

The Innovation of College Ideological Education and Political Education under the Network

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Abstract: With the science and technology development, the network has been popularized and deepened in social life. It has become an important part of the development of mass media with its own unique advantages. The network is in our study and life closely, and it is inseparable. The cultural thoughts transmitted from the network have a subtle influence on us. This kind of influence is both an opportunity and a challenge for the ideological education and political education of universities. Under such background, ideological and political work must be innovative and improved in terms of methods, contents, teams, mechanisms and positions.

1. Introduction

With the rapid modern information technology development, the Internet has entered the world of people. In college campuses, the network has become a close partner of college students. College students live and study in a network. Their values, political inclinations, and behavioral norms are all influenced by the Internet. The Internet is that transmits a large amount of knowledge to students on the one hand and unhealthy information to the campus on the other. College ideological education and political education workers should actively explore educational methods that adapt to the development times, update the lagging educational concepts, and pass scientific ideas and healthy knowledge to students in the quickest way [1]. Therefore, college ideological education and political education workers must have a sense of urgency, understand the network, be familiar with the network, master the network technology, and realize the innovation of ideological and political work under the network.

2. The status quo of college ideological education and political education in the network

The network is based on the important position of the network in people's lives. The real society has formed a network characterized by network and information. In the ideological education and political education of universities, the network mainly refers to the ideological education and political education of college students based on network resources and networks. College students' control over new things has made universities become the frontiers of China's social network development [1]. University network ideological education and political education has also seen new features in this change.

2.1 The authority of educators challenged.

The concept of respecting teachers and teaching in traditional Chinese culture makes teachers become absolute monopolists of knowledge information. Whether it is the correctness, authority and communication of information, educators have an absolute dominant position. This is also true of ideological education and political education in universities [2]. However, with the development of the network, students' ability to acquire information is enhanced, and by their own characteristics, they are more accessible to new knowledge, new technologies. All kinds of factors eventually lead to the increasingly severe challenges and impacts on the authority of educators in ideological education and political education in universities.

1) College students' self-awareness awakens challenges the traditional authority of educators. The establishment and improvement of the socialist market economic system has formed a pattern of

multiple values coexisting, especially with the advancement of the new curriculum reform, actively promoting individuality development, equality of personality, interaction between teachers and students, and democratic awareness and subjective consciousness [2].

2) The openness of network information affects the knowledge structure of educators. The network development technology has promoted the universalization of information. However, the lag of educators' response to network technology has deconstructed the knowledge structure of educators by network information. The network information environment provides students with a vivid and active learning environment, which broadens the channels for students to receive information [1].

2.2 The subjective status of the educated person rises.

Educated people are the object of ideological education and political education in universities, and they often act as passive recipients of information. The openness of the network has transformed the role of the educated. More and more college students' self-development self-education consciousness awakens, making educators unable to get the students' conviction and recognition in the ideological education and political education. The ideological education and political education accepted by college students in this skeptical concept is inevitably playing an increasingly important role in the development of educational activities [3]. Educators are more concerned about how college students can accept education when they are educating, what kind of education students want to receive, what kind of content education, and how to maintain the authority of educators in educational activities.

2.3 The educational environment is increasingly open and transparent.

The educational environment is an essential factor in the realization of the ideological education and political education function of universities. The developed network integrates the equal, free and open educational environment into the process of college students' ideological education and political education. In the education activities, educators pay attention to mobilizing the enthusiasm of students, making educational activities a completely open and interactive activity [3]. In the collision and blending of thoughts between educators and educates, in the impact of each other, enhance their respective ideological and cultural quality, scientific and technological level. This kind of educational environment is undoubtedly an educational environment conducive to the growth and development of students and educators.

3. The challenges faced by college ideological education and political education under the network

3.1 The challenge of the network to the content of ideological education and political education in universities.

In China, the content of ideological education and political education of students is mainly based on the education of ideals and beliefs, strengthening the patriotism, collectivism and socialism education of college students, and cultivating college students [4]. However, in the world, the values of different countries and regions are not the same, and there are even many ideas that are contrary to our mainstream values. However, the openness of the Internet allows students not only to have access to traditional Chinese concepts and development concepts, but also to have selectively touch other, correct, or wrong ideas.

3.2 The challenge of the network to the forms and means of ideological education and political education in universities.

In the traditional ideological education and political education process, more use of the teaching methods of facts and reasoning, through classroom teaching, heart-to-heart counseling, etc., traditional education methods can face-to-face communication, emotional interaction, targeted, able Strongly achieve the emotional effect of communication [4]. However, in today's highly developed network, the way of ideological education and political education faces new forms and means of challenge. On the one hand, lectures and talks are education methods that must be carried out at the right time and place. In the network, students have a wide range of education and freedom, and the

effect of education may not be ideal. On the other hand, some teachers have excellent teaching styles to introduce students into the learning situation, so that students' learning passion is also driven.

3.3 The challenge of the network to the quality of ideological education and political education workers in universities.

Teachers have a leading role in ideological education and political education. However, in today's developed networks, there are some problems encountered. On the one hand, the level of knowledge of teachers may not keep up with the speed of information updates. In most cases, teachers use their own knowledge and accumulated experience to educate and guide students, but nowadays, students often pay attention to some news events on the Internet privately, and will be more or less subject to public opinion on the Internet. Influence, have some opinions on some issues, and may have an impact on the traditional views of teachers [5]. On the other hand, the age of college teachers is generally high, the degree of mastery of the computer is not very good, the use of the network does not achieve the desired effect, cannot communicate with the students tacitly. Therefore, ideological education and political education workers become passive in the education process, do not understand the situation of students' contact with information, and do not know the exact guidance and education of students.

4. The innovation of college ideological and political work under the network

The challenges brought by the ideological and political work of universities in the network are multi-faceted. Therefore, we must start from all aspects. For example, work concepts, work methods, network ethics propaganda, etc., the integration of information science and technology into education work, innovative work methods, can effectively improve work efficiency.

4.1 To understand the important role of network ideological education and political education in universities.

The root of ideological education and political education in universities lies in the shaping of the healthy personality of college students and their healthy development. In the network, the ideological education and political education work of universities should guide students scientifically so that they will not be lost in the online world, and will not form unhealthy personality and personality due to indulging in the network [5]. The healthy personality of college students in the new era not only has an important impact on their life and learning, but also affects the thoughts and behaviors after they enter the society. Therefore, the ideological education and political education work of universities must grasp the shaping of students' healthy personality and guide them.

4.2 Ways and means of innovating ideological education and political education in universities.

1) Effectively use the ideological education and political education website to realize "network education". At present, universities in China attach great importance to the construction of ideological education and political education websites, and various websites related to ideological education and political education work have appeared [6]. However, most of these websites are "individuals" that exist independently. Not only are there lack of links between the various universities, but also the internal publicity system, student work system and education and teaching system. This fragmented layout has less influence, which is not conducive to the effective integration and utilization of network resources.

2) Use diversified network technologies to optimize online ideological education and political education. While integrating website resources and strengthening the construction of ideological education and political education websites for college students, we should also make full use of the network functions such as campus forums, Weibo, WeChat and e-mail to enrich and develop the way of network ideological education.

4.3 Make full use of the network platform to guide the healthy and cultural life of college students.

First, we can use the online platform to carry out online party and group work, regularly organize party members and members as representatives of students to use the online platform to publicize the party's scientific policies, promote healthy and advanced culture, and expand the party's educational level [6]. In addition, we can use the network to carry out student consultation activities, so that the psychological quality of college students can be improved. Use the network's good interactive performance to organize psychological experts or teachers to communicate and communicate with students. At the same time, you can also use various network software resources to conduct student mental health assessment, guide students to self-regulate, and eliminate learning and life in time. The resulting confusion makes the ideological education work a good teacher and friend of the students.

4.4 Strengthen the network ethics construction and pay attention to the campus culture environment construction.

The traditional moral concept has been greatly challenged with the network information technology development. The existing social morality concept cannot be fully adapted in the social development process under the current network. However, as far as the current network is concerned, there is a lack of powerful supervision and management methods, and there are many imperfections in the network law [5]. At the same time, the construction of campus cultural environment, enhance the cultivation and infection of students in the campus cultural environment, and build a colorful, positive, and healthy cultural environment for college students to purify the minds of college students. To improve their cultural taste, and thus enhance their ability to resist external factors, and achieve the goal of network moral education in a subtle way.

4.5 Take an active approach to ideological education and political education in universities in a network.

Students get a variety of knowledge information in the network, but the network information is versatile. In today's information globalization, because of the lack of network management and other violent and pornographic information, college students will have serious adverse effects on their own healthy development if they contact this information. In order to eliminate this phenomenon, educators we are actively taking various measures. It is worth noting that it is difficult to eliminate this phenomenon by passive blocking and blocking methods in the past [7]. In order to fully play to the positive role of the information network, we must take the initiative to take precautions. We can open up a new path of online teaching by establishing a website that directly publishes educational information on the Internet, establishing an electronic exchange forum, and setting up lectures.

4.6 Adopt an interactive ideological education and political education method in universities under the network.

The network is an open and large environment. In this environment, human beings have gradually changed the traditional way of communication and communication, and formed a new type of interactive communication. In the traditional teaching process, teachers have a certain dominant position because they have more knowledge than students do. Different from the traditional teaching mode, the ideological and political teaching process in universities has certain equality in the network. Teachers do not necessarily have more information than students do. This phenomenon not only brings certain pressure to teachers, but also helps the teaching process tend to on equality. In an equal teaching environment, teachers and students can communicate interactively. This method cannot only help teachers understand the inner thoughts of students [7].

5. Prospects for college ideological education and political education in the network

Network technology is a new thing that was born by the revolution of science and technology. It has changed the way of communication, learning and entertainment for college students. The ideological education and political education in the network takes the network as the carrier and the

students who are willing to accept new things as the object of education. The development prospects are very optimistic.

5.1 With students as the center, establish a multi-level three-dimensional education system.

The subjective status of students. Therefore, the establishment of a multi-level and three-dimensional college ideological education and political education system with students as the center is an inevitable trend of its development [8]. The establishment of multi-level and three-dimensional college ideological education and political education system is based on the needs of students, and establishes ideological education and political education activities in universities with different educational methods and educational contents as the components.

5.2 Take the network media as the carrier.

The usage of online media as a carrier to realize the diversification of educational means is another development trend of ideological education and political education in universities under the network. Traditional college ideological education methods are mostly one-to-one classroom education, report meetings, speeches, and talks [8]. In the ideological education and political education of universities in the network, with the improvement of the penetration rate of students, the methods and means of education are more diversified and diversified.

6. Summary

The network development brought great challenges to the ideological and political work of universities. In the network, the ideological and political work educators of universities must follow the development of the times, update their work concepts, and carry out education methods, approaches and platforms. Innovate, increase the radiation range of ideological education, ensure the effectiveness of ideological education and political education, and maximize the education function.

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