An Analysis of University Students' Ideological and Political Education Network Cultural Discourse Right Based on Big Data

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Abstract: Under the background of vigorously advocating quality education in China, ideological and political education of college students has become a major issue in the field of higher education. The study of cultural value of Ideological and political education is not only the need of the development of Ideological and political theory, but also the need of people's inner spiritual development. In order to enhance the ideological and political education of College students, we must strengthen the construction of network information technology, strengthen the consciousness of setting up network cultural discourse, and promote the wide spread of network cultural discourse. To grasp the present situation of the discourse right of Ideological and political education in Colleges and universities from the perspective of network, we should also analyze the characteristics of the discourse right of Ideological and political education in Colleges and Universities Based on the generating mechanism of the discourse right of Ideological and political education in networks. Ideological and political teachers play the role of leaders and commanders. The quality and ability of Ideological and political teachers play a key role in the teaching effect of Ideological and political courses. Grasping the big data opportunity, establishing the discourse power of college ideological and political education in cyberspace, constructing the discourse content that reflects ideology, the theme of the times and the needs of the audience. Give full play to the positive guiding role of ideological and political education, help the students to establish correct values, standardize their online words and deeds, and comprehensively consolidate the dominant position of ideological and political education in colleges and universities in the network.

1. Introduction

The era of big data is approaching quietly. College students, as the main network group, are not only the sharers of network information, but also the publishers of network information [1]. For a long time, the main way of Ideological and political education in Colleges and universities is through classroom teaching. The public courses of Ideological and political education in Colleges and universities include ideological and moral cultivation and legal basis, basic principles of Marxism, etc. The auxiliary courses include ideological and political theory courses, situation and policy courses, Party member training courses [2]. Fully understand and grasp the characteristics and laws of the era of big data, and give full play to the positive role of new media in Ideological and political teaching in Colleges and universities. College students'thoughts and behaviors will be deeply influenced by the development of network culture [3]. The network provides a new opportunity for the ideological and political education discourse in colleges and universities to meet the challenges of globalization; the network has stimulated the new consciousness of the renewal of discourse theory in colleges and universities, and the party and the state put forward new requirements for the construction of network ideology. In order for college students to cope with this network environment, it is very important for educators to recognize the right to speak in education first [4]. Effectively occupying the network of ideological and cultural positions and ensuring the right to speak in the network culture position is not only related to the healthy growth of the younger generation, but also to the network culture, and at the same time is of great significance to the harmony and stability of the whole society. The connotation of the discourse power of ideological and political education is the unique attribute of the things reflected in the

concept of ideological and political education, that is, the meaning of ideological and political education discourse [5].

Ideological and political education is to guide, educate and influence the educated with advanced culture, so that advanced mainstream culture can lead, inherit and integrate other cultures, so as to achieve the goal of promoting cultural development and promoting the all-round development of human beings [6]. In the operation of traditional ideological and political education, educators have innate advantages of organization, planning, control, implementation and domination, which can make the ideological and political education work develop in the desired direction and achieve the desired results [7]. That is to say, "the value of Ideological and political education in cultural development. Actively occupying the position of network culture and constantly improving the discourse power of network culture are the urgent tasks and major issues facing the ideological and political education of College students. Highly recognizing network ideological and political education is an indispensable part of the whole ideological and political education of students, and a new growth point of students'ideological and political education [8]. In fact, as an effective tool and carrier for carrying out ideological and political education, the Internet does not deny the right to speak of ideological and political educators, but only requires the change of the unidirectional nature of the subject of discourse and the traditionalness of the expression of discourse power [9]. Strengthening the construction of colleges and universities and other positions, focusing on the mainstream ideological paradox, effectively strengthening the ideological guidance and management of colleges and universities, making bigger and stronger positive propaganda, resolutely resisting the infiltration of hostile forces, firmly grasping the leadership and discourse power of ideology work in colleges and universities, and continuously consolidating Marxist guiding position [10].

2. Analysis of the Current Situation of Network Discourse Right in Ideological and Political Education

2.1 The Characteristics of Network Discourse Right in Ideological and Political Education
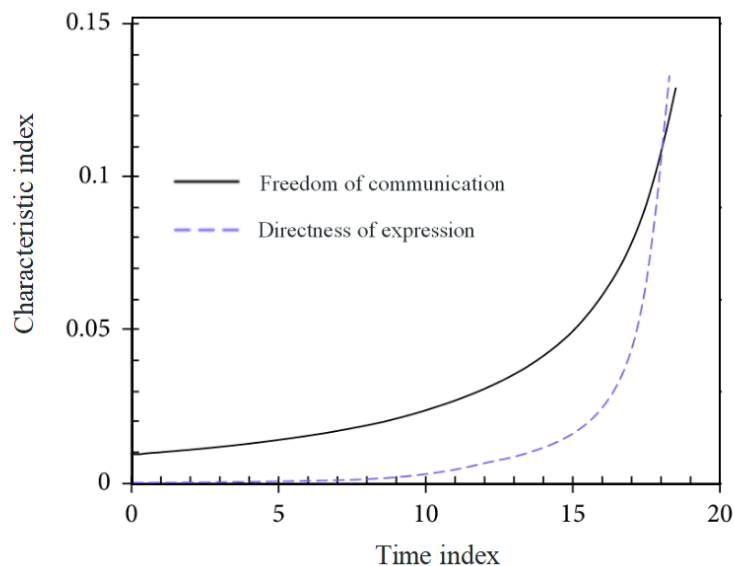

Figure 1 The Characteristics of Network Discourse Right

Massive information, pluralistic values and ideological and political education discourse exist in the virtual cyberspace at the same time, and spread rapidly, widely and freely. At the methodological level, big data brings "incomprehensibility". At the scientific level, big data will bring about a "new world", and at the philosophical level, new media has realized a fundamental change in the relationship between human beings and information. Deepening ideological and political education into network data platform can not only excavate the data generated by college

students in normal network life, grasp the dynamic information of students as a whole, but also carry out ideological and political education activities through the cyberspace most frequently contacted by students. Under the background of big data, both educators and educational objects are in the network information environment, and the discourse advantage of educators is no longer, even to a certain extent. The characteristics of the network voice right are shown in Figure 1. College students have mastered the right of network discourse. The discourse of college students' ideological and political education is mainly to help students establish a correct world outlook, outlook on life and values, define basic political positions, strengthen students' ideological and moral education, and enable them to develop a discourse system.

2.2 An Analysis of the Situation of Discourse Analytical Power

In the field of network culture, we should give full play to the role of arming people with scientific theories, guiding people with correct public opinion, shaping people with noble spirit and inspiring people with excellent works. Campus network culture is the subculture of campus and a new form of campus culture. Be good at the characteristics of the network, adhere to the combination of reality and virtuality, not only based on the real world, but also actively expand the network ideological and political education adhere to the combination of political and subjective. To enhance the ideological and political education network discourse power, we also need to analyze the network discourse. Ideological and political education should not only be good at using Marxist standpoint, viewpoint and method, but also be good at earnestly analyzing network discourse, so as to enhance the pertinence and effectiveness of network ideological and political education. From the perspective of discourse power, we must vigorously improve the discourse power of ideological and political education network, in order to enhance the influence and persuasion of ideological and political education on campus network public opinion, so as to build and maintain campus network security, from discourse quality analysis, colleges and universities The discourse of ideological and political education still stays in the traditional discourse system. Without the timely creation of discourse, the discourse that has both network form and ideological connotation has become a discourse system accepted by the growing generation of network. Therefore, the new requirements of the party and the state for the construction of network ideology provide a new opportunity for the promotion of the discourse power of the ideological and political education network in colleges and universities.

Under the background of big data, the common problem of Ideological and political teachers in Colleges and universities is that most teachers have a one-sided understanding of the right of network discourse, which can not better guide students to use the right of network discourse scientifically and rationally. Faced with this situation, educators need to grasp the initiative of discourse, so that students can first learn to distinguish right from wrong, judge true and false, and cultivate their ability and consciousness to resist bad information consciously on the basis of trust. Teachers guide, educate and reform college students'outlook on life, world outlook and values through classroom teaching, so that college students can understand and identify with the mainstream ideology of contemporary China. Ideological and political teachers must have a new concept of "global vision" and "international thinking", actively grasp the new characteristics of discourse in the new media era, and thus stimulate the creativity between the subject and object of Ideological and political education, so as to expand a wider space for the discourse power of Ideological and political education. Filter the information through management methods, and try to isolate bad information from the university students. However, in the network environment, the "check-in" function of ideological and political education workers has been weakened, and the control and review of information sources has become inadequate. To enhance the ability of the network discourse of ideological and political education, we must optimize intra-communication, build a line of ideological and cultural defense, expand external radiation, and improve our ability to participate in international exchanges, exchanges, and dialogues.

3. Effective Measures to Promote the Discourse Right of Network Ideological and Political Education in Colleges and Universities

3.1 Perfecting the Regulations and Regulations on the Right of Speech in Network Education

Under the background of network, in order to give consideration to both network power and ideological power, the network discourse power of Ideological and political education in Colleges and universities must find the connection point between the content of Ideological and political education and the popular preferences in the network era, and create the network cultural products that meet the needs of the vast number of young college students. The process of realizing the cultural value of Ideological and political education is that the ideological and political educators pass on the contents of Ideological and political education, namely, ideological and political education, moral quality and theoretical knowledge to the educatees through certain carriers to meet the needs of the cultural development of the educatees. At the same time, the network society will also produce a variety of network cultural events, network cultural information and network cultural information, which are intertwined to form a variety of network cultural discourse rapid dissemination. The Network Ideological and political education fully embodies the characteristics of keeping pace with the times and teaching students in accordance with their aptitude. And through the network moral education, network subjectivity education, network psychological education and other means, constantly innovate the content of student network ideological and political education. Based on the current theory of socialism with Chinese characteristics, the practice of ideological and cultural construction, and the status quo and trend of the development of ideological, cultural, and theoretical cultures of the world, we actively occupy the network of ideological and political education and innovate the ideological and political education network discourse.

3.2 Improving Teachers'Literacy and Guiding Network Speech Right

Ideological and political teachers should also pay attention to the positive role of emotions, further strengthen the friendliness and cordiality of words with emotional words, fully demonstrate their own values and stand firm, so that contemporary college students have a strong sense of identity and emotional resonance. To construct the discourse subject of Ideological and political education network discourse right in Colleges and universities, it includes not only ideological and political educators, but also college students themselves, so as to promote the benign interaction between Ideological and political educators and college students. Schools can use their own public platform to disseminate network discourse, so as to update the emerging network discourse in time, and in-depth analysis of the practical applicability of network language and its value and significance combined with the corresponding educational concepts. It will integrate the ideological values of mainstream ideology, content rich in socialist core values, and promote the healthy growth of college students into network cultural products. It is necessary to change into an equal and interactive discourse mode, abandon the past condescending preaching, respect the university students' right to speak on the Internet, and do not indulge in one-way infusion, and communicate with college students in a sincere and equal manner, so that their discourse appeal is also improved.

The Internet has greatly changed the ideological and political education environment, transforming the original one-way "indoctrination" discourse form into a "two-way interaction" form. Therefore, a network system of Ideological and political education, which is interactive between "online" and "offline", has been formed. Only by establishing and perfecting the restriction mechanism of network ideological and political education, establishing and perfecting the monitoring system of students'network behavior, giving full play to students' subjective initiative, educating and encouraging students to pay close attention to the network, control the network and make rational use of the network with a positive and healthy attitude, and strictly implementing the relevant regulations of network cultural management in full accordance with the relevant laws and regulations of network cultural management, can we have a reasonable and effective network cultural management. According to this, we can effectively control the discourse of cyber culture and purify the cyber culture space of College students. Strengthen the construction of the position of network culture, and build the key news websites into an ideological and cultural platform with

wide influence. We should actively guide all kinds of commercial websites to actively participate in the construction of network culture and play a constructive role in the prosperity and development of network culture with Chinese characteristics. We should improve the public service level of network culture. Ideological and political education in colleges and universities must go deep into cyberspace, spread the mainstream ideology of our country to college students, let college students deaf ears, discern the value essence of various network discourses, and strengthen socialist beliefs. Guide the rational criticism and expression of college students. The stage characteristics of the development of college students' world outlook, outlook on life and values determine that under the background of network, educators should guide college students to learn comprehensive thinking, rational criticism and rational expression, and establish the authority of network discourse of ideological and political education in colleges and universities in the process of education guidance. The method of equal and interactive conversation fully fits the characteristics of two-way interaction in modern cyberspace, and is more easily recognized and accepted by the majority of student groups, which can effectively close the distance between teachers and students.

4. Conclusion

This paper analyses the discourse power of network culture of Ideological and political education of college students based on big data. The network discourse power of Ideological and political education in Colleges and universities is mainly manifested in the guidance, control and control power of Ideological and political education discourse to campus network public opinion. Playing the positive role of network ideological and political education, helping contemporary college students to establish correct values, fundamentally promoting the promotion of University Network Ideological and political education discourse power, laying a solid foundation for the sustainable development of Ideological and political education. In the open cyberspace, the collection of College Students'information must be carried out within the scope permitted by law to protect the private information of college students from being collected and the collected information from being leaked. In the process of constructing the strategy, we should constantly reflect and summarize, timely check the omissions and make up the deficiencies, and constantly improve the network ideological and political education system, so that college students can receive comprehensive ideological and political education. To cultivate the common sense of belonging of college students to the socialist core values, make the socialist core values become the conscious pursuit of College students, become the common spiritual culture that college students connect with each other, and form the common belief of cultivating and practicing the socialist core values. On the operational mechanism of network ideological and political education, we strive to build and improve the flexible and effective network ideological and political education operation mode in which the party's correct leadership and ideological and political education workers participate. To enhance the overall ability of college students' ideological and political education network culture discourse, truly "make the Internet become an important position to disseminate advanced socialist culture, provide an effective platform for public cultural services, and promote a healthy and healthy development of people's spiritual and cultural life."

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