Cultivation of Contemporary College Students' Political Identity under the Internet Environment

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Abstract: College students' political identity plays an important role in their own development and political and social stability. The rapid development of the Internet has brought convenience to the life of college students, and it has also had an important impact on the political identity of college students. Therefore, contemporary college students, schools and competent authorities should form a joint force to promote the positive impact of the Internet on the political identity of contemporary college students.

Due to the economic development, the Internet has made a huge breakthrough. On the one hand, the Internet has the characteristics of mellow interconnection and transcending time and space gaps, which facilitates communication between people; on the other hand, the Internet has hidden features that make people dare to express their true ideas. However, as an important group using the Internet, college students are immature in their own thinking, and their understanding of things is not comprehensive enough to distinguish the authenticity of information. Therefore, it is easily affected by the Internet. At the same time, college students are the main body to promote social development. The political identity of college students is of great significance to the development of political society. Therefore, the cultivation of political identity of college students in the context of the Internet is a very important topic.

1. Contemporary Interpretation of College Students' Political Identity

Political identity is formed through the interaction between the subject of political identity and the object of political identity. It is both a psychological activity and a practical activity. It not only helps political parties establish political authority, but also helps maintain a stable political system. Therefore, analyzing relevant theories of political identity can enable us to scientifically understand and solve the problem of political identity in the process of China's political development.

1.1. The Connotation of College Students' Political Identity.

Political identity refers to the emotional tendency and psychological belonging of individuals in social and political life, and is the psychological performance of the public on a social political system. Specifically, It is the sense of trust and belonging of political subjects in political performance, political value and political system in certain social and political life. [1]For Chinese college students, political identity mainly covers the recognition of political groups, institutions, countries, and ideology.

First, political party identification. In China, political party identification is mainly the recognition and support of the CPC' s core leadership position, relevant party theory and relevant guidelines and policies. Throughout the development process of our country, a series of great achievements from the victory of the new-democratic revolution, the victory of the socialist revolution, and the construction and reform of socialism are all achieved by the people in their support and support for the party. The identification of political parties is an important foundation for the establishment of stable development in modern countries. The second is institutional identity.

In China, the socialist system with Chinese characteristics is the core of the political system.[2] The recognition of the political system by college students is the recognition of the country's socialist system, including the recognition of the socialist road and the recognition of the four basic political systems. The third is national identity. National identity refers to people's recognition of the country's political system, historical traditions, national culture, and national sovereignty.[3] People consciously regard themselves as a part of the country, creating a sense of belonging to the country and generating certain patriotic feelings. China is a socialist country under the people's democratic dictatorship, and the people are the masters of the country. College students' recognition of the country is to consciously regard themselves as a member of the country, support the cause of socialism, shoulder the heavy responsibility of achieving two centuries of goals, and work hard for it. The fourth is ideological identity. Ideological identity is the identification of the political subject's ideological concept and value system that represents a certain class and interest group. In China, the identity of ideology is the cognition, belief and voluntary obedience of Marxism-Leninism, Mao Zedong Thought，the theoretical system of socialism with Chinese characteristics and socialist core values, rather than passively and passively obeying.

1.2. Influencing Factors of the Formation of College Students' Political Identity.

The college students' political identity is formed in the process of social practice and is influenced by factors such as psychological needs, social environment and political participation. First of all, the political identity that exists as consciousness and concept reflects people's deep interests. Since the 18th National Congress of the Communist Party of China, the party has clearly proposed the overall layout of the "five in one" and the "four comprehensive" strategic layout, increased the anti-corruption efforts, and focused on cultivating the good cadres needed by the people, and unswervingly aimed at realizing socialist modernization. These ones greatly fits the psychological expectations of contemporary college students, which greatly enriches their political cognition, and also enables their political identity psychology to be fully maintained and sustained in the satisfaction of their own interests and desires. Second, social existence determines social consciousness. Social and political environment is an important part of social existence. The good or bad of the social and political environment has an important influence on the political identity of the students involved. Since the 18th National Congress, the social and political environment has been continuously improved. The Party Central Committee has vigorously promoted the transformation of government functions, reduced government and decentralization, minimized administrative examination and approval, and increased measures to strengthen supervision and promote government efficiency. The government continues to innovate on "management" and "service" and accelerates the transformation of its own functions, which greatly enhances the image and prestige of the government in the hearts of contemporary college students. Finally, in general, political participation and political identity are positively related, that is, effective political participation experience will greatly enhance the political recognition of college students and enhance their sense of belonging and responsibility to the political system. College students participating in politics by voting, expressing opinions, etc., will help them to experience a sense of belonging as a member of the political system.

1.3. The Significance of College Students' Political Identity.

The main content of college students' political identity is the full affirmation of college students on the ruling party, the state, the political system and the ideology. Therefore, enhancing the political identity of college students is of great significance to our party, the country and college students.

First of all, it is conducive to the political authority of political parties. College students are the main body to promote social development. Enhancing the recognition of college students to the ruling party will help college students to support and recognize the common goals and guidelines put forward by political parties. This will also help to keep them consistent with the party in terms of ideology and action and to be proud of joining the party organization. It is conducive to the

political party to unite a strong mass base, enhance the party's appeal, leadership and establish political authority. Second, it is conducive to maintaining the stability of the national political system. Only when college students agree with the political system they are in, will they have a sense of social responsibility and mission, and will highly appraise the operation of the national political system. At the same time, the recognition of college students on the current political system is conducive to promoting the active participation of college students in political activities and forming an evaluation of the political system. The political system is then adjusted according to the opinions of college students, thus maintaining the stable development of political system.

Finally, it is conducive to promoting the construction of mainstream ideology. Strengthening the political identity of college students is conducive to promoting the construction of the core value system of socialism with Chinese characteristics. The requirement of college students to practice the socialist core value system helps colleges and universities to occupy the main position of ideology and adhere to the direction of socialist education, thus helping to adhere to the guiding position of Marxism and promoting the construction of mainstream ideology.

2. The Influence of the Internet on the Contemporary College Students' Political Identity

College students are the builders and successors of socialism and play an important role in the development of the country. At the same time, they are also people in a certain historical background, which are the products of social historical activities. The performance of college students' political identity in different eras is different. The Internet age has caused significant changes in people's ways of communication and thinking, and has had a profound impact on the political identity of college students.

2.1. Opportunities for Cultivating Contemporary College Students' Political Identity under the Internet Era.

As the darling of the 21st century, the Internet has the characteristics of openness, Spanning time and space, occult and speed, interactivity and diversity. It provides students with more opportunities to participate in politics. An interactive and interactive environment has made the way of information exchange develop from one-way communication in the past to multi-directional communication, which has an important impact on the improvement of college students' political cognition, the cultivation of political emotions and the establishment of political beliefs.

First, the richness and time-out of the Internet is conducive to improving the college students' political cognition. The students who entered the university began to mature their minds and began to care about politics, but their knowledge reserves were not enough and their understanding of some political affairs was relatively simple. However, the Internet is a storage space known as the Ocean of Knowledge and has abundant resources. Therefore, college students often use the Internet to query the knowledge they want and solve their doubts. They enrich their knowledge through dynamic video explanations, detailed text analysis and vivid picture presentation. In addition, the Internet has characteristics that transcend time and space. On the one hand, the Internet provides a kind of "face-to-face" communication without time and space restrictions, which breaks through the limitations of traditional teaching. It is convenient for direct communication between teachers and students, which is conducive to the study of ideological and political theory. On the other hand, it enables college students to grasp the hot news information in the first time, and summarize the evaluation and views on this hot topic. College students participate in political activities through diversified channels such as Weibo, forums and portals, which can promote the integration of information to meet their own needs for relevant political activities and political theory.

Second, the occult and openness of the Internet is conducive to cultivating the college students' political feelings. The space brought by the Internet is different from real life, with the characteristics of occult and openness. In terms of occult, users in the online world do not know who the other party is. Everyone has hidden their real names and other information by registering the network user name. All users are openly involved in political exchanges and launched on the Internet. The Internet has formed a thriving political learning atmosphere for college students. In

this way, it is easy for college students to understand current affairs politics and participate in certain political activities through the Internet. It can be seen that the Internet has broadened the channels for improving the political identity of college students, avoiding the emergence of students who know each other in real life and dare not express their true ideas, so that college students can express their opinions on political issues on the Internet, even be brave enough to expose the corruption phenomenon around them to the government department and stimulate their awareness of political participation. In addition, the online world is a free and open world. Anyone can enter the cyberspace to exchange ideas and express their opinions. They can freely visit various websites according to their own wishes, creating an equal world without riches, identities and authority Therefore, every college student can learn political events through the Internet, use relevant vivid videos to learn political theory, enhance the interest of political learning and cultivate their own political emotions.

Third, the interactive and ideological nature of the Internet is conducive to enhancing the political beliefs of college students. The spread of traditional media is a one-way "point-to-face" communication, and network communication is interactive, which enables college students to communicate and communicate directly with each other in a timely manner without being restricted by time and place. Therefore, college students exchange and interact with other people on a certain political hots pot through the network, which is conducive to improving their enthusiasm for political participation and promoting the establishment of ideals and beliefs. In addition, the unification of explicit education and recessive education has become the main way of current ideological and political education. In this way, the ideological education theory is expressed through entertainment, film and television, etc., so that students are indirectly influenced by ideological and political education in the use of the network. For example, playing a role model video on the Internet, subtly educating students on socialist ideology, thus promoting the establishment of college students' political beliefs.

2.2. The Challenge of Internet to Some College Students' Political Identity.

The development of the Internet has had an important impact on the political life of college students. It brings rich information to the political life of college students, and it also challenges the political identity of students. Therefore, we must adhere to the point of view of the Internet era on the political identity of college students. While seeing the internet brings opportunities for college students' political identity, we must not ignore the challenge of internet to contemporary college students' political identity.

First, some college students are difficult to distinguish the true and false information. The emergence of the Internet has not only increased the way college students access information, but also brought a wealth of information to college students. However, the information obtained by college students through the Internet is mixed, which makes the impact on the political identity of college students unpredictable. On the one hand, some college students are curious about the online world, trying to climb over security technologies such as firewalls to obtain information beyond the limits. These restricted information is often spread by other countries and contradicts with the core values of socialism. At the same time, college students lack sufficient discernment ability for such information, and there is no awareness of ideological security. Political cognition is easily affected. On the other hand, the Western hostile countries in order to weaken the political identity of Chinese college students, through the film and television culture and other means to infiltrate the values of our country, in an attempt to subtly mislead the political cognition of Chinese college students. For example, using the capitalist national economy and technology to lead the socialist countries' economy and technology to promote the concept of capitalist system superiority to university students. However, some college students in China are immature and have less exposure to society. Therefore, in the face of the complex network world, the ability of college students to distinguish needs to be improved.

Second, some college students are faced with confusion about value choices. With the development of the Internet, the dissemination of information has changed the traditional top-down

one-way communication mode, becoming a network of radiation propagation, that is, every network user can become the main body of information dissemination.[4] Therefore, the authenticity of the information disseminated by the network remains to be considered. For the main body of information dissemination-college students, immature thoughts, less social experience, more energy and time than other groups to access the information on the network, susceptible to interference from complex external information, choose to carry the wrong value Information, making wrong choices of values. For example, in recent years, In recent years, the entertainment news on the Internet about the net red star income of millions and a woman's overnight richness is well known to college students, which has triggered the students' distorted understanding of values and material views, generated utilitarianism, and then chose wrong values.

Third, some college students' political beliefs are prone to vacillation. The wrong choice of values will affect college students to establish correct political beliefs. College students have shaken their own political beliefs about the acquisition of wrong values such as utilitarianism, hedonism, and individualism spread on the Internet. For example, a certain star celebrity mansion, a certain person's son's annual tuition fee of millions and other information spread widely on the Internet, which has aroused widespread concern of college students. Some college students have produced wrong values and fostered money worship. Therefore, they blindly pursue the material of life, forget their own responsibilities and missions, and create a crisis in political beliefs. More than a few college students have wrong political beliefs. In the face of the Western capitalist countries' economic development level leading most socialist countries, they believe that Marxism is now outdated, has raised doubts about the guiding ideology of Marxism and even advocates Westernization to develop capitalist economy. Beliefs are questioned and political beliefs are shaken.

3. The Cultivation Strategy of Contemporary College Students' Political Identity under the Background of Interconnection

As a subject of political identity, contemporary college students, how to constantly improve their political identity in the virtual and complex Internet era environment is an urgent problem to be solved. Based on this, in the context of the Internet, we should start to cultivate the contemporary college students' political identity from the following aspects.

3.1. Improve the Quality of College Students.

The improvement of college students' self-quality in the network age is mainly manifested in two aspects: on the one hand, improving their political literacy. Strengthen the study of online political participation knowledge, and take the guidance of Marxist scientific theory to form a correct world view. Carefully read the classic works of Marxist-Leninist theory, political theory, cultivate their professional literacy, improve their own political theory, learn to use the Marxist theory to treat China's political system and social road, and clarify the superiority of the socialist system compared with the Western capitalist system. To improve their political cognition. Look at this complicated network world with a keen eye, so that thy will not be lost in the complex environment and become the transmitter of the wrong information. On the other hand, actively use the network to participate in political life according to law. College students should make full use of their political rights to care about politics, and take the initiative to examine whether their speeches conform to the essence of socialist core values and effectively avoid mistakes. At the same time, college students should use the network reasonably and avoid excessive addiction. Let the Internet become a tool for learning, and be good at using the characteristics of fast, timeliness and big data to learn various political knowledge and care about national affairs.

3.2. Innovative School Ideological and Political Education Propaganda.

School is an important place for the formation of college students' political consciousness. In the process of ideological and political education, teachers play an important role as a leader and leader. Therefore, in order to improve the political identity of college students, we must pay attention to the

role of schools. The first is the teaching of ideological and political courses in innovative universities. Today in the age of information, we must promote the cultural prosperity and development, we should update the content of teaching materials, innovative teaching methods, break through the original traditional theoretical instillation, and enhance the interest of ideological and political courses through online video, animation, and image dissemination, and play invisible education. At the same time, the school can organize more exchanges of relevant political hot spots, carry out practical participation activities, and enhance students' political awareness in a personal experience. The second is to change the traditional educational concept of the school. Ideas are the precursors of behavior, and what kind of ideas will determine what actions we will take. On the basis of paying attention to students' academic achievements, the school also needs to cultivate students' ideological and moral and social responsibility consciousness. At the same time, it changes the unilateral teacher theory transmission in traditional teaching. Teachers should let college students learn in an atmosphere of equality, democracy and openness. The rapid development of the Internet provides a more convenient channel for students to find knowledge and information. The subjectivity of college students in the network era is increasingly prominent. This requires teachers to keep pace with the times, innovate constantly, adapt to the new trend of information development in the era of network, combine Internet technology with teaching curriculum, change the traditional teaching methods that rely purely on books, and promote the continuous innovation of teaching. The third is to play a good role in the campus network platform. The campus network platform is the second major channel for educating students. Compared with the curriculum, it is more vivid and more attractive to students, so that students can receive education without knowing it. For example, campus micro blogging, We Chat public and other platforms. Schools should strengthen micro-media management, innovate platform content, set up political information editing columns, strictly review and disseminate information, and use network-based thumbnail images, micro-videos and other editorial methods to provide hotspot political information to college students and timely correct some students. False cognition. In addition, the school should also receive feedback from students, improve the online platform, and enhance the political awareness of college students.

3.3. Improve the Government's Network Management Capabilities.

The government's efforts to strengthen cyberspace management and make good use of public opinion propaganda play an important role in safeguarding national security and promoting national development. The occult, rapidity and sharing of the Internet are easily exploited by lawless elements. For example, Western countries often infiltrate capitalist ideology through colleges and other platforms, affecting the political cognition of college students, so they must be improved government regulation of the network. This aspect depends on strengthening the guidance of the mass media. In response to events that have attracted widespread attention from university students, government departments should use the official media to report relevant information on emergencies for the first time, clarify the facts, and prevent the spread of the news and the distortion of the truth of the incident. At the same time, relevant government departments should strengthen research and control over Internet technologies, use network technology to cut off the source of non-false and false information dissemination on the Internet, prevent widespread dissemination of such information and reduce negative impact on college students' political identity. For the erosion of bad information on the Internet and the penetration of Western ideology, it is necessary to use network information technology, security certification and other information technologies to establish network information customs, timely intercept and eliminate the spread of harmful information on the network, and prevent the politics of college students cognition.[5]On the other hand, strengthen the construction of laws and regulations in the Internet field. Cyberspace is also part of social life. Therefore, in the face of problems in cyberspace, the government should strengthen management. Improve the construction of laws and regulations, and clarify specific responsibilities. In particular, it is necessary to strengthen the supervision of network operators and users.To prevent Internet companies from neglecting social benefits and personal willing behaviors

in pursuit of economic benefits under the influence of market development. Therefore, the state must implement each clause in the department and individual when formulating the legal provisions. Real-name verification management is carried out for each network user, and user agreements are formulated to clarify the rights and obligations of each user in the cyberspace. The government must be legally binding to prevent the malicious dissemination of false information and the disclosure of the privacy of others due to the occult of the network. In short, the government should use legal regulations to make up for all the security risks caused by the shortcomings of Internet, firmly grasp the security of cyberspace, make the cyberspace calm and promote the combination of cyberspace and mainstream ideology.

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