

Research on the Construction of Network Position of Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: The new era of socialism with Chinese characteristics and the rapid development of new media in the era of "Internet plus" have put forward new requirements and challenges for ideological and political education in colleges and universities. As an important product of this era, the network of ideological and political education in colleges and universities has achieved fruitful results in the construction process, but there are also many problems. Exploring the problems existing in the process of constructing the network of ideological and political education in colleges and universities, exploring the path of consolidating and upgrading the ideological and political education network in the new era, have a very important meaning for the ideological and political work of colleges and universities and the development of socialism with Chinese characteristics in the new era. [1]

1. Introduction

General Secretary Xi Jinping clearly pointed out at the National Conference on Ideological and Political Work in Colleges and Universities that "to do a good job in the ideological and political work of college students, it is also necessary to change from time to time, move forward from time to time and innovate from situation to situation. This is the general requirement for doing a good job in the ideological and political work of college students in the new task, the new era, and the new situation. Under the new situation of advocating "advancing the reform and innovation of ideological and political work in colleges and universities and strengthening the construction of the ideological and political work of the Internet", the ideological and political education in colleges and universities is changing due to the new era, advancing by thought and becoming new by new media. Building a network of ideological and political education in colleges and universities with the characteristics of the new era is the urgent task of completing a new historical mission in the ideological and political education of colleges and universities in the new era.

2. The Status Quo and Problems of Network Position Construction of Ideological and Political Education in Colleges and Universities

2.1 Insufficient Construction and Low Integration.

The advent of the Internet era has provided a good opportunity for the expansion of ideological and political education positions in colleges and universities. Under the call of the party and the state, many colleges and universities have gradually realized the role of network positions in the ideological and political education of colleges and universities and have taken measures to build them. However, these colleges tend to have insufficient construction efforts in the process of constructing ideological and political education network positions. For example, new media tools (such as QQ, Weibo, WeChat, etc.) that are popular among college teachers and students cannot be well integrated into the ideological and political education of colleges and universities. The educational function of the network position cannot be fully utilized and the ideological and political theory workers and students of colleges and universities can not be integrated in the network position; The perfect ideological and political education information and resource pool

cannot be built and can not realize the organic integration of ideological and political education and the development of the times; can not develop more software specifically for ideological and political education, integrate ideological and political education with advanced technology and so on. In short, the disconnection and dislocation of the network and ideological and political education have made the construction of ideological and political education network positions in colleges and universities face many challenges.

2.2 Insufficient Attention and Weak Voice.

In the traditional ideological and political education, the majority of the physical classrooms are the main ones and the time for the construction of the network positions is relatively late. Although, in recent years, with the advent of "Internet plus" and the era of big data and the importance of the party and the state to the network, many colleges and universities in China have gradually realized the important role of network positions in the ideological and political education of colleges and universities and have taken many ways to build them. Network positions, however, from the reality and the results achieved, the degree of attention is still insufficient and the voice of ideological and political education in the network position is still weak. An important manifestation of insufficient attention is that many colleges and universities are not equipped with specialized network position workers in the process of constructing ideological and political education network positions. This leads to low overall quality of ideological and political education network educators and it is difficult to grasp the discourse right of network ideological and political education. In the actual ideological and political education of colleges and universities, the network position often exists as a supplement to the traditional position, which leads to the network position not recognized and used by many people, not to mention the discourse right.

2.3 Time Validity is not Strong, Timeliness is Poor.

One of the most important characteristics of the Internet era is the rapid change of information, which requires that the network position of ideological and political education in colleges must have strong time validity. However, due to the low degree of integration between the network and the ideological and political education in colleges and universities in practice, many colleges and universities advocate the construction of ideological and political education network positions, but most of them are "new pots with old wines" and still use traditional methods in education, the content taught is mostly old, which leads to many new content of the era on the Internet that is difficult for students to master. The arrival of a new era of socialism with Chinese characteristics has given new missions and requirements to the ideological and political education of colleges and universities. If the improvement of the network position of ideological and political education in colleges and universities can not be in line with the development of the times and enhance its timeliness, then its construction will be meaningless. In the end, it will only be gradually eliminated by the development of the times and the talents it cultivates will not be able to bear a glorious mission to realize the great rejuvenation of the Chinese nation.

2.4 Low Level of Innovation and Weak Attraction.

In the construction of network positions of ideological and political education in colleges and universities, simple general platforms are often used and the content provided is often some relatively dull and lagging information, lacking new ideas and innovations. At present, college students are mostly the post-90s and post-00s. As young people in the new era, they master advanced network technology and use the latest self-media platform to understand the most cutting-edge issues of the development of the times. What they are eager to acquire are new knowledge, new ideas, and new information that follow the trend of the times and reflect the characteristics of the times. The network of ideological and political education in colleges and universities is aimed at college students. The historical mission is to guide college students to correctly understand and grasp the line and principles of the party's new era and to guide college students to establish correct world outlook on life values, if they still adhere to rigid forms and old content, not able to innovate with the trend, will be bound to be difficult to attract students' interest

in learning and participation. Therefore, college ideological and political education must conform to the trend of the new era and the development of the Internet era, making full use of new media and constantly innovate in order to continuously enhance the attractiveness of ideological and political work.

3. The Optimization Path of Network Position of Ideological and Political Education in Colleges and Universities in the New Era

3.1 Strengthen the Correct Direction and Develop with the New Era.

At present, socialism with Chinese characteristics has entered a new era and the new goals, new tasks, and new missions that follow have put forward higher requirements for ideological and political education in colleges and universities, in particular, as a network of ideological and political education that masters the new positions of mainstream ideology, it is even more responsible. The correctness of its direction will have an important impact on the mission of realizing the great rejuvenation of the Chinese nation. American futurist Alvin once said that "whoever has the information and masters the network will control the world." For this, the ideological and political education in colleges and universities must grasp the correct direction of the construction of the network position in the new era and maintain a high degree of consistency with the party and the country's major policies. First of all, the network of ideological and political education in colleges and universities should incorporate the requirements and objectives of the new era and constantly enhance the sense of the times and mission of their own educational work. Secondly, the network of ideological and political education in colleges and universities should be guided by Xi Jinping's socialist thought with Chinese characteristics in the new era. In this position, the requirements and specific contents of the overall layout of the "five in one" should be vigorously implemented and promoted and students should be guided to establish "Four consciousness" and strengthen "four self-confidences" to clearly define the direction and mission of college teachers and students in the new era. The network of ideological and political education in colleges and universities can only play its due role by maintaining a high degree of consistency with the party and the country's major policies and keeping pace with the development of the times.

3.2 Transforming the Educational Concept and Aligning with the Youth of the Times.

"Modern ideological and political education is a practical activity based on the understanding and confirmation of the subjective status and subjectivity of the educated.... It is the basic idea of modern ideological and political education ethics to recognize the subjective status of the educated and to play and respect the subjectivity of the educated." [5] In traditional ideological and political education, due to various factors, the phenomenon of ignoring the educated person often occurs. The educated person often participates in many activities of ideological and political education as a passively accepted object. In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out that "The youth is prosperous and the country will thrive, while the young is strong and the country will be strong. The younger generation has ideals, skills, and responsibilities, the country will have a bright future and the nation will have hope." As a new generation that grows with the Internet, young college students not only undertake the important mission of realizing the great rejuvenation of the Chinese nation, but also are important participants in the construction and promotion of the network of ideological and political education in colleges and universities. Therefore, in order to optimize the network position of ideological and political education in colleges and universities in the new era, we must change the long-standing misconceptions that ignore the subjectivity and initiative of educators and truly treat young college students as the main body of educational activities and give full play to their initiative and participation, so that young college students consciously promote suggestions for network positions and consciously transform the educational content in the network positions into practical activities, and truly realize the unity of ideological and political education and practical activities. Only in this way can colleges and universities truly cultivate a generation of successors and builders who are

suitable for the development trend of the new era and take the initiative to undertake the mission of the times. [2]

3.3 Innovative Education Model, in Line with the Internet Era.

The construction of the network position of ideological and political education in colleges and universities emphasizes the integration of ideological and political education with the Internet. In the context of the current "Internet plus" and the in-depth development of the era of big data, how to achieve "big thinking policy" through network positions is still a question worth pondering. Especially in the context of the rapid development of new media, college students have become the main force in the use of new media. "College students are the main force of the network society. University campus is a region with high network popularity rate. The network has become a new environment for students' growth and development, university personnel training and education work. Using Internet thinking to promote the development of ideological and political education and realize the combination of traditional advantages of ideological and political education and information technology to enhance their sense of the times and new gravitation is an urgent issue that must be faced and solved at present." [6] Based on such a reality, in the new era, the consolidation and promotion of the ideological and political education network positions in colleges and universities must innovate the network ideological and political education guidance model, integrate with the current Internet background and integrate with the use of new media. First of all, the model of network ideological and political education network position education should adapt to the thinking of the main students, make full use of the new media that college students like to see and hear and realize the unity and integration of the communication platform to reach "where are the students, there are our ideological and political educators?" We will build a comprehensive ideological and political education system in colleges and universities that combines "online and offline", "under and after class" and "inside and outside school". Secondly, the educational model of the network position should adapt to the cross-border thinking of the Internet, continuously enhance the synergy of ideological and political education and exert the joint force of all aspects of education. Thirdly, the network position education model must reflect the intelligence of the Internet era, make full use of the new media's flexibility, variety and rapid spread and build an ideological and political network with correct thinking, flexible forms, rich content and popular among young students. Only in this way can the ideological and political education of colleges and universities be brought close to students, integrate into life and make the party's line, principles and policies in-ear, into the mind and into the heart and complete the historical mission of the party and the state to give ideological and political education to colleges and universities. [3]

3.4 Renew Educational Content and Integrate Traditional Culture and Revolutionary Culture into Ideological and Political Education."

Do not forget history to open up the future, be good at inheritance and will be good at innovation. Excellent traditional culture is the foundation of a country and a nation's inheritance and development. If it is lost, it will cut off the spiritual lifeline." [7] Since the eighteenth national congress of the communist party of China, the Party Central Committee attaches great importance to the inheritance and development of excellent traditional culture and revolutionary culture, especially in the new era, but also to pay attention to the promotion of the excellent traditional culture and revolutionary culture of the Chinese nation. Chinese excellent traditional culture also plays the role of ideological education and moral education in people's ideology and behavioral norms. Revolutionary culture is the driving force for the Communists to advance and the spiritual source of the Chinese nation to achieve great rejuvenation. Therefore, in the process of upgrading the network of ideological and political education in colleges and universities, we must incorporate excellent traditional culture and revolutionary culture into the ideological and political education of colleges and universities. In the process of classroom teaching, the Chinese traditional culture and revolutionary culture should be integrated, the main theme of the socialist core value system should be sung and the mainstream ideas conforming to the development of the new era should be advocated. On the network of ideological and political education in colleges and universities, a

special website for learning and propagating Chinese excellent traditional culture and revolutionary culture should be set up. Teachers and students can find and view traditional cultural materials, excellent video works and classic red songs related to ideological and political education in colleges and universities at any time. They can also communicate and express opinions on traditional culture issues on this website. Only by truly incorporating the content of China's excellent traditional culture into the process of building ideological and political education network positions in colleges and universities can the construction of ideological and political network positions in colleges and universities be improved. [4]

4. Conclusion

In the new era, the consolidation and upgrading of the network of ideological and political education in colleges and universities is a systematic and complicated project that cannot be accomplished overnight. For this, college ideological and political education must firstly conform to the trend of the "Internet plus" era, grasp the characteristics of new media communication, truly consolidate the network positions of ideological and political education in colleges and universities and constantly improve the pertinence, timeliness and influence of the network positions of ideological and political education in colleges and universities through a series of innovations. Only in this way can the ideological and political education of colleges and universities truly assume the historical mission entrusted to them by the new era to train qualified builders and successors of socialism with Chinese characteristics. [6]

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