Analysis and Research on the Innovation Mode of College Ideological and Political Education in the Network Age

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Abstract: the Communicators of Ideological and Political Education on the Network Should Have a Sincere Attitude to Enable the Audience to Open Their Hearts and Communicate with Them, So as to Achieve Education, Otherwise Education Will Not Succeed. Interaction is the Premise, Dredging is the Key, Guidance is the Key. Internet Ideological, Political and Religious Education is More Innovative. with the Development of the Times, Science and Technology Progress More and More Rapidly, Various New Affairs Emerge in Endlessly, and More and More Quickly, People Accept New Things More and More. Change is the Only Thing That Doesn't Change. College Students Who Are Especially Active in Thinking and Thinking Are More Likely to Accept New Things and Yearn for New Life. This Paper Presents Analysis and Research on the Innovative Mode of Ideological and Political Education in Universities in the Network Era.

1. Introduction

Proceeding from the Fundamental Interests of All College Students, It is the General Principle of Network Ideological and Political Education. the Principle is the Important Guarantee to Realize the Idea. the Principle of Ideological and Political Education Must Be Based on the Fundamental Interests of College Students. the Fundamental Interests of College Students Are Concentrated in All-Round Development. Those That Are Conducive to the All-Round Development of College Students Should Be Adhered to. Those Who Are Not Conducive to the All-Round Development of College Students Oppose [1]. College Students Are in a Critical Period of Learning Knowledge, Exercising Their Will, Forming a World Outlook, Outlook on Life, Morality, and Values.

They Are Student-Oriented. It is Necessary to Consider the Level of Knowledge, Professional Skills, and Physical and Mental Health of Students Everywhere. through Ideological and Political Education on the Network, Students Should Be Promoted to Increase Their Scientific and Cultural Knowledge, Purify Their Minds, Cultivate Their Sentiment, and Make Them Qualified Successors. It is Necessary to Strengthen the Network Ideological and Political Education from the Fundamental Interests of the Students' Growth, So That All the Students Can Become Talents, Not a "Defective", "Waste" or "Dangerous Goods". the Content of Network Ideological and Political Education Should Be Determined from the Current Situation of College Students' Quality. the Content of Network Ideological and Political Education Should Not Be Based on the Subjective Desire of Educators, But Should Be People-Oriented.

Then We Should Proceed from the Current Situation of the Students' Political and Ideological Quality, to Determine the Key and Difficult Points of Education, and At the Same Time, to Constantly Change the Content in View of the Quality Changes of Different Groups, So That the Network Ideological and Political Education Changes with the Change of the Times. Keep Up with the Times According to the Change of Students' Thoughts, and Keep the Vitality and Vitality of Education. If the Contents of Education Are Divorced from the Reality of Students and Become Empty Preaching, Education Will Become Meaningless. Many Times, Therefore, the Content of Network Ideological and Political Education Must Be Close to the Reality of Students' Ideological Life, Starting from the Ideological Quality of All Students. Only When Education is Carried out Consciously among Students, and by Themselves, Can Education Receive Fruitful Results with Twice the Result with Half the Effort.

With the Rapid Development of Network Technology in the World, the Network Environment is Changing Day by Day. in Recent Years, Some Experts and Scholars At Home and Abroad Have Studied and Explored the Network Environment as Well as the Network Ideological and Political Education Environment in Colleges and Universities.

In Foreign Countries, Models for Web-Based Edueafion Have Been Innovated and the Concept of Virtual University Has Been Put Forward [2]. as to How to Expand Network Education, Experts and Scholars Have Put Forward Three Stages of Network Education.

That is, Substitution Stage, Optimization Stage and Transformafionn Stage, and a Number of Important Issues, Including Network Ideological Education, Have Been Extensively and Actively Discussed [3] Haas, Cam, Escoenfeld, in "the Problem Solving Model in a Digital Learning Environment," Argues That the Network of Colleges and Universities Gives Ideological Education a Very High Cultural and Technological Content. the Essence of Ideological Education is Implicit in Cultural Knowledge and Scientific and Technological Information Knowledge, So That Students Are Nurtured and Infected in an Imperceptible Way. [4] Barr Nicholas Argues in "Funding Higher Education." the Lack of Network Hardware in the Process of Network Ideological Education in Colleges and Universities is Mainly Manifested in the Fact That Some Colleges and Universities Lack Funds for Network Construction, Lack of Hardware Investment and Staffing, Backward Network Infrastructure, and Low Network Popularization [5]. in "the Framework of Teaching Evaluation of Virtual Learning Environment", Ola Ribber Believes That the Lack of Awareness of the Network Environment of Network Ideological Educators in Colleges and Universities Has Become One of the Obstacles to Promote the Construction of Network Ideological Education Environment in Colleges and Universities.

In China, Colleges and Universities Have Taken Measures One after Another to Strengthen Ideological and Political Education on the Internet, Occupy the Network Position of Ideological and Political Education, Some Have Established Red Websites for Ideological and Political Education, and Some Have Made Special Homepages on Ideological and Political Education. Some Have Set Up Network Ideological and Political Education Specialized and Part-Time Troops; Others Have Brought the Ideological and Political Education Network into the Overall Plan of School Network Construction, Which Has Achieved Certain Results in the Construction of Network Ideological and Political Education Environment.

2. The Influence of Network Environment on Ideological and Political Education in Colleges and Universities

In order to strengthen the construction of campus network, the following measures should be taken to strengthen the construction of campus network and provide high quality and efficient service. College campus network is the "network home" for students, and colleges and universities should strive to build a large amount of information and wide coverage. Through the campus network, schools widely carry out colourful and positive academic, technological, artistic and entertainment activities, set up academic forums, set up communication platforms between teachers and students, and strengthen online interactive exchanges.

At the same time, the school should take various measures to optimize the network resources, improve the quality of the network, and provide college students with comprehensive and high-quality study, living, employment, psychological counselling, etc. Efficient service. 2) to build a special website and a network position. To develop network ideological and political education, we must have a position and build a special website.

The special website should closely revolve around the theme of college students' ideological and political education, and strive to be close to the students' reality. Grasp the students' ideological trends, vigorously propagate the Party's basic theories, lines, principles and policies, and carry out in-depth socialist education with ideals and convictions as the core, and national spirit education with patriotism as the emphasis. Civic moral education based on basic moral norms and basic quality-oriented education aimed at all-round development.) the management of public opinion on the net in schools is an important position for propaganda and education. The development and

popularization of network technology, It opens up new channels and means of ideological and political work in colleges and universities, and brings new opportunities for strengthening and improving ideological and political work in colleges and universities.

Through the network, we can understand the hot spots concerned by college students and enrich the resources of ideological and political education [6]. The campus network is becoming an important platform for ideological and political education in colleges and universities. Public opinion and public opinion on the Internet have a great influence on the thinking of college students. Student forums, Groups and student websites are important windows to reflect students' online public opinion and public opinion. Schools must pay close attention to online public opinion, promptly understand and seriously analyse the dynamics on the campus network, and set up a contingent of online commentators.

We should take the initiative to write posts around hot issues, periodically summarize the main points of view in the forum, refute negative information in time, and effectively guide public opinion on the Internet; we must actively integrate school newspapers, periodicals, radio, television and other traditional media resources. Enrich the content of online propaganda, form the network force and positive public opinion strength, in order to eliminate the negative impact and actively expand the positive impact.

The new media has become the main battlefield of the public opinion struggle, and all major new media platforms have fallen into the whirlpool of public opinion. Therefore, by actively disseminating real information through the WeChat public platform, public opinion can be correctly guided. In incidents such as power outages on campus, The first time the family published official information, they were able to quickly appease students.

In addition, the platform will notify the institute of a new upgrade version 2.0, a day for construction workers to show the learning of teachers and students, work details, and enhance the understanding and support of both teachers and students. The system, etc., is repackaged with popular elements so that students are happy to accept it.

The WeChat platform has enhanced two-way, multi-item interactive communication. CCI has created micro-topic columns where students can exchange and discuss and share views on social events and current events. At the same time, people in charge of the platform deliver official voices at the right time. Focus on extreme speech, online and under line, explore the source of students'"voice", carry out faith education.

Third, the way to realize the function of ideological and political education in "the home of construction work". In view of the existing problems such as vague positioning, imperfect management system, lack of novel content, messy layout, etc., the platform should be based on team building, column positioning, content publishing, and operation mechanism. Application development and other aspects of improvement, all-round ideological and political education to create an innovative platform.

The rapid development of the Internet has provided an unprecedented and highly open space for ideological and political education in colleges and universities. As the front line of ideological and political education, colleges and universities have the obligation and responsibility to update the contents of ideological and political work on the network. To improve the quality and ability of ideological and political workers in the network age, thus creating a new situation of network ideological and political work, but at the present stage, there are still many problems in the network ideological and political work in colleges and universities, mainly in the following aspects.

The network ideological and political education work website construction is weak. In the website construction aspect, each ideological and political education website because of the technical level, the hardware input, the operation way and so on aspect difference, Due to the lack of maintenance of professional and technical personnel and the updating of ideological and political workers, many websites generally have boring content and rough web pages. It is impossible to build a platform for communication and communication between ideological and political workers and students because of the small amount of information and the slow updating speed.

Network ideological and political education is difficult to achieve diversification of forms. For

example, some colleges and universities' ideological and political websites are limited to publishing work information, which is like becoming their own propaganda bulletin board, lacking topics of interest to students. It has become a pure work network. Some colleges and universities have set up exclusive online mailboxes for ideological and political work or dedicated discussion boards on campus bbs, which are designed to provide a platform for students to express their feelings. However, In the course of its operation, it completely copied the traditional model, which made students easily produce adverse psychology, and could not realize two-way communication and emotional resonance, so that they could not achieve the purpose of education.

The arrival of the micro-era, with Weibo's appearance as a symbol, at the time of the ascendancy of Weibo, WeChat has been popular because of its more powerful function. The contemporary college students, guided by the concept of mobile phone surfing as fashion, became Weibo. They use Weibo, WeChat to understand news trends, pay attention to social hot spots, spread and share information, discuss various problems, develop interpersonal communication. It has profoundly changed the way of life and study of contemporary college students, and has also made the ideological and political work of colleges and universities more complicated. In order to ensure the actual effect of ideological and political education of college students, the ideological and political educators in colleges and universities must keep pace with the times. Analysing the situation of ideological and political education of college students in the micro-era, actively exploring how to make good use of network communication tools such as Weibo and WeChat to carry out the work of ideological and political education of students and convey positive energy information under the background of micro-era. Guide students to form correct ideas.

The influence of micro-age on college students mainly lies in the extensive application of self-media such as Weibo and WeChat. Weibo and WeChat have the characteristics of rich information content, fast spread and wide coverage, and also have the characteristics of personalization and popularization. The advantages of interaction and arbitrariness have played an unprecedented role in promoting ideological and political education in colleges and universities.

3. How to Optimize the Network Ideological and Political Education Environment

To improve the professional quality of teachers, the construction of a higher level of thinking, familiar with network platform tools, and familiar with current students' ideological status of high-quality team of network ideological and political teaching is an important part of campus network of Ideological and political education is indispensable. The network ideological and political education workers should study the knowledge of information technology, strengthen the cultivation of the Internet directly understanding and practice ability, to achieve the level of network technology and the ideological and political work of the business in two; at the same time to change the original idea of network ideological and political education workers should give full consideration to the communication between the network ideological education process is essentially a "double subject", the network ideological and political workers should change the kind of condescending one-way teaching mode should be equal and mutual realization between students [7].

The dynamic exchange between students and achieve equality sincere communication, improve the students' sense of belonging and cohesion; in addition, the network ideological and political workers should also play the role of "information auditor", review on the platform of network information processing and refining, improve the quality of the information network platform for ideological and political education.

The network platform is an open platform, covering a large number of information in all areas of society, which is also filled with a lot of bad information, has brought many negative influence to college students, corrosion of soul and the thought of [7], is not conducive to the activities of the network ideological and political education development.

Therefore, the university must strengthen the network ideological and political the platform of education supervision, strengthen the unified management of the site and the media ICP, establishing a reasonable management system, real-time monitoring of the implementation of the

platform, regular inspection platform content, identify and remove bad information, establish a good network of Ideological and Political Education platform; in addition, we should strengthen ideological and moral construction of the network of college students. Network behaviour constraints and norms of college students, help them establish a correct concept of network formation, network behaviour norm and improve college students' bad information discriminating Ability to enable students to voluntarily resist bad information on the Internet.

Starting from the individual characteristics of college students, we must determine the methods of network ideological and political education. The network ideological and political education, insisting on people-oriented, starting from all students, must fully consider the individual characteristics of students and aim at different characteristics. Adopting different educational methods to strengthen the pertinence of education.

In general, the mainstream of ideological and political education of contemporary college students is good, but there are a variety of ideas and their manifestations on the individual. Some beliefs are not firm and ideal is shaken; there are deep reasons for these phenomena: some are greedy for interests and violations of discipline; some are deviant in behaviour; and there are profound reasons for these phenomena. Therefore, it is necessary to carry out rich contents in the light of different individual characteristics.

The network ideological and political education in various forms is composed of individuals. Only when each individual educates successfully, can the whole education succeed, thus realizing "people-oriented" and facing all students. 4. Adhere to the scientific concept of people-oriented. In the process of implementing the network ideological and political education, we must adhere to the following principles: first, the principle of the combination of information openness and information gate. Network ideological and political education is to influence college students through the content of network information, so that college students can browse online information. Therefore, the nature of network information is particularly important.

According to the characteristics of the network, it is necessary to implement the principle of information openness. The opening of information is the basic attribute and requirement of the network. The modern society itself is the information society, the right to know all kinds of things is the basic right of college students, the process of knowing is the process of being educated. It is necessary to open up the information.

The region should be open, the content should be open, and the information time efficiency should be open. Only by opening up in three aspects, can the special role of the network be brought into full play, students can fully enjoy the information resources and consciously educate themselves. Self-education. At the same time, we must adhere to the principle of information control, which is the essential requirement of network ideological and political education and the healthy operation of society.

We must fundamentally realize the interests of college students and ensure the physical and mental health of Internet users. We must adhere to the gatekeeper principle. Through the gateways, college students should obtain network information that is beneficial to their own growth and social development. In the process of checking, we must adhere to the requirement of "getting rid of rough and refined things" and "identifying false things and retaining the real things". The fictitious nature of the network leads to the falsehood of the information. Proceeding from the interests of the college students' growth, we must distinguish these information and remove the rough information which is contrary to the characteristics, attributes and laws of the things themselves. Ensure the health of network information. Second, the principle of equal interaction and guidance. In the network world, all Internet users are equal, at the same time, it is virtual, no real name, unit, address, The equality of identity creates unique conditions for interaction among netizens.

As to the influence of the network on the ideological and political work in colleges and universities, the researchers agree that the network is a double-edged sword, which brings new opportunities to the ideological and political work in colleges and universities. It has also brought new challenges to the ideological and political work in colleges and universities. Shen Jingfei, in "the influence and measures of the Internet on the ideological and political Education of College

students", argues that the rapid development of the Internet, Informatization is influencing and changing social life. This paper analyzes and discusses the influence of network on ideological and political education of college students.

Network brings new opportunities: enrich the content of college students' ideological and political education, renew their ideas and ideas, and provide new means for ideological and political education; The impact of Western Network Culture on the main Melody Culture in China, The hostile forces in the West make use of the network to carry out "peaceful evolution", and the network has a negative impact on the students' interpersonal activities. An Analysis of the influence of the Network Environment on ideological and political Education in Colleges and Universities. The network environment and the basic theory and relevance of ideological and political education in colleges and universities are discussed. In the end, the author analyses the problems of ideological and political education in colleges and universities under the network environment. Cheng Zhen also thinks that the challenges and countermeasures of ideological and political work in colleges and universities in the network era are the same.

The opportunities of the network are as follows: opening up a new field for the ideological work in colleges and universities, providing a new channel for strengthening the ideological and political work in colleges and universities, and the challenges of the network are mainly as follows: how to use the correct ideological and cultural information to occupy the network position, How to reduce the erosion and influence of negative information on college students' thoughts? Zhang Shuming pointed out in "how to do well the ideological and political Education in Colleges and Universities under the Network Environment", The positive effects of the network are as follows: the degree of socialization of ideological education is greatly improved, the pertinence of ideological education is raised, and the ideological education is more timely.

The negative effects of the network are mainly reflected in the following aspects: it is easy to lead to the desalination of moral and legal concepts, to the crisis of trust in interpersonal relations, to the challenge to ideological and political work-to the contents of the ideological and political teaching syllabus. It challenges the authority of ideological and political workers and the quality of ideological and political workers. Luo Xiangming, in his essay on ideological and political work in Colleges and Universities under the Network Environment, states that the network plays a positive role in promoting ideological and political work. It can provide more "vivid" resources for ideological and political education, increase the utilization rate of ideological and political education resources, and innovate the use of ideological and political work. It can improve the subjectivity of college students' ideological and political work and their ability to educate themselves. Some scholars have pointed out that the network ideological and political education environment has the function of "guiding, shaping and standardizing educational objects, and providing conditions for educational activities." At the same time, the network has also increased the complexity of ideological and political work in universities and increased the number of ideological and political problems among students. Thus increasing the difficulty of ideological and political work in universities.

4. Analysis and Research on the Innovative Mode of Ideological and Political Education in Universities in the Network Era

Information on the Internet is intermingled with good and bad. There is not only a great deal of progressive, healthy and beneficial information, but also a lot of reactionary, superstitious, yellow content. Harmful information on the Internet seriously erodes the hearts of college students. Irresponsible comments on the Internet tend to lead to ideological confusion and serious challenges to the ideological and political education of college students. Therefore, we should strengthen the supervision of the campus network and occupy the network position with positive and healthy ideology and culture. It has become a very important and urgent task for ideological and political education in colleges and universities. We should grasp the following points: 1) adhere to the basic principles of network supervision.

The basic principles of campus network supervision are: to actively create a healthy and elegant

"green" campus network culture, to promote the growth of college students; To carry forward the "red" campus network culture, to attract students' attention with colourful and diverse positive education, to guide the mainstream of moral education, to block the "black" campus network culture, and to establish a comprehensive function, Multi-level network management system to ensure network security, resolutely delete the "yellow" campus network culture, strictly monitor and manage, eliminate and reduce the network pornography, violent information pollution and poison, purify the network environment; Focusing on the "gray" campus network culture, strengthening the educational guidance to the emerging problems on the Internet, and grasping the correct guidance. (2) Comprehensive use of various means of network supervision.

First of all, Schools should apply rules and regulations to strengthen the campus network. Schools should legitimately strengthen campus management and formulate relevant management systems in accordance with the relevant laws and regulations of the State on Internet management. We should earnestly strengthen the unified management of the internal websites and network users, especially the management of forums on the campus network, strictly monitor the information on the Internet, and promptly eliminate some erroneous, negative or reactionary information. Prevent harmful information from spreading on the Internet. Secondly, schools should strengthen the supervision of campus networks through technical means. Schools may, according to the actual situation, technically impose necessary and appropriate restrictions on campus online games. You could even consider shutting down the campus network for a certain period of time (for example, from 12:00 to 6am on Mondays to Thursdays).

Schools should regulate the operation of the network, strengthen the review of local area networks, and review links to free personal homepages. And through the necessary technical means, to prevent all kinds of bad information from entering the campus, and to set up the "firewall" of network security. Finally, the school should use administrative means to strengthen the campus network supervision, and implement the leadership responsibility system in the campus network supervision. If supervision fails, the school should not only seriously handle the students concerned, but also seriously investigate the relevant leadership responsibilities. 3) Strengthen the construction of the network supervision team.

Network ideological and political education is a new job. It requires educators not only to be familiar with ideological and political education for college students, but also to be familiar with network professional techniques. It is necessary to select the backbone from the traditional ideological and political education team, select outstanding personnel from among the network professionals, and intensify training. It is necessary to set up a contingent of network ideological education majors with strong political and professional skills, fully arouse the enthusiasm and initiative of college students, and train a group of backbone college students in network education.

Paying attention to the network education includes two aspects: carrying out the network teaching of the ideological and political theory course. The ideological and political theory course is the main channel of the ideological and political education for college students. The school should focus on deepening the teaching reform. To improve the network teaching level of the ideological and political theory teachers and to promote the organic combination of the network ideological and political work and the ideological and political theory education.

Specifically, the schools should make full use of the network means to strengthen the technical training. Improve teachers' multimedia teaching level, construct network courses, promote network teaching, combine classroom teaching with online consultation, combine book learning with browsing multimedia information, Only in this way can we improve the attraction of ideological and political theory courses to students, enrich the contents of network education, and expand the functions of ideological education by combining knowledge learning with solving students' deep-seated ideological problems.

Give full play to the service, guidance and educational function of college students. (2) Bring the network moral education into the category of ideological and political education. Strengthening the network moral education is the essential content of ideological and political education into the network. We can increase network moral education in the course of ideological and political theory,

combine management with network moral education, guide students to have a sense of legal system, responsibility, politics, self-discipline and safety. When necessary, network administrators may take part in students' online activities under the pseudonym and participate in discussions.

The network society requires a self-discipline morality characterized by "caution and independence". Schools should teach students not only to "introspect", but also to carry out inner introspection and soul torture. Moreover, we should strive to be "cautious and independent", that is, to act in accordance with moral principles and norms without supervision; to educate students not to be unrestrained "net worms", not to do immoral "hackers", and not to use the Internet to engage in illegal activities; To educate students to correctly understand the difference between the real society and the virtual world, and to recognize that the "human" in the sociological sense must exist in the real world, only in the real society to continue to learn and practice, in order to increase ability and achieve success.

The construction of network ideological and political education in colleges and universities is weak. At present, there is a general lack of talents engaged in network ideological and political education in colleges and universities. If ideological and political work is to get rid of passivity and blindness, it needs to take the initiative to attack, but in reality, such problems are everywhere. Ideally, they are huge. A sound network of ideological and political education teams requires cadres, teachers, and every network participant in colleges and universities, including school leaders, to consciously play the role of ideological and political educators. All the problems encountered in the network can be correctly understood, and the groups in need of help can be reasonably guided and comforted. Only when the whole people mobilize and work together for the good, can the ideological and political work of the network be well done. In general, network ideological and political education has not completely got rid of the influence of traditional ideological and political education mode, which is due to the technical problems as well as the quality of the main body of education itself. In the final analysis, we still follow the traditional ideological and political education mode of thinking, ignoring the initiative of the network audience.

5. Conclusion

Thought originates from life. In order to fully and deeply understand the thoughts of college students, it is necessary to enter into the life of college students. Only in this way, can we realize the correct guidance of college students' thoughts and values. WeChat has become a way of life of contemporary college students, students will Weibo, WeChat and other media as their first choice to communicate with the outside world, The ideological and political educators in colleges and universities can enter the life of college students through Weibo, WeChat, and get to know the real ideological trends of college students in real time, by paying close attention to the students Weibo. Or through WeChat "Moments" and other ways to learn about students' personality and ideas, rather than using the office of individual conversations and other forms that make college students very disgusted to understand students.

The instructor can also adjust the contents of ideological and political education work in a timely manner according to the information learned from Weibo or WeChat, so as to improve the educational methods. For example, displaying some correctly oriented graphic and textual materials on "Moments" or Weibo has a subtle impact on college students, receiving the effect of ideological and political education in life, and realizing the life of ideological and political education. Improve the effectiveness of education.

Traditional ideological and political education in universities is basically based on classes or departments, limited to the same place and at the same time, carrying out educational activities of the same content. However, because of the openness and diversity of organizational forms of class management in universities. It is very difficult to achieve the three "identical" mentioned above. The popularity of Weibo and WeChat among college students has broken through the space-time limitations of this kind of ideological and political education, and has enabled ideological and political education to be carried out all the time and everywhere. As long as the counsellors publish their Weibo or WeChat account to the students, students can learn about the views of the

counsellors on social events by paying attention to the counsellors' Weibo or through the function of the WeChat "Moments," and through the views of the counsellors on social events, and through Moments or WeChat. Through interaction with counsellors, the counsellors first put forward their own doubts and were solved by the counselors; they can also carry out a great discussion in "Moments" to realize the extensive communication between teachers and students and between students and students.

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