

# **Research on Improving the Effectiveness of Ideological and Political Education Teaching in Colleges and Universities from the Perspective of Education Informationization**

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**Abstract:** Education informatization brings certain opportunities and challenges to the ideological and political education in colleges and universities. Therefore, in order to improve the effectiveness of ideological and political education in colleges and universities, colleges and universities must constantly explore and innovate the teaching methods and teaching methods of ideological and political education in colleges and universities. Therefore, this paper analyzes the challenges faced by ideological and political education in colleges and universities under the educational informatization, and proposes related strategies in the hope of improving the effectiveness of ideological and political education.

## **1. Introduction**

With the rapid development of information technology and the advent of the information age, the issue of the effectiveness of ideological and political education in colleges and universities has attracted widespread attention in the context of the new era. The new historical orientation of the information age is the historical process of social occurrence or generation. It constitutes the background of the study of ideological and political education in colleges and universities. Under the condition of informatization, actively study the effectiveness of ideological and political education in colleges and universities in the information age from a broader and deeper perspective, and explore the effective system of ideological and political education in colleges and universities by dialectical integration of "scientific science rationality" and "educational ethics" constructing the road and realizing the reasonable link between "technical rationality" and "ethical rationality" is not only the theoretical purpose of the current ideological and political education reform in colleges and universities, but also the practical interest of the ideological and political education innovation in colleges and universities.

"College students are the hope of the country and the future of the nation. The party and the state have always attached great importance to strengthening and improving ideological and political education in colleges and universities, and regard it as a strategic project to ensure the success of the socialist cause with Chinese characteristics, the party and the country." Strengthen and improve the university. Ideological and political education is a major and urgent strategic task. It is a fundamental issue concerning who to train and how to train people." Today, the innovation, vigorous development and wide application of information technology have exerted greater and greater influence in higher education. The development and application of information technology has profoundly changed the ecology of ideological and political education in colleges and universities.

## **2. Ideological and Political Education in Colleges and Universities from the Perspective of Informatization**

Information network is not only a carrier, but also an environment, and it is the existence and lifestyle of human reality to virtual extension. Communication activities are the internal roots of the relationship between ideological and political education in colleges and universities. From the

perspective of information communication, the ideological and political education activities in colleges and universities are a kind of communication activities between educators. In the process of educational activities, the two are connected by educational mediators, which constitute the “subject”. The inter-subjective relationship of the object-subject. The ideological and political education with the traditional meaning of the subject-oriented colleges and universities regards the educators as the main body and the educators as the objects. The inter-subjective ideological and political education in the perspective of information exchange practice regards educators as educators and educators. The same equal subject is the subject-subject relationship. The change and change of information communication mode is the realistic ecology of the development and change of ideological and political education in colleges and universities. The premise of the inter-subjective change of ideological and political education in colleges and universities is the change of the ecological environment inside and outside the ideological and political education of colleges and universities. Due to the rapid development and wide application of information technology, the transition from the actual subject and object of college ideological and political education to virtual communication, the intermediary communication of “identity symbol” has become an important means of communication between the subject and object of ideological and political education in colleges and universities.

### **3. Challenges in the Ideological and Political Education Teaching In Colleges and Universities under the Background of Educational Informatization**

At this stage, with the increasing maturity of Internet technology and information technology, it has been widely used in various fields, and education is no exception. In 2011, the State Council of China promulgated the relevant documents of the “National Medium- and Long-Term Education Reform and Development Plan”, which puts forward relevant requirements for the education informationization of colleges and universities, that is, all schools must increase the construction of basic information and accelerate education. The pace of informationization, and the development and utilization of high-quality resources. In 2012 and 2014, the Ministry of Education issued relevant documents respectively, hoping to promote the modernization level of educational informatization, and to make education informatization one of the components of China's education reform, and occupy a vital position. It is hoped that by improving the degree of education informatization, we will better improve the fairness of education and promote the effective improvement of the quality of education, thus providing more talents to the society.

In the context of educational informationization, it has also brought about a big impact on the teaching of ideological and political education in colleges and universities, mainly reflected in the following aspects:

First, it has a certain impact on the traditional teaching mode of ideological and political education. For a long time, most colleges and universities in China have adopted the traditional teaching mode in the process of ideological and political education, that is, classroom teaching and theoretical teaching. The biggest characteristic of this teaching mode is that it has strong normative characteristics. The books read by the students are approved by the relevant departments at the same level. The content of the textbooks and the contents of the extracurricular books are more standardized and healthy, which makes the ideological and political aspects to some extent. The quality of education and teaching can be guaranteed accordingly. However, we must be aware that although the contents of such books and textbooks are relatively healthy, the content is often boring, the classroom atmosphere is often dull, and students lack interest in ideological and political learning. At the same time, compared with students, teachers have a very distinct advantage in accessing information resources.

Therefore, in classroom teaching, teachers often occupy a dominant position, while students are in a passive position. At this stage, with the wide application of information technology, students may get far earlier than teachers in obtaining ideological and political teaching content, which makes teachers' voice in the teaching process weakened, and students obtain information through the network. After interpretation, you may be tired of thinking, which will have a certain negative

impact on the quality of teaching. In addition, some college ideological and political teachers have long been affected by deep-rooted traditional concepts, lack of sensitivity to new things, still adopt traditional methods of teaching, and the degree of mastery of new media is much lower than that of students. The ideological and political education work in colleges and universities is at a disadvantage, which will undoubtedly have a serious impediment to the development of ideological and political education in colleges and universities.

Second, it has expanded the complexity of ideological and political education in colleges and universities. With the continuous popularization of information technology, most college students have become addicted to the virtual world of the Internet and have devoted most of their time and energy to it. Under such circumstances, teachers and students often lack effective communication. At the same time, students have a very rich and varied access to information. Some unconfirmed negative events and public opinion will have a very significant impact on students' thinking. This has greatly increased the complexity of the teaching of ideological and political education in colleges and universities.

Third, it has a certain impact on the communication between teachers and students. The most striking feature of contemporary college students is that they are optimistic, positive, and upward, their thoughts and ways of thinking are very active, they have a strong ability to accept new things, and they have a strong subjective consciousness. From the current situation, most colleges and universities in the process of ideological and political education, teachers and students have not yet formed an efficient and smooth communication mechanism, so teachers and students often lack understanding, in the process of ideological and political education, students are often in Passive position. At the same time, due to the influence of information technology, some students may have certain cognitive biases, and believe that they do not need to communicate with teachers more, and they will rely more on the network.

#### **4. The Effective Strategy of Improving the Teaching Effectiveness of Ideological and Political Education in Colleges and Universities from the Perspective of Education Informatization**

In the context of educational informationization, how to take active and effective measures to improve the effectiveness of ideological and political education in colleges and universities is an important issue that needs to be continuously explored and innovated. This requires constant practice and research by schools, teachers, and relevant departments. Therefore, this paper believes that we can proceed from the following aspects:

At this stage, with the Internet technology covering the entire campus, in order to better improve the effectiveness of ideological and political education, the premise is to create a good Campus atmosphere. Therefore, schools must create a good space and atmosphere for public opinion, so that the information disseminated on campus must be positive and healthy, and the content of the information disseminated can have a positive impact on students' learning and life. In the field of education informatization, universities must respect the law, give full play to the correct guiding role of the school, create a good information environment for students, and help students establish a correct world outlook, outlook on life and values.

At present, with the rapid development of Internet technology and information technology and its wide application in various fields, college students The network is no stranger. Therefore, in the context of such an information age, the ideological and political education in colleges and universities also needs to actively change the traditional educational concept, advance with the times, increase the innovation of ideological and political education teaching methods and teaching methods, and adopt diversified and rich The teaching method creates a relaxed and lively teaching atmosphere, which effectively stimulates students' interest in the ideological and political teaching content. At the same time, teachers should go out of the classroom, for example, they can organize community activities, effectively integrate the ideological and political teaching content, or organically integrate the ideological and political teaching content with cultural and sports activities, so that students can actively participate in teaching activities. On the other hand, in the process of ideological and political education in colleges and universities, teachers and students should

establish a two-way communication mechanism to enhance communication and communication between teachers and students, so that teachers can better understand the true thoughts of students. Improve the effectiveness and relevance of the teaching content. The communication between teachers and students can be realized. Teachers can grasp the psychological dynamics of students in a timely and accurate manner, and can better meet the actual needs of students. teaching.

As a political and ideological teacher in colleges and universities, in the process of carrying out ideological and political education, we must strive to meet the following requirements: First, teachers must clearly define their own status, maintain the teaching philosophy of advancing with the times, according to the actual needs of the state and society. Carrying out teaching can deeply understand and grasp the true connotation of ideological and political teaching content, improve its professional quality, and promote the development of ideological and political teaching in the direction of specialization and professionalism, thus effectively improving the effectiveness of ideological and political teaching in colleges and universities. Second, constantly update educational concepts and innovative teaching methods.

In the context of the information age, the network contains a huge amount of information, which is positive and negative. Due to the lack of social experience of college students, they are highly vulnerable to the erosion of bad information. Therefore, in the process of ideological and political education in colleges and universities, teachers must strengthen discipline and moral education, and improve students' ability to identify negative and negative resistance. Therefore, in the process of ideological and political teaching, teachers should pay attention to the education of students' network psychology and network behavior, and improve the network quality of students. Schools can implement ideological and political education through educational websites and campus broadcasts to help students establish correct concepts and strictly abide by network ethics.

## 5. Conclusion

In summary, in the context of educational informationization, as a university teacher in the process of implementing ideological and political education, we must fully realize the advantages and functions brought by informatization and maintain the educational concept of advancing with the times. The organic integration of ideological and political education and information technology means that information technology can become an important auxiliary tool for ideological and political education, thus effectively improving the effectiveness of ideological and political education in colleges and universities, helping students to establish correct ideas and promote Students develop healthy and comprehensive, thus delivering qualified talents to society and the country.

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