On the Construction of Network System of Ideological and Political Education in Universities

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Abstract: In the 21st century, with the rapid development of the Internet, there are also various forms of network culture. In the current network age, to strengthen and improve the work of ideological and political education in colleges and universities, it is necessary to promote the construction of network ideological and political education platforms. The construction of online ideological and political education platforms for colleges and universities in the new era should be guided by top-level design, with serving teachers and students as the core, hardware optimization as the basis, and media integration as the starting point, which has a profound impact on the values of contemporary college students. How colleges and universities respond to the new Internet + education, build a healthy and progressive network platform, and enhance the effectiveness of online education are major issues in colleges and universities' ideological education.

1. Introduction

Nowadays, Under the increasingly widespread influence of the Internet, it is an important measure to construct of a network ideological and political education platform in colleges and universities, so that it can adapt to the new characteristics and new laws of ideological and political education in colleges and universities in the new era. The continuous upgrading of the Internet has accelerated the profound changes in the information society, especially the collocation of the Internet and new media that has broken the dominance and monopoly of information by traditional media. Teachers and students of colleges and universities gradually become attached to the network platform. The dissemination and exchange of campus information has broken the traditional time and space boundaries, and the Internet has become another main battlefield for ideological and political work in colleges and universities.

2. Current Status of the Construction of Ideological and Political Higher Education

Under the increasingly widespread influence of the Internet, it is an important measure to construct of a network ideological and political education platform in colleges and universities, so that it can adapt to the new characteristics and new laws of ideological and political education in colleges and universities in the new era. The continuous upgrading of the Internet has accelerated

the profound changes in the information society, especially the collocation of the Internet and new media that has broken the dominance and monopoly of information by traditional media. Teachers and students of colleges and universities gradually become attached to the network platform. The dissemination and exchange of campus information has broken the traditional time and space boundaries, and the Internet has become another main battlefield for ideological and political work in colleges and universities.[1]

On the one hand, the network platform almost meets most of the demands of college students, as well as their ideological concepts, value judgments and behavior habits. And they have become an important ideological and public opinion environment that affects the growth of college students. In addition, young college students are in the critical period of life of "joint booting", while values and judgment are being formed, and they are extremely susceptible to the influence of the Internet. In particular, people with ulterior motives use the Internet to confuse and confuse people, to seize young college students and also to seize the position of public opinion in colleges and universities. "The Internet has broken through the traditional boundaries of classrooms, colleges and universities; knowledge seeking and its impact on students are increasing. In a sense, whoever wins the Internet, who To win the youth." On the other hand, the network platform has become an important carrier for college teachers to conduct cultural exchanges, academic exchanges and ideological debates. Some professors are even public figures, and their words and deeds have great social influence. The combination of university teachers and new online media enables the sharing of thoughts and speeches with a certain social leading effect, which has a significant social impact. Therefore, whether in private, in class or online, university professors should pay special attention to whether their words and political positions are correct.

First, the working mechanism is not complete. The staff are mostly all part-time. Teachers of ideological and political theory courses cannot take on all the tasks of online ideological and political education. The technical support is not a computer professional, and there is no dedicated person engaged in the construction of online education. The enthusiasm of the instructors is not high. The system of joint management by the industrial group is constructed. Then, the development of light applications is lagging behind and the needs based on the personality characteristics of students and close to the actual needs of life are not enough; the user experience of teachers and students is poor. The third is the formation of educating people together. The construction of the network ideological and political education platform is a systematic project, which requires the joint construction and joint promotion of all relevant departments of the university. In particular, the enthusiasm, initiative and creativity of the teachers and students must be fully utilized so as to achieve education goals during operation and management. But the actual situation is not the case. Problems, such as low enthusiasm for participation of teachers and students, irregular operation and management of the network platform and insufficient role of the platform, are still exist[2].

3. Methods to Promote the Construction of Online Ideological and Political Education Platforms in Colleges and Universities

The key to advancing the construction of an online ideological and political education platform lies in innovation and the focus is on management. Leading by top-level design, serving teachers and students as the core, hardware optimization as the foundation, media integration as the starting point; multiple measures should be taken to strengthen network education and form new work effectiveness enhancement points. And the methods are described in detail as follows.

3.1 Strengthen the Top-Level Design and Establish the Working Mechanism

The party's management of its ideology, and the management of the media are important aspects

of adhering to its leadership. To promote the construction of an online ideological and political education platform, we must strengthen the party's unified leadership and management. The key is to manage the orientation, position, and management. A good team can improve the ability to control the ideological and political education of colleges and universities, strengthen the implementation of the school party committee's management of campus new media and campus networks in accordance with laws and regulations; in addition, good management and use of the Internet are the key to controlling the news and public opinion positions in the new situation.All levels and types of "dissemination platforms with media attributes and public opinion mobilization functions are included in the scope of management"[3].

3.2 Adhere to Co-Construction and Co-Governance to Serve Teachers and Students

It is effective to adhere to the construction concept of serving students. With the goal of serving "each student's life-long development", online education can provide services such as learning, life, and entertainment to enhance the user experience of school students. And it is also important to realize the combination of online education and cultural education. A professional network platform for ideological and political education is also of significance. It can realize realize the cultivation of cultural people and souls by building a colorful campus culture. To adhere to the basic method of co-construction between teachers and students, the development in colleges and universities is based on a development model based on the co-construction of teachers and students, which is generally used as its form of existence. Teachers and students manage and maintain together to achieve resource sharing and teaching complementarity to promote efficient operation of the network platform. Open and free,the online ideological and political education platformand can effectively promote the intelligentization and democratization of campus governance and forma new pattern of "co-construction and co-governance" that is multi-planned, widely participated and shared. Under the new network media environment, major changes have taken place in the objects, scope, methods of ideological and political education work in colleges and universities, which are facing new severe tests; however, the fundamental tasks of establishing morality and cultivating people have not changed. Therefore, it is necessary to clearly understand the situation, clarify the central tasks of ideological and political education in colleges and universities, improve the ability of service and education centers, providing convenience for teachers and students.

3.3 Optimize Hardware Facilities and Innovate Network Education Carriers

As a saying goes, Workers must first sharpen their tools if they want to do well. The constantly exploration the new points of convergence brought about by "Internet +" has integrated online cultural resources, promoted the construction of smart campuses and created online education boutiques, so as to promote the construction of online platforms. We must vigorously cultivate the official WeChat public account, official Weibo to strengthen the construction of online ideological and political education platforms in the form of live broadcast rooms and hotlines. Based on the reality of the diversification of the network platform, to promote the construction of the network ideological and political education platform, it is necessary to focus on the basic principles of vigorously promoting the integration of media resources, function integration, product integration, concept integration, service integration and establishment of media, to form a line of educating people online and offline, inside and outside the school together and improve the effect of online education.

In addition, ideological and political education in colleges and universities needs to be actively innovated, to keep pace with the times, which can be used as new technical tools to carry out ideological and political education. It is necessary to form a network culture platform management

team that is responsible for the construction, use, management and daily supervision of the online cultural platformand they should have work experience in information technology tools. A team of online commentators must be formed to cultivate opinion leaders among college students, providing strong support in the construction and implementation of the network culture platform, and also the application of the network culture platform in the ideological and political education of colleges and universities

4. Conclusion

This article has analyzed the the construction of online ideological and political education platforms in current colleges and universities and also give some methods. People are the key to promoting the construction of online ideological and political education platforms and doing a good job in online ideological and political education. Party and government cadres, staff of propaganda departments, teachers of ideological and political theory courses, and class teachers of instructors are the main body of ideological and political education in colleges and universities. They are the organizers and implementers of ideological and political education. The right and wrong of ideology and the right and wrong of thoughts, words and deeds are directly related to whether the specific responsibilities of ideological and political education can be implemented. Therefore, whether the membership structure of the network ideological and political education platform construction team is reasonable is also an important prerequisite for the construction of a competent ideological and political work. To strengthen and improve the work of ideological and political education in colleges and universities, it is necessary to promote the construction of network ideological and political education platforms to realize network education. The construction of online ideological and political education platform for colleges and universities in the new era should be guided by top-level design, serving teachers and students as the core, hardware optimization as the basis, and media integration as the starting point, to create a healthy and progressive ideological education work platform for colleges and universities.

5. Acknowledgment

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