

On the implicit ideological and political education of university based on the support of social network

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Abstract: Social network is an important place to form public opinion because of its combination of network and sociality. Social network not only brings opportunities to the ideological and political education of college students, but also challenges the education work. How to carry out ideological and political education on the social network platform is a major issue that must be solved in the new era of Ideological and political education.

1. Introduction

Traditional ideological and political education overemphasizes the "educator as the center", and emphasizes the unilateral subjectivity of the educator. The educator has absolute dominance and authority in the process of education, while the educatee's subjectivity in the formation and development of their own ideological and moral quality is ignored, regarded as the object of education and surrounded by the educator's baton, which is passive and passive. The state of obedience greatly suppresses the initiative and enthusiasm of the educated, and restricts the development of their personality and creativity. The network social platform has the characteristics of freedom, interaction, richness and so on, which is conducive to improving the subjective consciousness of college students, stimulating the creativity of college students, improving the self-education ability of college students, so as to promote the subjectivity of Ideological and political education.

2. The influence of social network platform on College Students

The functions of social networking website, such as log, status, photo album, news, game and sharing, meet the needs of college students for social, information, entertainment and learning. Because of its openness, interactivity and authenticity, it has become an important platform for college students to communicate with each other, acquire knowledge and all kinds of information. According to the 29th statistical report on the development of Internet in China (CNNIC) released by China Internet Network Information Center, by the end of 2011, the number of users of social networking sites in China was 244 million, of which students were the largest user group, accounting for 50.3%^[1].

3. Opportunities and challenges brought by the development of social network to ideological and political education in Colleges and Universities

3.1 Opportunities brought by the development of social network to ideological and

political education in Colleges and Universities

3.1.1 Enriching the ideological and political education resources in Colleges and Universities

Compared with the traditional network, social network can realize the instant, three-dimensional and multi-dimensional dissemination of knowledge and information. One of the core values of social network is to gather a wide range of social resources by mining everyone's creative content and social network energy. Therefore, social network has realized the horizontal and wide expansion of knowledge and information. At the same time, as a kind of deep social network type, social network takes individuals as network nodes, forms a network connection with other social contacts, and realizes vertical deep mining of knowledge and information. Therefore, social network not only gathers the digital ideological and political education teaching resources, but also realizes the sharing of Ideological and political education teaching information resources^[2].

3.1.2 Broaden channels and promote the integration of educational forces

The effectiveness of Ideological and political education depends on a variety of factors and requires the joint efforts of schools, society and families. Social network provides a platform for teachers, society and parents to pay close attention to students' growth and communication, and integrates the ideological and political education of students, families and society. Through the social network, the voice of the party and the state, the requirements of the society for college students and the hope of parents can work together on students to form a joint force of Ideological and political education. By using social network to expand the time and space boundaries of Ideological and political education, and building a learning and communication platform, we can change the previous forced ideological and political education mode, and form a new mode of joint participation and active acquisition^[3].

3.1.3 Enhance the spread effect of Ideological and Political Theory

Social network has the advantages of timely, large amount and interaction in the dissemination of information, and has obvious advantages in timeliness, continuous mobility, collection and diversity of information forms. Making full use of social network to carry out ideological and political education can not only make the ideological and political education work in Colleges and universities more timely and extensive, but also make the communication content more in-depth, more efficient and more lively because social network meets the communication needs of college students. Therefore, the ideological and political theory education through social network will also increase the liveliness of Ideological and political education of college students, which is more easily accepted by college students^[4].

3.1.4 Improve the pertinence of Ideological and Political Theory Course

The convenience and recording of social network interaction can enable students to fully express their true ideas, provide convenience for quick and accurate understanding of students, and teachers can guide them in a targeted way, so as to enhance the pertinence of Ideological and political education theory course^[5].

3.2 The challenge of the development of social network to the ideological and political education in Colleges and Universities

3.2.1 The leading position of the traditional ideological and political theory education has been impacted, and the effect of Ideological and political education has been weakened

The traditional ideological and political education in Colleges and universities is mainly carried out through the main channels such as classroom, as well as newspapers, radio, television and other mass media. With the rapid development of Internet, Internet has become an important way for college students to acquire information and knowledge. The Internet is a huge and open information transmission system, where different ideologies and values can collide and blend. In the traditional way of Ideological and political education in Colleges and universities, educators neglect the influence and function of Internet on students' thoughts and psychology. On the one hand, the effectiveness of Ideological and political education in Colleges and universities is impacted; on the other hand, the status of traditional ideological and political theory education is also impacted.

3.2.2 New requirements for College Teachers

Under the circumstance that more and more students use social network as an important channel to acquire information and various kinds of knowledge, and it has a wide and profound influence on students' study, life and ideas, a considerable number of teachers in Ideological and political theory course in Colleges and universities do not have open knowledge structure, scientific modern education concept and social network as a kind of education concept. The role of sharing information, ideas and experience education tools is not suitable for the teaching work in the social network environment, lacking the creativity and sharing of Ideological and political education, and not keeping up with the needs of the development of the times, so that the teaching effect is greatly reduced. Teachers of Ideological and political theory should recognize the importance of using social network in education and teaching, regard social network as a way to share information and resources, and carry out more extensive communication between schools, parents, students and peers. Innovative teaching methods, using social networking to build learning communities, and enhance the advanced nature of Ideological and political theory education^[6].

4. Innovation path of Ideological and political education mode in Colleges and Universities Based on social network

4.1 Enhance the online influence of Ideological and Political Theory Course

Social network plays a more and more important role in the development of College Students' interests and needs. Teachers of Ideological and political theory course in Colleges and universities should take the initiative to strengthen the control of network public opinion, and carry out teaching in a way that college students are willing to accept. By using the characteristics of social network, such as the subjectivity of information selection, the interactivity of information exchange, the democracy of discussion, and the emotionality of netizens, we can transform the traditional education and teaching carrier of Ideological and theoretical education into the network media, enhance the attraction and appeal of the "Two Courses" and improve the teaching efficiency^[7].

4.2 Carry out ideological and political "extended" education based on social network

platform

One of the difficulties of the ideological and political theory course is that the students are not in the mind. The ideological and political theory course should be good at obtaining first-hand information through social network, analyzing and judging students' ideological trends, accurately understanding students' psychology, carrying out "extended" education, and improving the teaching pertinence and teaching effect of the ideological and political theory course. First of all, establish the class public homepage or chat group, community, etc. Teachers should learn to use social networks to find and solve students' real problems in time. Through the establishment of social network groups, enhance the collective sense of honor and belonging of students, and achieve the effect of strengthening class and classroom interaction. Secondly, carry out theme activities. In line with the principle of innovation, interaction and interest, the ideological and political education is grafted onto the social network, and the interesting, interactive and service functions of the social network are used to carry out the theme activities that college students are willing to accept, encourage and mobilize students to participate in the interaction on the social network, and do a good job in the connection between classroom teaching and online education, so as to make the ideological and political education work more effective. For example, we can combine social hot issues to carry out network survey or hot issues discussion, so that students can get a stage to show their personality, and get expectations and satisfaction that are difficult to get in the real classroom. Finally, we should regularly create public topics and guide students to discuss on the Internet. Teachers and students should interact equally on the Internet to enhance the affinity of Ideological and political theory education^[8].

5. Conclusion

The network social platform has the characteristics of many changes, complex factors, good and bad, which will undoubtedly increase the uncontrollable factors of using the network social platform to carry out ideological and political education in Colleges and universities, and make ideological and political education complex. However, ideological and political educators can give full play to their subjectivity, choose excellent online social platforms, guide the public opinion of online social platforms, and manage campus online social platforms well. Educators can create a positive, democratic and harmonious overall environment through the selection, guidance and management of online social platforms.

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