

Multi-Dimensional Approach of “Party Building + Ideological and Political Curriculum” in Colleges and Universities from the Perspective of Network

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Abstract: In the new era, with the continuous improvement of China's socialist market economy construction, all kinds of colleges and universities shoulder the heavy responsibility of delivering high-quality skilled and compound talents to the society, and the party building and ideological and political education in colleges and universities will also play a key role in it. In carrying out various teaching activities, colleges and universities should be more clear about the status and role of ideological and political courses, and they should lay a firmer ideological foundation for realizing the Chinese dream under the guidance and inspiration of Marxism. Under the network perspective, colleges and universities should fully realize the importance and necessity of realizing the multi-dimensional approach of “party building + ideological and political courses”, and work out more targeted innovative strategies to realize the multi-dimensional approach based on the current work of party building and ideological and political education in colleges and universities, so as to truly play an important role in the collaborative education of “party building + ideological and political courses”.

1. Introduction

In the new era, China's colleges and universities shoulder the heavy responsibility of cultivating and delivering high-quality skilled and compound talents to the society, and the role of party building and ideological and political education in colleges and universities is also very important. Ideological and political education is an important support and guarantee for the party building work in colleges and universities, the relationship between them is inseparable and interdependent. Especially in the new situation of rapid development of Internet technology in China, advanced Internet technology and electronic information technology should be closely combined with Party building and ideological and political education in colleges and universities, so that Party building in colleges and universities can correctly lead the efficient development of ideological and political courses, improve the overall level of Party building with the good effect of ideological and political education, and promote each other to achieve the common educational effect, so as to ensure the smooth realization of talent training objectives in colleges and universities in the form of multi-dimensional approach. It can be seen that colleges and universities should take innovative

measures to realize the multi-dimensional approach of “Party building+ideological and political course”, and constantly improve the education and teaching level of colleges and universities, so as to realize the sustainable development of colleges and universities in China[1].

2. The Significance of Effective Integration of Party Building and Ideological and Political Curriculum in Colleges and Universities from the Perspective of Network

2.1 It Can Adapt to the Actual Characteristics of College Students in the New Era

Contemporary college students have almost grown up with the development of Internet technology from birth to entering colleges and universities. College students can be seen in almost all fields of the Internet, such as Tik Tok, Kwai, Post Bar, MicroBlog, Zhihu, WeChat and QQ, which are all very good at using. With the continuous extension and development of information dissemination methods and channels, the Internet has put forward higher requirements for party building and ideological and political education in colleges and universities. From the teacher's point of view, facing the complicated Internet information, teachers should have a more comprehensive grasp of the hot issues that contemporary college students pay attention to and the main sources of browsing information. Teachers should closely integrate party building and ideological and political education with the Internet, grasp the problems and difficulties students encounter in life and study in a timely manner, provide them with pertinent opinions and suggestions, and help them get out of the predicament and solve problems as soon as possible, so as to greatly enhance the overall effect of ideological and political education [2].

2.2 It Can Better Meet the Practical Requirements of the Coordinated Development of Party Building and Ideological and Political Education in Colleges and Universities

The emergence of Internet and electronic information technology has solved the problems of long limitation period and inaccurate content in the process of traditional information transmission. After the competent government and administrative departments formulate policies and guidelines, colleges and universities can almost grasp these policies and guidelines in real time through the transmission of Internet technology, so colleges and universities have rules to follow when carrying out various ideological and political education activities. Colleges and universities should give full play to the guiding role of Marxism in practical work, enrich the theoretical content and ideological basis of the “Chinese Dream” of socialism with Chinese characteristics, and help students find the most suitable life path in the form of “party building+ideological and political courses”, and truly make colleges and universities a solid ideological and political fortress under the leadership of the Communist Party of China[3].

3. Current Situation of Party Building and Ideological and Political Education in Colleges and Universities from the Perspective of Network

3.1 College Students Do Not Pay Enough Attention to Party Building and Ideological and Political Education, and the Right to Speak on the Internet is Excluded

After investigating and analyzing the relevant network data, we find that contemporary college students spend almost three hours every day browsing the web information they are interested in, and most of the contents they browse are not the mainstream values, but mostly browsing games, academics and shopping. First of all, China's Internet is full of all kinds of entertainment information, and the update speed of network information is accelerating and the content is rich and

varied, so it is difficult for college students to pay attention to party building and ideological and political education in the face of complicated Internet information[4]. Secondly, the social hot public opinion will also have an impact on the ideological trends of college students. College students are in the golden stage of their lives, and their personalities are very passionate and impulsive. The social hot news on the Internet is very inflammatory and crowded, so college students are easily affected by false information and misconceptions, which will further affect the formation of their correct outlook on life and values, and the right to speak in party building and ideological and political education in colleges and universities will be greatly weakened.

3.2 The Party Building and Ideological and Political Courses in Colleges and Universities Have Significant Problems in Despising the Content and Attaching Importance to the Form

At present, according to the actual situation of the Party building work and ideological and political courses carried out by major colleges and universities in China, many colleges and universities have registered official MicroBlog, WeChat public number and Tik Tok account based on Internet technology, but there is no obvious innovation and optimization in the propaganda content. Almost all the contents of the original textbook are pasted on WeChat Public number and MicroBlog, and they do not spend much energy on further excavating and innovating propaganda content. The Party building and ideological and political education courses have not really combined with the actual development of college students and their own characteristics [5]. In the new era of network tide, the party building and ideological and political education in colleges and universities have not been innovated and developed with the times, nor have they brought into play their own advantages in the process of shaping students' excellent moral character. Many university WeChat official account do update articles and publish content every day, but the quality of articles and content is not guaranteed, so this kind of article will not produce too high click rate. There are also some colleges and universities whose party building and ideological and political education work are separated from each other. The party building work is mainly aimed at party members and activists who join the party, other students are not given enough attention and their resources are not effectively integrated. The courses of Party building and ideological and political education in colleges and universities are too pursuing their own teaching forms. Without the guarantee of content, the actual teaching effect will be greatly reduced. Both of them can not play their own roles and advantages, which is very unfavorable for the all-round development of college students.

3.3 The Construction Level of Party Building and Ideological and Political Education Team is Not Enough, and Its Advantages Are Not Brought into Play

For a long time, whether it is the party building work in colleges and universities or the ideological and political education work, the people engaged in these two work have formed the traditional work mode and method. That is to say, teachers will play a clear leading role in their work, while students usually passively accept knowledge in class or activities, and do not effectively integrate advanced Internet technology with the educational activities organized. Teachers often give people a feeling of being superior to others, while students are not interested in party building and ideological and political knowledge, which is more likely to lead to their resistance in the learning process, thus greatly reducing the overall effect of ideological and political education in colleges and universities[6]. The Internet and mobile information technology are updated very fast, and most teachers are not good at using computers, so it is even more difficult for them to use mobile Internet technology skillfully. If they are very sensitive to the Internet, they can use the Internet to control bad public opinion. At the present stage, teachers have not brought

their own advantages into full play, nor have they really played an important role in the Party building and ideological and political education in colleges and universities.

4. The Innovative Countermeasures of the Multi-dimensional Approach to the Party Building and Ideological and Political Curriculum in Colleges and Universities from the Perspective of Network

3.4 Lay a Solid Foundation and Build a Multi-Angle Three-Dimensional Platform to Ensure the Smooth Completion of the Goal of Education

Moral education should also be included in the educational goal of colleges and universities, and the mainstream values of the country should be fully displayed in the construction process of “Party building+ideological and political course” in colleges and universities. On the basis of inheriting traditional virtues, the working goals of Party building and ideological and political education should be more unified, so as to better promote the efficient completion of the two tasks. First of all, colleges and universities should organize the collaborative development of party building and ideological and political education according to the actual work content, and let college students actively participate in the party building and ideological and political education activities organized by colleges and universities as much as possible, so as to fully show the spiritual outlook of contemporary college students [7]. At the same time, colleges and universities should adjust the party building work and ideological and political courses in time according to the real-time changes of students' ideological trends, and arrange targeted ideological and political courses strictly according to the current hot issues of the country on the basis of fully grasping the actual situation of students. Research and discuss the hot public opinion with students, focus on improving students' ability of distinguishing right from wrong and rational judgment, and constantly improve students' comprehensive quality in the process of practice. Under the network perspective, colleges and universities should make good use of the advantages of advanced Internet technology, so that students can fully realize the status and importance of ideological and political education and help students form a correct outlook on life, values and world outlook.

3.5 Create a High-Quality Education Team and Give Full Play to the Advantages of Party Building and Ideological and Political Education in Colleges and Universities

In the process of carrying out various party building activities and ideological and political education activities in colleges and universities, the role of human factors is also crucial, so colleges and universities should give full play to their internal talent advantages, fully tap out the potential of teachers, student cadres and every student in colleges and universities, realize the common progress of party building and ideological and political education, and exert their synergistic education effect. Teachers should have a comprehensive understanding of Internet technology and constantly improve their media literacy. At the same time, student cadres should have excellent ability to apply Internet technology, express their attitudes and viewpoints correctly, and make good use of Internet technology when carrying out self-management and self-education. Colleges and universities must give full play to the leading role of party building work, establish a high-quality ideological and political education team, establish a more sound early warning mechanism, and build a safety system composed of schools, student groups, secondary colleges and individual students, so as to truly supervise and manage the whole school's teachers, students and faculty [8].

3.6 Adopt Diversified Means of Communication, Highlight the Important Role of Network Carriers, and Unify the Ideological and Political Path

The “Party Building+Ideological and Political Course” in colleges and universities should rely on Internet technology and information technology to truly share resources and data. Colleges and universities should adopt diversified technical means in ideological and political education, and should continue to play the role of traditional technical means such as radio and newspapers. At the same time, for those new media, such as WeChat official account, Tik Tok Kwai Short Video, MicroBlog, Forum and Post Bar, we should also ensure the in-depth publicity content, and constantly improve its publicity effect, so that students can receive more three-dimensional and comprehensive news information. Colleges and universities should publish the learning knowledge of party building and ideological and political education from multiple angles, give full play to the role of network carrier, and actively disseminate socialist core values to students, so that more students can participate in the work of party building and ideological and political education in colleges and universities, and truly realize the collaborative education of “party building+ideological and political courses” in colleges and universities [9].

4. Conclusion

Through the above discussion, we have made a detailed analysis and discussion on the relationship between Party building and ideological and political education in colleges and universities under the network vision, the significance of effective integration of Party building and ideological and political courses in colleges and universities under the network vision, the current situation of Party building and ideological and political education in colleges and universities under the network vision, and the innovative countermeasures of multi-dimensional approach of Party building+ideological and political courses in colleges and universities under the network vision. There is a close relationship between the party building work and ideological and political courses in colleges and universities. Under the network perspective, colleges and universities should rely on Internet technology to give full play to their advantages, so as to achieve the educational goal of cooperative education.

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