

Research on the Problems and Countermeasures of Ideological and Political Education in Colleges and Universities under the Network Environment

Baihui Gao

Tianjin Sino-German University of Applied Sciences, Tianjin, 300350, China

Keywords: Network Environment; Ideological and Political Education in Colleges and Universities; Education Issues; Measures

Abstract: At present, with the rapid development and progress of China's economy and science and technology in all aspects, people's lives are increasingly inseparable from the support of network technology. The network has made a qualitative leap in the level and quality of people's lives. Under this condition, the network culture has gradually formed and brought new opportunities and challenges to the ideological and political education in colleges and universities. This paper focuses on the analysis of the defects and deficiencies of the ideological and political work in colleges and universities under the network environment, as well as the corresponding countermeasures.

1. Introduction

In the current environment where the network is more and more developed, efficient ideological and political work must be more proactive in meeting challenges, so as to keep pace with the trend and pace of the times, constantly reform and innovating its own education and teaching model, recognize the importance of seizing the network position, and do some supervision work. In order to ensure that the role of the network can be played to the maximum in the virtual network world, we should guide students to have a good political concept, always maintain a firm political direction and correct political position, and have a correct view of the three to improve the ideological and political literacy of college students as well as the scientificity and timeliness of political education in colleges and universities.

2. Conceptual analysis

2.1. Concept of network

2.1.1. Connotation

The network is an information culture based on network technology, which has the function of spreading information. The spread of this kind of information is not divided into countries and regions. This is a new means of information exchange and communication that people can use at present.

First of all, the network is virtual. In any cyberspace, any network individual does not really exist.

They are in a virtual space. The scope of virtual space is extremely broad. People's communication in cyberspace is mostly not conducted in a formal identity. In virtual cyberspace, the cultures of various regions and nations will also derive more different cyber cultures.

Secondly, the network has certain openness. Network culture is a culture shared by all countries in the world, without regional or international restrictions. In addition, their content is also open.[1] Because when people discuss a problem or exchange some content on the Internet, they can be free from the restrictions of time and regional cultural differences. Different countries and regions can also receive cultural content that is different from their own regions. The network itself has no difference and freedom, which also makes the network culture open.

Finally, the network is interactive. Network communication is an interactive way of exchanging information between the two sides. This way requires both parties to exchange and exchange information directly, breaking through the past one-way communication mode, making information dissemination more efficient and information flow more rapid and free. Such ordinary netizens can be both consumers of information resources and providers of information resources.

2.1.2. Connotation of ideological and political education

The so-called ideological and political education is to carry out ideological and political education for most groups in the current society through certain educational work, help them form good ideas, correct value systems, and have a planned, purposeful and organized influence on this kind of people, in order to require them to form consistent or socially needed ideological practice.

3. The defects and shortcomings in the development of ideological and political activities in colleges and universities under the network environment

At present, the impact of the network environment involves all levels of social life, including ideological and political education in colleges and universities. In recent years, the ideological and political work education in colleges and universities has made great development and progress under the influence of the network platform. But in general, it is still at a relatively inferior stage, the development is not mature enough, the relevant personnel still lack a certain understanding of the ideological and political education network teaching work, the methods and means adopted are relatively inadequate, and the hidden problems existing on the network cannot be correctly recognized[2].

3.1. The construction of the network ideological and political education system is divorced from the current era

At present, in the context of the network environment, there are still many problems in the construction of the network platform for ideological and political work in colleges and universities in China. The construction is lagging behind and cannot meet the educational requirements. Colleges and universities that have built special websites for ideological and political education are only one fifth of the national colleges and universities. That is to say, the vast majority of colleges and universities in China consciously set up a complete set of standardized education websites. From the perspective of schools that have built ideological and political education theme websites, the management of such theme websites in these schools is very simple and simple. They just find relevant personnel to be responsible for putting national major events and some important current affairs and politics in a certain period on the Internet.[3] They don't have a clear way to deal with the rest after that, nor do they care whether anyone will click to browse. Such network ideological education means and models can not reflect the effectiveness of education work at all. Even so, for

those colleges and universities, there is no special person to manage this problem. Therefore, as far as the current situation is concerned, although every university is loudly calling for strengthening the ideological and political education network work in colleges and universities, the construction of the ideological and political work platform in colleges and universities cannot meet their own requirements, and even some schools do not have a platform that meets the development requirements.

3.2. The website of ideological and political education cannot be used efficiently by college students

With the continuous progress and breakthrough of Internet technology, there are also some significant problems in the networking of ideological and political education in colleges and universities, which makes it possible for people to promote the networking of ideological and political education in the form of more than the content. At present, all colleges and universities will rely on the concept of network to explore the ideological and political work, but on the whole, the results and results of the ideological and political education work under the network background in China are not very satisfactory. There are some very critical and important problems that have not been solved well. The most obvious is that there are many theme websites of ideological and political education in colleges and universities. No students are willing to click them, and their visits are not up to the standard.

3.3. Cultivating a group of professional talents and improving their overall quality

For the network ideological and political education work, it is essential to have a stable, competent and efficient network ideological and political education talent team in order to ensure the good results of its entire education work. But at present, colleges and universities can not meet this requirement. There are many colleges and universities that do not have such talents who can understand the network technology of ideological and political work. The purpose of their notification of the network ideological and political education may not be to help students learn, but just to cope with a certain task. Therefore, the selection of talents to manage websites is also relatively general and careless, and they do not employ those who can manage websites specially. Even if such people who understand network technology are found, they may lack the theoretical thought and practical experience of ideological and political work. If this problem cannot be solved all the time and colleges and universities do not pay attention to it, it will inevitably affect the normal and orderly development of the whole ideological and political education work in the long run. Therefore, ideological and political educators should not only ensure that their theoretical knowledge of ideological and political education and the theoretical content they teach meet the requirements and the theoretical level reaches the standard, but also ensure that their educational concepts can be broken through and improved, and work hard to learn in this process, constantly update their knowledge structure, master and learn new information network technologies. Only in this way can we ensure that the means of ideological and political education in colleges and universities conform to the current network background, have certain modern, scientific and technological characteristics, and only in this way can our ideological and political education work adapt to the requirements of the current era.

4. Methods and means of carrying out ideological and political education in colleges and universities

4.1. Building an effective platform system

The continuous development and updating of the network has made certain changes in the current

college students' thoughts, including the way they learn about ideological and political education. For all colleges and universities, they should fully recognize the impact of the network environment on college students' ideology and behavior methods. In the process of ideological and political education construction, these ideological and political educators should enhance their sense of responsibility and mission, take the networking of ideological and political education of college students as an important part of the ideological and political work education of the school, and strictly grasp and steadily attack, with an open, dynamic Scientific thinking, in order to constantly absorb new elements, adopt different opinions, and make bold innovations to ensure that their network ideological and political education can reach a new level. On this basis, all colleges and universities must establish a systematic and effective ideological and political education platform. On this platform, they should make certain requirements for students and vigorously publicize, so that students can fully realize that ideological and political education can also have an impact on themselves on the network, and improve their ideological and political literacy. It plays a very important role in helping students to have a correct view of the three aspects, and it is of great significance in helping students understand the road our country has taken and the goal we want to achieve.

4.2. Carrying out activities conducive to political education

The network not only helps college students to obtain various kinds of information, but also enables them to have new ways of learning, which means that the content of education itself is contained in the network, and ideological and political work can transfer ideological and political views to college students with the help of the network platform, so the significance of the network in education can be reflected. The network can help people to spread some correct ideas, justice and conscience, and can also spread and report on major issues of social development. It can objectively and impartially record the problems existing in the current social development, expose the ugly acts of some people, regulate people's behavior and purify people's thoughts by means of public opinion. This is the responsibility and obligation that the network itself needs to bear. For colleges and universities, we should make full use of the network platform and network technology to fully implement the ideological and political education work into the network, and carry out more rich ideological and political education activities with the help of the network platform, so that college students can feel and experience the fun of ideological and political education and the joy of acquiring knowledge.

4.3. Cultivating talents

The current network environment has brought some unavoidable problems to the ideological and political education in colleges and universities. At the same time, it is also a new opportunity for the ideological and political education in colleges and universities to break through the original teaching model. Objectively speaking, it puts forward more clear and strict requirements for college educators. In the future, college ideological and political educators must have some new skills.

First of all, ideological and political educators should keep up with the trend of constantly updating ideas to ensure the modernization and globalization of ideas. At present, the development of computer network is very rapid. It has fully penetrated into all aspects of life and learning, and has become a new way of education. Ideological and political educators must be able to closely follow the current trend of the times, conform to the trend of the times, and constantly strengthen their awareness of modern education, so as to ensure that their affairs can face modernization, the world, and the future, and face the public. We should constantly improve our sense of urgency to cultivate talents by using network technology.

Secondly, ideological and political educators must also have the scientific and cultural knowledge

that others do not have. They must fully understand China's major policies and national policies. Only in this way can they help students analyze some political events, understand and understand which events students must know and learn, and help college students to rationally screen and adjust to guide them to absorb useful information in the huge and complex information.

Finally, for ideological and political educators, if they want to spread ideological and political ideas through the network, they must have certain modern information technology literacy, be able to correctly, efficiently and timely handle information from all aspects, in order to extract effective and key information from these information, and publicize them in a timely manner. This is a test for ideological and political educators. Therefore, ideological and political educators can regularly participate in various computer skills training, constantly improve their own network technology application level, and improve their own quality. For universities and society, it is necessary to absorb talents from all aspects, pay attention to the construction of the network ideological and political education team, so that China's network ideological and political education team can become more powerful, the theoretical knowledge of this team becomes more rich. The ability to use these theoretical knowledge to solve practical problems can make progress and breakthrough compared with the previous ones.

5. Conclusion

In a word, in the face of the rapid development of network technology and the continuous penetration of network ideas, ideological and political education in colleges and universities must be fully integrated with the current network technology, so that ideological and political education in colleges and universities can be invincible in the network. This requires us to find out the problems and put forward some solutions. The whole society should explore and research together. Only in this way can we become an important position for ideological and political education.

References

- [1] Guan H, Lian S. On the current situation and countermeasures of network ideological and political education for college students [J]. *Journal of Jiangxi Youth Vocational College* 2019;(01)
- [2] Wu X, He W, Wang D. On the current situation and countermeasures of network ideological and political education for college students [J]. *Science and education guide (the first ten day issue)* 2019;10
- [3] Chen L. Exploration and countermeasures on network ideological and political education for college students [J]. *Journal of Jilin Provincial Education College (Discipline Edition)* 2019;107.