

A Brief Talk on the New Ways of Ideological and Political Education for College Students under the Network Environment

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Abstract: The continuous development of information technology promotes the process of the network age. In life, the network has become an indispensable part, especially the younger generation of College students, who yearn for new things and are willing to accept new ideas, so the fast network has become the main way to learn and contact new things. Under the network environment, ideological and political workers can easily and efficiently carry out ideological and political education through the network, and achieve new breakthroughs in education and teaching. This paper will analyze the current situation of the influence of network on Ideological and political education, and put forward new ways and methods for reference.

1. Introduction

In today's society, as an important channel of daily communication, the network has become the core position for people to show their lives, share experiences and make friends. For the post-90s College students, social networking has even become an indispensable part of their lives. In view of the characteristics of College Students' dependence on the Internet, it is particularly important to explore new ways of Ideological and political education for college students under the social network environment.

2. Analysis of the Current Situation of College Students under the Network Environment

2.1 Communication and friendship through the Internet are becoming more and more common.

With the popularity of social network, college students are more and more willing to use the way of network media to communicate with people. In a university student feedback survey, most of the feedback is directly or indirectly related to the network. For example, students want WiFi network to cover the whole campus, and teachers can communicate with students through the network after class. Similarly, the network communication software used by college students is becoming more and more powerful. For example, QQ, Wechat and tremble have become an important part of College life, and these network media also influence their lifestyle and thinking habits imperceptibly.

2.2 Excessive trust in network information

Paper-based written information transmission and face-to-face oral information transmission are too traditional. Currently, college students tend to choose to trust the information transmitted on the network. On the one hand, the universality of network communication is getting stronger and stronger. Most students are willing to acquire new knowledge points through network media. In the pre-class preparation stage, they can search curriculum materials through the network and further discuss with teachers in class. Others prefer to believe in network information rather than ignore teachers' explanations in class. On the other hand, network information is uneven. College students lack the ability to identify information and are easily confused by Internet rumors. Excessive trust exists in network information.

2.3 Getting Identity through Internet Addiction

Colleges and universities as a holy place for talent gathering, elites from all over the world are gathered together, high school students with excellent grades enter the university, but found that there are many more outstanding elder sister around, there will be self-esteem frustrated situation. In addition, some students are introverted, seldom show themselves in class and seldom participate in activities organized by the school after class. This part of the students tend to relieve their psychological pressure in the network. Therefore, in the virtual world of the network, some students find the courage to speak freely, in the online game also get the satisfaction of team leadership role, and release the depression of life in the tense and stimulating game. When we return to the real world, everything becomes dull, and we can not find the sense of existence and value. As a result, students become more and more dependent on the network and eager to get the virtual identity of the network.

3. Analysis of the New Path of Ideological and Political Education for College Students under the Network Environment

Firstly, college students'ideological work needs to be combined with the relevance of students and network. Especially in the current highly developed environment of Internet information technology, network social networking has become a part of College Students'daily life. If students' ideological and political work is still carried out in the traditional way of Ideological and political education, there will be a situation that can not meet the requirements of students'ideological and political education. It is no exaggeration to say that more than 99% of the students have QQ, Weixin and Weibo accounts. More than 80% of their social life is carried out on the Internet. Compared with the embarrassment of face-to-face conversation, more students are willing to express their views and ideas through social networks at any time. It is not difficult to see that the traditional single daily observation and direct face-to-face communication and communication have become more outdated and passive. In daily ideological and political work, through QQ group, Wechat group and other ways, close attention to students'personal status on the network can effectively close the distance between students.

Secondly, the network pays attention to the dynamic changes of students, and discovers and resolves emergencies in the first place. As an ideological and political educator, the important task is to grasp and understand the dynamic development of students in time. For example, nowadays there are many fraud cases spreading on the Internet. The perpetrators of such cases often use the characteristics of College Students'lack of social experience, simple thinking and easy to trust others, and use social platforms such as QQ and Wechat Friends Circle to cheat money and money. Ideological and political educators should discover such phenomena on the network in time. Class meetings can be held by means of Wechat Public Number, QQ Group and Friendship Circle, so as to strengthen students'awareness of network security by means of hidden danger investigation. At the same time, ideological and political educators should also pay attention to the dynamic information of students on the network. They should know the situation at the first time when they have obvious emotional abnormalities and extreme utterances, and conduct psychological intervention and counseling when necessary, so as to avoid the occurrence of safety accidents.

Third, solve students'problems through social networks. With the rapid and widespread spread spread of internet, students'ideological dynamics are almost always reflected in the social network for the first time. Because students are too easy to trust network news, and they are used to publishing their own content to public social circles or network platforms without judgment. Serious circumstances can even lead to misinformation and content, causing chaos and disturbance. When some information related to students has a greater impact on dissemination, ideological and political educators must first verify to the relevant departments, promptly and accurately inform the students of true and reliable information, in order to quickly stabilize students'emotions and solve students' troubles.

Fourthly, guide the students who are addicted to the Internet and can not extricate themselves

into the right track. Students addicted to the Internet often lack identity in real life and are introverted and shy. In ideological and political education, if such a situation occurs, we must intervene through the network. Ideological and political workers can publish activity information through the network, attract students' attention, and actively request this part of students to participate. For example, we will open a Wechat platform to operate student activities, push information about various activities, and attract students to participate with pictures of various activities. Similarly, other platforms do the same. They publish activity news and use various methods skillfully to attract online students to real life, so as to expand the impact of student activities and help students addicted to the network to enter the right track of their college career.

4. The Role and Significance of Developing Ideological and Political Education in the Network Environment

4.1 To meet the needs of students

Traditional ideological and political education in the current Internet information technology is so flourishing environment, it seems pale and powerless, and the ideological and political teaching mode of college students combined with the network can be reflected in high-efficiency teaching effect, especially in the current degree of College Students' dependence on Internet information technology, more through the network environment to strengthen the ideological and political education of College students. Students establish correct values. Therefore, it can be said that the ideological and political education form through the network environment is more in line with the characteristics of college students' learning. According to the current situation of College Students' daily life, people generally have a smart phone or laptop computer, most hours are immersed in the network environment, or entertainment or learning. Post-90s teenagers think actively and dare to express themselves, but they lack on-the-spot performance in face-to-face communication, especially with teachers. Many students are introverted, but they are good at expressing their views on social networks. Therefore, ideological and political education for these students has higher requirements for ideological and political educators. By communicating with students on the network anytime and anywhere, they are more acceptable to students and can meet their needs.

4.2 Promoting good friends among college students at the present stage

Making friends is the activity content that college students will carry out during school. Social communication can help students improve their social ability and enhance their adaptability to social environment. Therefore, ideological and political educators in Colleges and universities need to strengthen their mastery of students' psychological dynamics, combine the quickness of the network, find the problems of students in the first time, and take Marxism-Leninism as the ideological guidance to lead students to the correct direction of thinking. As mentioned above, with the development and renewal of new social networks, more and more college students rely on social networks to make friends and interact. Virtual friends in the network can even bring more psychological dependence and comfort to these students, which leads to the students being divorced from reality and alienating from their classmates in real life. Students' ideological and political educators should pay attention to this problem and promote the healthy friendship of college students by understanding and discovering the students' situation.

5. Conclusion

In a word, contemporary college students are in a highly developed network environment. For ideological and political educators, it is both a problem and an opportunity to further improve ideological and political work. Therefore, we should correctly use the network to promote the progress of Ideological and political education, pay attention to students' dynamics through the network, draw close to the feelings between students with the help of the network platform, so as to promote the further improvement of Ideological and political education, and transport more talents with high ideological and political level for socialist construction.

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