A Study of the Innovation of Ideological and Political Education Models of Minority College Students in the Age of "Internet +"

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Abstract: With the advancement of contemporary science and technology and changes in the social environment, the ideological and political education work in colleges and universities is facing increasingly severe tests. Minority college students in colleges and universities are the main force in economic development and construction. The ideological quality of minority college students is crucial to the overall development of the entire minority. In the ideological and political education of minority colleges and universities, the emphasis on explicit education and the neglect of recessive education, and the slow development of online education have obviously not matched the rhythm of social development. Therefore, it is urgent to strive for innovation in methods to improve the effectiveness of ideological and political education for minority college students, and to promote the continuous development and improvement of minority ideological and political education. The proposal of the "Internet +" plan has affected the ideological and political teaching work in colleges and universities to a certain extent. This paper should scientifically apply the Internet + college students' ideological and political education, effectively integrate the ideological and political disciplines and networks, and achieve the goal of improving the teaching level.

Keywords: "Internet +" Era; Ethnic Minorities, College Students' Ideological and Political Education, Educational Innovation

Introduction

The main body of ideological and political education for minority college students is the ideological and political education workers in colleges and universities, including not only the ideological and political education managers and party building workers, but also the grassroots counselors at all levels. They are the specific implementers, actors and undertakers of activities of ideological and political education activities. In the ideological and political education of the minority college students, they shoulder the responsibility of promoting the progress of ideological and political education, grasping the direction of ideological and political education, and occupying a dominant position in the ideological and political education of minority college students. It is necessary to do a good job in the ideological and political education of minority college students and play a vital role in the process of regional economic development in China. "Internet +" has become an innovative achievement in the practice of Internet thinking. It is necessary to use the advanced communication technology and network platform to fully demonstrate the advantages of the Internet in resource collection and integration, and apply Internet technology results in various fields.

I. The Challenges Faced by Minority College Students' Ideological and Political Education

1.1 The Changing Ideological and Political Education Environment has a Profound Impact on Minority College Students

Minority college students are the mainstay of the construction of ethnic minority areas in China. For minority areas, they are indispensable talent resources for the development of ethnic minority areas. On the ideological and political quality indicators including world outlook, outlook on life, values and national outlook, the main body of minority college students presents a positive, sunny and upward state in thought and politics. However, there are also problems such as the lack of

1312

awareness of ethnic relations and ethnic policies and limited media literacy. In addition to the particularity and complexity of the above-mentioned minority college students' ideological and political education work objects in the overall education work of colleges and universities, in the study of minority college students as an integral part of the youth student group, it is also necessary to recognize and attach importance to the integration of minority college students into the organic component of the young student population.

1.2 The Path Innovation of Minority College Students' Ideological and Political Education is Greatly Influenced by Non-mainstream Thoughts

College students are the main body of ideological and political education for minority college students, and also the object of education. However, in reality, college students are more influenced by non-mainstream thoughts. Most of the minority college students come from the western ethnic areas. Compared with the developed regions, due to the large gap in the economic and social environment of the western ethnic regions, the level of education before enrollment is not as high as that in the developed regions. This has led to the phenomenon of low acceptance and non-synchronization in the process of ideological and political education in colleges and universities. This is not unrelated to ethnic minority college students from families and regions with poor economic conditions. It is true that these minority college students have a strong entrepreneurial spirit and hope to improve their personal qualities through higher education and seek a foothold in the future society.

1.3 Unique Cultural Psychology and Religious Beliefs

First of all, it is the unique cultural psychology. Special attention is paid to the ethnic culture psychology that is unique to ethnic minorities, such as history, culture, customs, and educational conditions. In particular, it is clear that ethnic minority students have unique psychological characteristics compared with minority college students in terms of cultural psychological quality. First, national consciousness needs to be strengthened. Second, lack of active competition consciousness and prone to inferiority. Second, it is the influence of religious beliefs. Most ethnic minorities have religious beliefs. The influence of religion on ethnic minorities has been integrated into every aspect of minority life. Minority college students are naturally affected by religion to varying degrees.

II. The Advantages of Introducing "Internet +" into Minority College Students' Ideological and Political Education

2.1 Broaden the Channels of Resources for Ideological and Educational Education and Improve the Efficiency of Information Utilization

First, it broadens the sources of resources for ideological and educational education. The Internet has a huge amount of information, including politics, economy, culture, education, military and science and technology. It not only broadens people's horizons, enriches people's lives, and promotes the exchange of cultural achievements and cultural innovation. These cultural achievements have greatly enriched the content of ideological and political education for minority college students. Second, it can improve the efficiency of information utilization. The Internet itself has the characteristics of information sharing, improving the utilization efficiency of information and education information, and reducing the cost of acquiring information resources for teachers and students.

2.2 Improve the Sense of the Times of Ideological and Political Education and Provide a Wide Range of Social Practice Environments

First of all, we must improve the sense of the times of ideological and political education. The ideological and political class under "Internet +" presents a distinct feature of the times. There is a close relationship between the intellectual and political issues in the socialist market economy and international relations in the ideological and political textbooks. The immediacy of the Internet

itself allows teachers and students to obtain hot information in a timely manner. Second, it can provide a wide range of social practice environments. The network can greatly enhance the socialization of minority college students, provide them with a broader social practice environment, let college students pay more attention to society, scientifically understand and pay attention to themselves, and achieve maturity and perfection.

2.3 Conducive to Building a Harmonious and Stable Campus Environment

Strengthening the reform and innovation of the ideological and political work of college students in minority areas is conducive to cultivating the correct outlook on life and values of college students, and is also conducive to the smooth progress of teaching in various professions. In view of the particularity of running a university in a minority area, the students in the ethnic areas are complicated and the students' ideas are relatively complicated. Students from different ethnic groups have different religious beliefs. This can easily lead to friction among students, making students' ideological management work particularly difficult.

III. The Path of Ideological and Political Education for Minority College Students in the Context of "Internet +"

3.1 Strengthening the Cultivation of Network Media Literacy of Minority College Students

The cultivation of online media literacy of minority college students is a new field of ideological and political education in the current communication context, and it is the need to deal with the complex online media sensation. It is necessary to cultivate the ability of minority college students to network media. The ability of ethnic minority college students' online media is embodied in how the minority college students can quickly, accurately query, acquire, screen, and store information, how to use the selected information, and how to use the innovative information according to their own needs and actual conditions. This can enhance the moral education of minority college students' online media.

3.2 Improve the Level of Mental Health Education and Strengthen the Sense of Belonging

Because most ethnic minority students have practical problems in culture, and the difficulties in interpersonal and employment, they must bear tremendous psychological pressure. If this pressure exists for a long time, it is easy to evolve into psychological depression, and it is difficult to scientifically guide it, usually by unreasonable means. Therefore, mental health education should be taken seriously, and the overall ability to improve health education, especially for ethnic minority students with serious emotions, is essential for their mental health work. In the "Internet +" environment, we can use the network to improve the collective sense of belonging of students, design content-rich campus cultural activities, and create a relaxed and harmonious network culture environment.

3.3 Highly Integrate the Internet with Traditional Media

The model of ideological and political education for minority students in the new era is: classroom explanation, network extension, and life experience. Minority students use the Internet to express their opinions on key events and conduct exchanges and discussions within the class. Classroom teaching and under-school online education should be highly connected, so that classroom education can reach the extended goal through the network. In the process of emphasizing classroom teaching, efforts are made to expand the educational space and actively occupy the network education position. With the lively and vivid network characteristics, more ethnic students are enthusiastically engaged in the learning process.

Conclusion

At this stage, due to the impact of the rapid development of Internet technology, the thinking of minority college students is also affected by different levels of negative information on the Internet.

Ethnic students have played a vital role in the overall development of our economic development. From the "Internet +" perspective, we must do a good job in the ideological and political work of minority college students, and we must also play the role of the majority of teachers. Under the background of "Internet +" era, national colleges and universities should strengthen the networking of the traditional content of ideological and political education for minority college students, enhance the cultivation of students' online media literacy, update the methods of ideological and political education, and improve the quality of ideological and political education teams. The educational environment of ethnic colleges and universities enhances the effectiveness of ideological and political education. This can enable college students to establish correct values and require them to establish correct ideas, effectively avoid cyber threats, gradually improve their own literacy, and lay the foundation for the revival of the great cause of the Chinese nation.

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