the four guiding, guaranteeing, educating and developing. The focus of our research and practice should be on the new development of its connotation.

2.1 Guide Function.

The guiding function is mainly the embodiment of the purpose and transcendence of ideological and political education. It is the fundamental function of ideological and political education and a function that cannot be replaced by any other education. The guiding function mainly has the ideal belief orientation, the struggle goal orientation, and the behavior orientation. This is the orientation of three different levels, and it is also the education of three different levels, that is, the education of ideals and beliefs with Marxist theoretical system as the main content, the political education with the main principles and policies of the party as the main content, and the social morality and law Moral education and legal education of the main content. These three levels of orientation are different, but they are related to each other.

In the network ideological and political education, we should pay attention to the use of its permeability, convergence, and openness to play a guiding role. In the past, ideological and political education was an intrinsic model, emphasizing direct "instillation". It often clearly and directly disseminates information about educational purposes to educatees, and explicitly informs educators through text or language. What, how to do it, can't do anything. The network ideological and political education mainly relies on subtle implied hints, due to the timely orientation and norms of conformity. Network information often appears in an objective, fair, scientific, fashionable, and avant-garde manner, and its values are infiltrated into the minds of users without knowing it. In today's era, people tend to understand the concerns of the media such as the Internet, and determine the priority of things they see based on the importance the media attaches to various issues. Through this agenda, the media often helps the audience understand what is important in society and politics, and they need to think about it. Originally, the openness of the network has brought about the divergence of the audience, but under the effect of interactivity, penetration and agenda setting, the divergence of the audience will gradually weaken and the convergence will be strengthened. Therefore, the guiding function of online ideological and political education can fully exert this convergence.

In addition, network ideological and political education can also use the openness of cyberspace to rapidly expand its resources and rapidly spread to all parts of the world, thus greatly enhancing its influence.

2.2 Guaranteed Function.

The guarantee function is the embodiment of the ideological and political education obeying and serving the law of social development. It is mainly manifested in the level of human thought and behavior, and is realized through political consensus, ideological consistency and unity of behavior. Its main functions are as follows: First, it exerts a stabilizing effect by achieving political consensus, consistent thinking, and unified behavior as much as possible. The second is to rationally mediate, adjust, and adjust economic relations and interests, balance people's ideological understanding, and ensure social development. The third is to conduct emotional and ideological communication between various groups of people and between people, to coordinate work and behavior, to communicate and understand each other, and to strengthen contact and cooperation. Obviously, due to the duality of the network, the equal interaction, the rapid proliferation, and the compatibility of the network, the ideological and political education of the network has a heavier task in maintaining stability, coordination and communication, and must fully play its guarantee function.

It is worth noting that from the perspective of the guarantee function of ideological and political education on the Internet, the credibility of the network is the most important communication resource. Credibility is the influence of the media on the audience based on the credibility of publishing news information. The basis of the network's ideological and political education to play a guarantee function is that it must be trusted by netizens, and an important premise of trust is that it must have credibility. Undoubtedly, the credibility of the network in the mass media is the lowest. Therefore, to give full play to the positive role of network ideological and political education, we must ensure the credibility and authority of news information on ideological and political education websites.

2.3 Education Function.

Ideological and political education and other education share the task of educating people. Ideological and political education is achieved by cultivating and improving people's ideological and political qualities and improving people's personality. The function of educating people is the application of the law of formation and development of ideology and morality, and is the basic function of ideological and political education. Marxist theory of the all-round development of human beings is the guiding theory of ideological and political education to play the role of educating people. That is, ideological and political education should not only cultivate and improve people's ideological and political quality, but also promote or promote people's scientific and cultural quality.

Through the dissemination of information on the Internet, educators can exert systematic ideological and political education influence on the audience, and the audience can actively feedback the information, and sometimes even have a decisive influence on the production and dissemination of information. In this kind of benign interaction, the communicator and the audience, the educator and the educated person realize the docking and unification of the subject and the object through the network, and exert the educational function of the network ideological and political education. As described by American pragmatist sociologist Dewey, it constantly develops individual abilities, edifies his consciousness, forms his habits, exercises his thoughts, and inspires his feelings and emotions.

The educational function of the network ideological and political education should also be reflected in improving the discriminating ability of the educated. The complexity and diversity of network information have caused difficulties in the identification and selection of college students. Network ideological and political education should focus on improving the discrimination and immunity of college students, both defense and offense. The so-called defense refers to improving students' ideological understanding and political level through network ideological and political education, enhancing their ability to recognize, enabling them to distinguish between right and wrong, and consciously guarding against the intrusion and influence of hostile forces' ideological consciousness. The so-called offensive is to actively and actively use the network position to carry out propaganda of Marxist scientific theories, showcase the achievements of building socialism with Chinese characteristics, and make a clear-cut criticism of the decadent ideological culture of capitalism and various fallacies.

2.4 Development Function.

The so-called development function refers to maximizing the subjective initiative of people and maximizing the inner potential of people through ideological and political education. The reason why ideological and political education has a development function is because people are active in the process of recognizing and transforming the world. Human initiative is hierarchical and deep. It cannot be spontaneously and completely released by people, and it needs to be deeply explored.

3. The Relationship between Network Ideological and Political Education and Realistic Ideological and Political Education

The nature and purpose of network ideological and political education and real ideological and political education are the same. They are all purposeful and transcendental practical activities. They are all led by Marxist ideology and promote people to meet the needs of development. However, to recognize the relationship between online ideological and political education and realistic ideological and political education, it is obviously not enough to draw conclusions only on the nature and purpose of education. It is also necessary to analyze the elements of education. We know that ideological and political education is a relatively independent system in the social field. It involves four major elements: the main body of education, the object of education, the medium of education, and the body of education. Compared with the actual ideological and political education, the network ideological and political education has produced many changes.

3.1 The Relationship between Subject and Object Has Changed.

In the actual ideological and political education, the subject and the object sometimes transform each other. For example, an ideological and political educator is the subject of ideological and political education in his unit, but when he receives training or accepts the individual education of others, he is transformed into an object, and when he organizes ideological and political education, he again From the object to the main body. But in general, in the actual ideological and political education, the subject is often in the position of the leader, the leader and the authority. The subjective position is often stronger than the subjectivity of the object, and the subjectivity of the object is often difficult to play. In the relationship between subject and object, the network ideological and political education emphasizes the subject objectification and the object subjectivization. On the Internet, you can not only express opinions that meet the needs of social development, but also guide the role of netizens, become the main body of network ideological and political education, and actively seek the information you need, accept relevant theories and viewpoints, and become the network ideological and political education. The interaction between the subject and the object achieves the purpose of communication and communication, and the relationship is equal.

3.2 The Educational Mediator Has Changed.

Educational mediators mainly include educational content and educational methods. They refer to the various methods and means of ideology and morality that are required by the main body of education to influence the object of education and to disseminate it to educational objects. In the network ideological and political education, multimedia technology makes the content of education content from flat to three-dimensional, from static to dynamic, from real time and space to time-space, the educational content becomes rich and comprehensive, and more objective and Selectivity, its political nature is often implicit in historical and cultural knowledge and modern scientific and technological information, and more negative information.

Compared with the actual ideological and political education methods, the educators in the network ideological and political education do not have to go to the prescribed places according to the prescribed time, but can acquire knowledge at any time on the computer of any network terminal, and quickly understand the politics and economy at home and abroad. Social information, the original relatively small educational space has become an open educational space for the whole society.

The educational environment has changed the ideological and political education environment, including the environment in which ideological and political education is located and the external conditions of ideological and political education activities. It refers to the formation and development of people's ideological and moral values, and affects ideological and political education activities. In general, the environment includes the natural environment, the social environment and the spiritual environment. Compared with the social environment and the spiritual environment, the natural environment is not a decisive factor, and the social environment is the decisive factor.

The Internet has rapidly changed the educational environment, that is, the educational environment, which has brought about profound changes in the social environment. The organic combination of network technology and ideological and political education has made the network environment an unprecedented advantage. The large-capacity ideological information on the Internet facilitates the investigation and analysis of ideas; the sharing of ideological education information is conducive to the timely collection and rapid dissemination of ideas and educational information; the exchange of ideas and information is equal, free, comprehensive and timely, and is conducive to self-education, in various fields. Ideological and political education at all levels is interconnected and communicated, which is conducive to systematic integration research, and is conducive to the formation of educational synergies and so on.

4. Conclusion

In short, the openness of the network has broadened the space of ideological and political education. The interactivity of the network has enhanced the pertinence of ideological and political education. The convenience of the network has enhanced the timeliness of ideological and political education. The diversity of network functions has enhanced the thinking. The attraction of political education, these characteristics of the network are not available in the real ideological and political education. The positive factors brought about by the Internet are not only the modernization of educational means, but also the modernization of educational concepts. To recognize and deal with the relationship between network ideological and political education and realistic ideological and political education, it must be clear that realistic ideological and political education is the foundation of network ideological and political education, and network ideological and political education is the extension and development of realistic ideological and political education on the Internet. Therefore, while focusing on strengthening ideological and political education on the Internet, realistic ideological and political education can only be strengthened and must not be weakened.

Acknowledgments

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