Analysis of Characteristics and Rules of Ideological and Political Education Based on Network Environment

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Abstract: With the development of science and technology and the progress of human beings, college students' ideas and ways of thinking have changed. Especially with the advent of the new era of network, the network has penetrated into all aspects of College Students' learning and life. The traditional ideological and political education has shown great limitations in the past. This article turns the research angle of view to the university student group, discusses under the network society rapid development time background, carries on the analysis to the university student's ideological and political education characteristic and the rule question. It strives to explore some new methods and approaches of network ideological and political education so as to better provide relevant support for the practice of network ideological and political education. In order to do a good job in the ideological and political education in the new stage of the new century, we must proceed from the new actual situation, grasp the new characteristics of ideological and political education, and reveal the new laws of ideological and political education.

1. Introduction

In the new century and new stage, in order to realize the strategic goal of building a well-off society in an all-round way, we must seize the important period of strategic opportunities, implement the scientific concept of development and take the road of all-round, coordinated and sustainable development [1]. It involves all aspects of society and has a profound impact on people's political, economic and cultural life as well as their own development, making people's thoughts show an obvious tendency of diversification. The characteristics of high speed and extensive transmission of information have made the world a borderless information space [2]. With the development of distance education, telemedicine, e-commerce, e-mail and virtual reality, profound changes have taken place in people's production, learning and lifestyle. With the acceleration of the process of economic globalization and information internationalization, the environment of Ideological and political education has undergone many new changes, forming a series of new ideological and political education environment, among which the network environment is one. However, in the face of the changed ideological and educational education environment and the changed education group, there are still some limitations and defects [3]. Therefore, the combination of network ideological and political education and ideological and political education has become a new research direction and research topic.

2. Basic Concept of Ideological and Political Education for College Students Based on Network Environment

Human survival and development must depend on the corresponding natural environment and social environment. The rapid development of the network society and the high degree of integration with the real society have enabled human beings to gradually develop towards the unity of virtual and reality. People are the masters of information and networks. Every link in the operation of the network runs in accordance with the will of the people. It is precisely because of the dominance and manipulation of human beings that the network gains the ability to simulate real society and become a network society [4]. College students in the network environment are also the unity of virtual society and real society. Cultivating young students to establish correct political

orientation, values and moral personality is related to the rapid development of socialist modernization, the long-term consolidation of the political situation of stability and unity, the future and destiny of the Party and the country, and the rise and fall of the nation [5]. Thanks to these characteristics possessed by computer networks, each student can choose to learn various kinds of knowledge so that he can choose to learn according to his material. The network can fully stimulate students' imagination, creativity and enthusiasm.

Network environment is not only the interactive space of information resources, but also the important activity field of College students, and also the spiritual field of information transmission and knowledge sharing. It has an important impact on the formation and development of College Students' ideological and moral character and ideological and political education activities. However, they also realize that this direct and explicit education mode is far from enough for contemporary college students who have independent thoughts and personality. It is the material basis of the existence of the network. The information continuously transmitted in the network is the main content of the network. Its continuous generation, transmission and demise provide the power and vitality for the operation of the network society. The network is the channel for information storage and dissemination [6]. The survival of human beings is closely related to the external environment, and the formation and development of their ideological behaviors are closely related to the environment. They have a high level of English, can successfully master the language of network operation, have received systematic computer network education, have a good knowledge structure, strong desire for knowledge and a strong interest in new things [7]. Even can achieve the goal that cannot be realized in the real physical space, thus can satisfy some psychological needs that people cannot meet or are inconvenient to meet in the real world. Therefore, the ideological and political education of college students based on the network environment should be: under the environment of high integration between the network society and the real society, the main body of ideological and political education unites the strength of society and family, and carries out educational practice activities on the life value, ideals and beliefs of college students through online and offline interaction, in-school and out-of-school education and other ways and means.

3. Characteristics of Ideological and Political Education in Network Environment

3.1 Ideological and political education has distinct political and conscious Morphological

In the network society, everyone faces his own computer work, gives full play to individual initiative and initiative, and shows his personality. In class society, ideological and political education has always had a strong class nature, party spirit, political nature and ideology. The influence of object factors can only be achieved through social practice and the connection between subject and object, so as to achieve the coordination and balance between subject and object, and make the subject get the understanding of ideology and morality. Therefore, it has irresistible attraction to all levels of social members, especially the growing teenagers who are good at accepting new things. Some college students do not know why they still talk about ideology when they are studying political theory. Some graduate students mistakenly believe that "civic education" can "decouple from all ideologies and exclude any ideal of life" [8]. However, the inherent and deep-rooted personality characteristic that distinguishes people from other people in society, although it can be disguised, will always be revealed inadvertently, thus it cannot be completely fictitious. This situation shows that the Internet cafe industry, which has sprung up with the rapid development of the Internet, not only deeply affects the economic and political development of society. Under the influence of Western thoughts, it is misunderstood that economic globalization will inevitably lead to political globalization, cultural globalization and homogenization. Therefore, it also follows some Abstract universality. Just as their views on human rights have obvious bourgeois ideology, obscurity, and hypocrisy, they serve the interests of capitalism and hegemonism.

3.2 Ideological and political education has a strong permeability

Since the network does not have a complete physical boundary, in a sense, the network society is a "super-national" and "super-national" society. This formed ideological character can be called the "internal moral environment", that is, the original ideological and moral state. In the era of revolutionary wars, the party's ideological and political education certainly required penetration into various business tasks. However, the central task at that time was to seize political power and be a class struggle. Therefore, ideological and political education is directly direct and substantive education is mostly [9]. So that the educatees are constantly influenced and nurtured, and even transformed into the moral quality and ideological and political concepts of the educatees. Massive information, if not handled selectively, will inevitably weaken the ability of college students to choose. Ordinary college students may be at a loss in the face of massive information. A large number of Ideological and political education must also permeate the daily economic, business, social life and various management processes, and the whole process of professional teaching, social practice and national education. The foundation of college students' ideological and political education based on the network environment is that the family environment of ideological and political education, including parents' ideological quality and behavior norms, has an important impact on the formation and development of college students' ideological and moral character. Its work must be closely combined with the work of all trades and professions, linked with the reality of all fields, and infiltrated into the business work process of all trades and professions. Otherwise, it cannot provide spiritual impetus and direction guarantee for all trades and professions.

3.3 Ideological and political education has significant democracy and subjectivity

The rapid development of the Internet has brought unprecedented opportunities to ideological and political education, and it has also brought severe challenges to ideological and political education. In the current international situation and the social environment, the advantages of network carriers and the characteristics of network communication are becoming more and more prominent. However, educational practice activities are a collection of processes. In reality, we must regard the different stages of education as an organic whole that is interconnected and interact. The establishment of a socialist market economic system, the development of political civilization, and the rapid changes in the science and technology revolution have all contributed to the enhancement of people's democratic consciousness and the awakening of subjectivity [10]. However, at the present stage of social and historical development, the existence of a global social community can only be the delusion of good people. Social and historical reality can not be surpassed by the development of high technology, nor can the historical and cultural values of political countries and ethnic groups be surpassed. Only when ideological and political educators insist on proceeding from reality and taking time, place and conditions as the transfer, and make a concrete analysis of the specific problems such as the thoughts and behaviors of ideological and political education objects, can they form a correct understanding and truly understand and grasp the laws of ideological formation and development. However, modern ideological and political education is facing the object of increasing democratic consciousness and unprecedented awakening of subjectivity, which inevitably requires ideological and political education to adhere to the people-oriented principle and promote democracy and subjectivity.

4. Characteristics of Ideological and Political Education in Network Environment

4.1 Dominance and diversity

The Internet is a new thing, a new weapon and a new means of understanding the world and transforming the world under modern conditions. For ideological and political education, the network has brought about the modernization of educational means and the modernization of educational concepts and content, as well as many practical problems that are difficult to solve and must be faced. In the field of ideology and culture, the coexistence of pluralism and monopoly is the universal law of the existence and development of class social ideology. In the face of the diversity

of ideological phenomena coexisting at the same time, ideological and political education is always guided by the dominant ideology. The art of modern ideological and political education is based on the universal connection of the world. The elements of modern ideological and political education include educational subjects, educational intermediaries, educational objects and educational circles. Many elements interact and restrict each other to form an organic whole. We must fully realize that ideological and Political Education under the network environment is also a social system engineering. It mainly depends on the economic foundation and lies in the deep class interests. There are as many kinds of ideology and morality as there are economic ownership and classes in society. With the gradual advancement of market economy and reform and opening up, people's ideas are avant-garde, active, uneven, mainstream and non-mainstream ideas coexist, which has had a great impact on traditional ideological and moral concepts. The art of modern ideological and political education is a link in these chains, and there are inextricable links between them. The art of modern ideological and political education must be based on universal connections and requires a connected perspective.

4.2 The law of socialization

The socialization law of Ideological and political education means that ideological and political education should not only meet the requirements of social development, but also promote the transformation and development of society with the participation of the main body, and keep in line with the objective requirements of social development trend. Network makes the interaction of Ideological and political education strengthened. Interactive network communication will attract people from the traditional passive acceptance of "inculcation" education to active participation in Ideological exchanges, and naturally accept guidance in the ideological collision. And in the contemporary network environment, they lack immunity and judgment, easy to embark on the unhealthy development path. In fact, ideological and political education is not only the duty of political cadres, but also an important way for people to exist and develop. It is necessary for all members to participate and to jointly manage and to fight alone. Based on this actual situation, when applying the ideological and political education method, we should analyze the specific problems in detail and adjust the methods of ideological and political education in a timely manner according to their needs, so that they are more scientific, systematic and targeted. Spontaneous negative factors in the environment will be suppressed and ideological and political education will enter a virtuous circle. In the ideological and political education in the new era, we must fully understand the characteristics and functions of the network carrier. Through the implementation of hidden ideological and political education through the network carrier, the ideological and political education of the educated should change the pre-emptive education mode, respect the subjectivity of the educated and stimulate the autonomy of the educated. Under the new situation of economic globalization and social informatization, it is more urgent and important for ideological and political education to follow the law of socialization.

4.3 Multi-directional interaction law between subjects

The law of multi-directional interaction among the subjects of ideological and political education refers to the effectiveness of ideological and political education, which mainly depends on the breadth of the subject's participation in ideological and political education activities and the depth of multi-directional interaction between various subjects. However, we should even recognize that the entire ideological and political education process is a combination of ideological and political education at different stages and the above elements of ideological and political education. The immediacy of the network greatly improves the speed of information dissemination and shortens the distance between the information disseminator and the audience. Therefore, the ideological and political teachers need to effectively use the network's communication advantages, communicate with the students in real time, communicate instantly, and actively interact. Carry out hidden ideological and political education work anywhere. Each individual participating in ideological and political education activities is by no means a unilateral negative adaptation to social demands. The socialization route from the inside to the outside emphasizes that each individual should give full play to his or her subjectivity, and through the communication activities between the subjects in the

common participation. In this network where everyone is equal regardless of status, status and age, all communication is of a heart-to-heart discussion type, and the form of communication is also invisible. This makes it possible for even the most introverted educatees to freely open their hearts and express their opinions. Therefore, to create a good ideological and political education environment is not only conducive to improving and improving the quality of the environment, but also conducive to the formation of a good educational environment and atmosphere, and promote outstanding talents to stand out.

5. Conclusion

With the development of the network's fourth media, the network has entered college students' study and life. College students have become the group with the highest proportion of "touching the network" and the longest use time of the network. The goal and task of modern ideological and political education, in a certain sense, is to cultivate the main body of social life in the 21st century and the realistic main body with humanistic care. This paper analyses the connotation of Ideological and political education of College Students under the network environment, and analyses its basic concepts, basic composition and basic characteristics. The cultivation of subject ability refers to the cultivation of moral judgment, choice and behavior ability necessary for the subject to complete a certain kind of Ideological and political moral activities. The vast majority of professional ideological and political educators are extremely lack of network knowledge and can not play a role in the complex network world. Therefore, the establishment of a well-functioning ideological and political network system requires the training of a group of high-tech talents who have both good network knowledge and ability to guide people's thinking. Only those with good subject ability can adapt to the complex changes of the future social economy, politics, culture, etc., and constantly improve their personality and become the main body of social life in the 21st century.

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