Innovating College Students' Ideological and Political Education Based on Campus Network Platform

Xinyu Li, Yichen Yu, Yuxian Liu

Dalian Jiaotong University, Dalian City, Liaoning Province, China

Abstract. With the continuous development of modern Internet technology, the network has been gradually popularized, the Internet platform continues to go deep into the lives of students, learning, has a multiple impact on it, at the same time, this trend also poses a severe challenge to the way and method of campus education. At present, the campus network platform has become a new tool for many colleges and universities to carry out cultural and political ideological education, which not only innovates the way of education, but also makes more college students willing to actively accept the ideological and political education carried out by the school. In the face of such a situation, this paper analyzes and explores how to use an effective network platform to fully expand and innovate the ideological and political education of college students.

Keywords: Campus network platform; College students' ideological and political education; Campus culture construction

Introduction

By consulting the relevant works of campus network platform and searching the full-text database of Chinese periodicals, we can see that the research on campus network platform has been paid more and more attention in the last two years. Many scholars in our country have carried out excellent and effective groundbreaking research on it. Most of the scholars' research focuses on the basic concepts and significance of campus network platform. Through the campus network platform to innovate the ideological and political education of college students, the existing research results are mainly discussed from the connotation of the campus network platform, the role of the network platform in the ideological and political education work, and the opportunities, challenges and ways faced by the ideological and political education of college students in the network platform [1].

Research on the connotation of campus network platform. On the understanding of the basic concept of network platform, Wang Yanli pointed out in her article "innovating the ideological and political Education of College students with Network platform" that the so-called "network platform" refers to the learning environment based on the network infrastructure and realized by computer programming. Its background is a system program and a database organized by the program, and its front desk is the web page interface. In his article "Research and realization of Network platform for Campus Network Culture Construction in Colleges and Universities", Zhou Wei pointed out that the construction of network platform for campus network culture in colleges and universities is to promote the construction of campus network culture, based on the relevant theories of campus network culture construction, based on the principles of science, thought, education and artistry, using dynamic website design and development technology and computer streaming media technology. Database design and development technology and other developed network platform. In his article on the Construction of the Network platform of ideological and political Education in Colleges and Universities, Zeng Jie and Zhou Jing pointed out that the network platform of ideological and political education in colleges and universities means the virtual network environment and network place in which the ideological and political educators in colleges and universities transmit to the educational object in accordance with the requirements of the social development of our country. They all summarize the connotation of campus network platform from the point of view of personal understanding. However, they have not left the construction of the network, so the campus network platform refers to the virtual platform for

information transmission, reception and sharing through the campus network.

Research on the role of network platform in ideological and political education. With the progress and development of computer network technology, the role of network information in ideological and political education of college students is also increasing day by day. In making full use of the campus network platform and constantly innovating the ideological and political education of college students, Li Xiaocong and Huang Dimin pointed out the role of the network in the ideological and political education of colleges and universities: first, it is beneficial to the reform and innovation of ideological and political teaching in colleges and universities; the use of the network platform to innovate the ideological and political education of college students is the inheritance and development of the traditional ideological and political education, linking the Internet technology with the traditional teaching methods. Second, the network virtual community has become another main position of college students' ideological and political education. Using the network platform to innovate the ideological and political education work of college students is to improve the attractiveness of education. By providing students with current political hot news, educational trends and other timely and practical information, the ideological and political education work is not limited by time, place and other conditions. Third, it is beneficial to improve the pertinence of ideological and political education; in the past, the traditional education model was for students to accept information passively [2]. Now, the use of network technology should take the interests and needs of students as the starting point, open up different network topics for different student groups, so that students can get what they need.

A study on the opportunities and challenges brought by the network platform to the ideological and political education of college students. Scholars mainly analyze the opportunities and challenges brought by the network platform to college students and ideological and political education. In the Innovation of ideological and political Education in Colleges and Universities under the Environment of New Media on Campus, Zhang Yongting points out the challenges brought to the work of ideological and political education by network platform: first, the unobstructed dissemination of new media on campus complicates the working environment of ideological and political education in colleges and universities; second, the universality of network platform communication increases the difficulty of network information supervision and early warning disposal. Third, the virtual nature of network platform communication brings challenges to college students' psychology and morality. In "innovating the ideological and political Education of College students with Network platform", Wang Yanli points out that the opportunity that network platform brings to college students' ideological and political education is timely and convenient information transmission; second, information exchange across time and space; third, activity space is highly virtual; fourth, the activity space of network platform can be a website, forum and so on, which can be established by using information technology. Fifth, the subject and object fully interact with each other.

Research on the countermeasures of promoting college students' ideological and political education in the network platform. As far as the countermeasures of college students' campus network platform are concerned, scholars mainly put forward suggestions or countermeasures from three aspects: educators, educated and social environment. The main purpose is to make college students make rational use of the network, to establish a website with ideological and political education, to enhance political and ideological education, and to communicate continuously between teachers and students through the campus park network platform, so as to correctly guide and improve the quality of college students' ideological and political education. In the article "innovating the ideological and political Education of College students by using the Network platform", Wang Yanli mentioned that when using the network platform to innovate the ideological and political education of college students, it is necessary to do beneficial things, remove the malpractice, seek advantages and avoid disadvantages, and give full play to the effect of the network platform in order to realize the development and innovation of the ideological and political education of college students. The transformation from "advantage" to "efficacy" of network platform must go through a scientific and reasonable development and application process. First,

the use of information dissemination platform to achieve one-way and large-scale dissemination of information. Second, the use of information exchange platform to achieve two-way "point-to-point", collective discussion exchange. Third, the use of information monitoring platform to achieve timely control of public opinion [3].

Through the extensive collection of relevant literature, on the basis of full research and reference, this paper combines the campus network platform with the ideological and political education of college students, and combined with the present situation of the campus network platform in our country, puts forward the relevant countermeasures of the ideological and political education of college students based on the campus network platform, and enriches and develops the current theoretical results. The main innovations of this paper are: countermeasures innovation. Based on the analysis of the problems existing in the current college students' network platform, this paper gives full play to the joint force of the campus network platform to innovate the ideological and political education of college students through the campus network platform, and makes full use of the main channels and positions of the network platform, so as to actively deal with the countermeasures of the college students' ideological and political education in the network platform. It provides a new idea for enriching the theory of ideological and political education of college students and innovating the methods of ideological and political education of college students. In this paper, in the form of literature research, a large number of network platforms are collected to innovate the information of ideological and political education of college students, which makes the theoretical results of this paper reasonable and enhances the practicality of this study.

The connotation of Campus Network platform

The ideological and political education of college students based on campus network platform has profound connotation. Before we carry on the in-depth discussion, it is very necessary for us to clarify the relevant concepts so that we can have a basic grasp of them.

From the evolution process of the concept of ideological and political education, the concepts of political work and ideological and political education are closely related to each other, and it is easy for people to confuse them in their daily life. In order to understand the connotation of ideological and political work scientifically, this concept must be distinguished from other concepts. Political work is an activity carried out by certain classes, political parties and groups in order to realize their own program and fundamental tasks. Ideological and political work refers to a certain class or political group, in order to achieve certain political goals, purposeful, planned and organized influence on people, in order to change people's thinking, and then make people form social practice activities that meet the requirements of certain society.

In fact, campus network is the carrier and media for organizations at all levels in the university campus to disseminate information to teachers, students and staff on campus. At present, the rising campus new media with the campus Internet and mobile phone information platform as the main body provides a new carrier for further innovating the ideological and political education of college students, and is one of the key means to effectively use the new media to do a good job in the ideological and political education in colleges and universities in the network age. Under the background of new media technology, it is of great significance to analyze the learning, life characteristics and growth laws of college students, and to explore the new methods and laws of ideological and political education for college students in order to further strengthen and improve the ideological and political education of college students under the new situation.

The network platform refers to the learning environment which is "built on the network infrastructure" and realized by computer programming. Its background is a system program and a database organized by the program, and its foreground is the web page interface. As far as the ideological and political education in colleges and universities is concerned, we must respond and adjust in time according to the changes of the new situation, enter the network quickly, construct the network position of ideological and political education in colleges and universities with the advanced culture led by the socialist core value system, let the society correctly lead the

consciousness, the thought give full play to the role in the network, and make the network become an important channel for college students to accept advanced culture. Build the network platform of ideological and political education in colleges and universities, seize the new position of ideological and political education in colleges and universities [4].

The role of Network platform in ideological and political Education

The Internet has become an important way for college students to seek knowledge, socialize and entertain. The network has become a new carrier of ideological and political education beyond education, management, culture, activities and so on, and has become a new position of ideological and political education. Contemporary college students are the important subject of using the network. Therefore, for the ideological and political education work in colleges and universities, we must respond and adjust in time according to the changes of the new situation, enter the network quickly, construct the network position of ideological and political education in colleges and universities with the advanced culture led by the socialist core value system, let the society correctly lead the consciousness, the thought give full play to the role in the network, and make the network become an important channel for college students to accept advanced culture. Seize the new position of ideological and political education in colleges and universities.

It is beneficial to the reform and innovation of ideological and political teaching in colleges and universities. The course of ideological and political education is an important course for college students, and the study of this course runs through the whole process of talent training. This requires that the ideological and political education work in colleges and universities should innovate the teaching mode under the new media environment, deepen the teaching reform, constantly improve the teaching level of the teaching team, according to the personality characteristics of college students, combined with the network platform, carry out the ideological and political education curriculum in a more vivid, lively and diverse way.

The use of network platform to innovate the ideological and political education of college students is to increase the attractiveness of education. Because of its fast information, easy to use and other characteristics, it has been accepted and recognized by the majority of teachers and students. Network media is increasingly becoming the mainstream media after newspapers, books, radio, television and other media. The maritime nature of network platform information, the interaction of communication, the interest of content and the convenience of use make it more and more popular with contemporary college students. Using the network platform to innovate the ideological and political education of college students can improve the effectiveness of education.

Opportunities and challenges brought by Network platform to ideological and political Education of College students

The network is like a coin with both positive and negative sides, it not only brings opportunities to ideological and political education, but also brings challenges.

The opportunities brought by the Network platform to the ideological and political Education of College students. First, the network platform provides modern educational means and methods. The network age has opened up a broad world of ideological and political education in colleges and universities. Comrade Deng Xiaoping once said, "the time is different, the conditions are different, and the objects are different, so the solution to the problem is also different." The traditional mode of ideological and political education is not very effective because of the limitation of information resources and the unity of expression. The network ideological and political education has the characteristics of vivid image, full of sound and color, full of pictures and texts, and intuitively expresses the teaching content.

Second, the network platform greatly enriches the teaching information resources. The network world is a world with extremely rich information resources, and the massive information resources can be described as "inexhaustible". The traditional ideological and political education in colleges and universities is mainly oriented to China, and the educational environment is relatively

closed. However, in the network era, the network information resources have the characteristics of sharing, and the channels for college students to obtain information have been opened up in an all-round way, which provides a broad knowledge space for college students and opens up a new window for college students to fully understand the world.

Third, the network platform promotes the socialization development of education work. The traditional ideological and political education in colleges and universities revolves around the school and the family. With the development and application of network technology, the acquisition of knowledge by college students is not limited to teachers and the surrounding environment, which leads to the transformation of college students from the information demand of the school to the society. At the same time, it also provides convenient conditions and opportunities for all sectors of society to actively participate in the ideological and political education in colleges and universities. Everyone who cares about contemporary college students gives them ideological guidance and help.

The Challenge of Network platform to College students' ideological and political Education. First, the network information impacts the thought of college students. In the network environment of the information age, the network is called "the university without wall". In the network world, there are not only all kinds of knowledge, but also rich educational information in thought, politics, morality and so on. In addition to this valuable information, some low-interest information also exists in large quantities, meaningless entertainment information, yellow information, violence information and so on [5].

Second, the network environment makes the ideological and political education workers in colleges and universities face severe challenges. Among some ideological and political educators in colleges and universities, there is still a lack of understanding and insufficient use of the new thing of network. In the face of new things and new environment, some ideological and political educators are still stuck in the traditional education mode and cannot adjust their working ideas and change their working methods in time.

The Countermeasures of College students' ideological and political Education in the Network platform

First, improve the quality of college students; enhance their "immunity." In the information age, it is often not difficult for people to obtain information. It is difficult to analyze the value of information and make effective use of information. In order to guide college students to establish correct network application values, we can neither ignore the role of the network, nor exaggerate the role of the network. Therefore, as the ideological and political education in colleges and universities, we must adhere to the correct guidance of public opinion.

Second, strengthen the supervision of the information network. Strengthen the management of LAN and campus network, improve the rules and regulations, standardize the operation of the network, and further prevent harmful information from entering the campus. Develop the network culture technology, cut off the garbage information dissemination from the technology.

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