

## Research on the Path of Ideological and Political Education

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**Abstract:** Under the background of the new era, with the strong thrust of network information technology, ideological and political education as a special political and cultural resource into the overall political and cultural resource system of the country for planning management and strengthening construction is the era of ideological and political education in colleges and universities. Correspondingly, the ideological and political education workers in colleges and universities should also "advance with the times", actively change their concepts, abandon the traditional single authoritative teaching model, integrate the resources of all parties, and build an "interactive" innovative platform for ideological and political education with the equal exchange and interoperability of college students, and actively take advantage of the "Internet +" era cultural value concept and the convenient means and means of network information technology to actively create a benign ecological environment of open and humanized new ideological and political education, which is to improve the effectiveness of ideological and political education of college students under the new era.

### 1. Introduction

Under the background of social thoughts and diversified values, the core values of socialism have laid an important ideological foundation for building socialism with Chinese characteristics. Colleges and universities are important places to carry forward the core values of socialism, constantly innovating the path of ideological and political education, giving play to the leading role of socialist core values, and cultivating college students as practitioners and promoters of socialist core values, which are placed at each higher level. Important tasks in front of educators.

### 2. Challenges facing ideological and political education in colleges and universities

With the integration and rapid popularization of terminals such as computers, mobile phones and tablet computers, mobile Internet technology has developed rapidly. "Daily must-have" and "no network is absent" have become the portrayal of many college students. Take a science and engineering college in Xi'an as an example. At present, 99.45% of undergraduates use mobile phones to access the Internet. Up to 86.62% of undergraduates use mobile phones frequently, and 74.52% of undergraduates use mobile phones to access the Internet for more than 2 hours every day. It can be seen that the continuous and extensive influence brought by the media not only brings challenges to the ideological and political education of college students, but also makes the ideological and political education workers tired of coping with the negative influence of network information, but at the same time, it also works for ideological and political education. In-depth development has created an opportunity to better realize the individualized education of students.

Since the media era, all kinds of information have been widely disseminated, and college students can learn various information through various channels. Ideological and political educators no longer possess information superiority, and sometimes even fall into the embarrassing situation of collective aphasia. This is a big dilemma for the ideological and political education of college students in the "Second Media Age", and it is a new challenge for ideological and political education workers. But from another perspective, this phenomenon also makes our ideological educators must change and look for ideological advantages.

The rapid development of mobile internet devices, widely popular 3G, 4G communication

technologies, convenient wireless networks and rich mobile phone applications provide university students with a variety of network choices to meet the diverse needs of college students, and also enhance the university students' mobile Internet. The interest and usage rate have improved the use of college students' netizens and cultivated the habits of college students. At present, when college students use mobile phones to access the Internet, they use QQ, WeChat and other instant messaging tools, access to learning materials and news information, online shopping, online video, Weibo, email, games, etc. to become mainstream applications, communication with people, access to information, online entertainment. Expressing self is the main purpose of mobile Internet access for college students. At the same time, the complex information environment and the coexistence of diversified information mean that advanced culture, backward culture and decadent culture can affect college students at the same time, which leads to huge impacts and challenges for their values, which brings the ideological and political education of colleges and universities. The considerable uncertainty and uncontrollability put forward higher requirements for the ability level of ideological and political education workers.

Network media literacy refers to the literacy and cultivation that network users use to receive and disseminate information in the network and in the process of network life, including: network cognitive ability, network ethics awareness, self-control ability of network use, creation and communication network. Information ability. At present, college students have relevant knowledge and experience in the media, but there is still a certain gap in the understanding of self-media youth education. The media literacy of college students is generally low. At the same time, the ideological concepts and world outlook of college students are different. The development of student media literacy education in education raises requirements and challenges.

### **3. Effective Paths for College Students' Ideological and Political Education**

How the theory is well known and accepted by the public must first consider the popularity of expression, which is an important link to realize the transformation of theory into practice. Although the connotation of socialist core values is highly concentrated in 24 words, and these 24 words seem to be easy to understand, they are actually very abstract and concise. Each level contains rich connotations, which are very Complex internal logic. This has added a certain degree of difficulty to the teaching of socialist core values into the classroom. How to present these abstract theories in the language familiar to college students is the key to ensuring that the core values of socialism are truly in the mind. In the theoretical interpretation of the socialist core values, the first thing to do is to transform the socialist core values in the political discourse system into an academic discourse system suitable for the ideological and political education of college students, and fully consider the ideological characteristics, knowledge level and recognition of college students. On the basis of the degree of knowledge, it is transformed into a popular discourse system that is familiar, recognized, and accepted by college students. This requires that the theoretical teaching of college teachers can not be based on the text, can not be rigidly instilled, should use popular language rather than the language of the official language, using friendly language rather than blunt language, using the language of guidance rather than the language of command, so that college students can understand And accept. In the course of theoretical teaching, the key points should be to explain to students the theoretical origins and rich connotations of socialist core values, and let students realize that the core values of socialism are the core of the socialist core value system, reflecting the most basic and most socialist The core, the most important value objectives and value pursuits, in turn, let students recognize the advanced nature, stability, development and inclusiveness of socialist core values from a theoretical perspective.

Second, we must consider how the way the theory is disseminated is closer to the students' learning and life. Classroom is the main front for ideological and political education for college students. However, the problems of obsolete and single forms of classroom teaching methods have become increasingly prominent, and they have been unable to meet the requirements of socialist core values education. Therefore, while firmly grasping the classroom position, we should constantly improve the pertinence, attractiveness and appeal of classroom teaching, not only to fully

reflect the party's theoretical innovation achievements, but also to reflect the practical experience and vivid cases of socialism with Chinese characteristics. Attract students. At the same time, we should give full play to the advantages of educating people in various disciplines, especially the humanities and social sciences, and integrate the socialist core values into the teaching of professional courses, so that every teacher shoulders the task of ideological and political education for college students. In addition, as the medium most popular among college students, the network should fully tap its educational function, strengthen the construction of ideological and political education websites, produce a number of online cultural products that embody socialist core values, and encourage teachers to pass WeChat, Weibo, QQ and other ways to communicate with students, explain the core values of socialism in the form of students' favorite and enhance the persuasiveness and appeal of theoretical propaganda.

To achieve theoretical cognition is not an end, and achieving value identification is the key. In the end, the ideological and political education of college students is to do the ideological work of students, to enhance the ideological and political quality of students, and to guide students to establish a correct outlook on world outlook on life. Therefore, ideological identity should be the focus of ideological and political education. According to the theory of acceptance, "acceptance" is a kind of active activity in which the subject chooses and ingests ideological and educational information under the influence of the external environment, especially under the control of education. This theory shows that when the content accepts the reality of the social environment, the educated person is easy to accept; when the educated person strongly agrees with the relevant content in terms of emotion, will, etc., the acceptance behavior will be triggered. However, the complexity of the international environment, the long-term nature of China's primary socialism, the impact of market economy, and the strong contrast between ideals and reality have made some college students whose values are not yet mature confused, and there is a deviation in the level of understanding, even to China. Roads, Chinese theory, and the Chinese system are skeptical. As a subject of acceptance, although many college students can understand the connotation of socialist core values, how to make them feel positive about socialist core values and then transform into conscious actions is the key to doing a good job in ideological and political education. In order to realize value identification, we should vigorously strengthen the education of ideals and beliefs of college students, actively carry out education on socialism with Chinese characteristics and Chinese dreams, carry out education on party history, national history and situational tasks, carry out education on Chinese outstanding traditional culture, and continuously enhance the theoretical confidence of students. Cultural confidence and values are confident. Implement the "Young Marxist Training Project" and actively carry out the activities of "into the branch, enter the community, enter the network, and enter the group class", strengthen the backbone of the students' confidence in the value of socialist core values, give full play to their demonstration role, and guide the majority Students strive to be examples of practicing socialist core values. At the same time, we should further change the educational concept, and stimulate students' curiosity through interactive, inquiry, heuristic, and guiding implicit education methods, and subtly combine the guiding function and the edifying function of ideological and political education to enhance students. The understanding of contemporary Chinese political, economic, cultural, social systems and other practical issues, using socialist core values to guide students objectively and rationally analyze and evaluate various social phenomena and cultural trends, and ultimately form value recognition in the field of consciousness.

#### **4. Conclusion**

The ideological and political education work in colleges and universities should combine the characteristics of the times with media tools to create a mainstream public opinion atmosphere in a natural and vivid context, enhance students' sense of identity, enhance the effectiveness of ideological and political education, and guide students to establish correct values and world views.

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