

Discussing the Problems and Countermeasures of the Internet Age for Ideological and Political Work in Colleges and Universities

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ABSTRACT. With the popularization of information technology and network platform, the new media has been closely linked with the life of the people. In the context of popular use of self-media, people's access to information has also undergone obvious changes, especially in the field of education. Besides, application of new media has been rapidly expanded. Both online teaching and information dissemination will be applied in new media. For learners at this stage, online self-media learning can be quick and easy to get, free from the constraints of time and place, and get information and learning content through self-media at any time. At present, more and more educators begin to use live or recorded way to teach online, so that learners can obtain more abundant learning resources and intuitive knowledge.

KEYWORDS: New media horizon, Ideological and political courses in colleges and universities, Network era, Challenges, Countermeasures

1. Introduction

The popularization of intelligent mobile terminal and computer makes learners' learning break through the limitation of traditional classroom, break the boundary of region, time and space, and enable learners to quickly obtain learning resources. However, the information that young learners got from the media through the network is mixed, and it is also easy to interfere with students' mental health and affect the future growth of college students. The ideological and political courses in colleges and universities are designed to help college students establish correct world outlook, outlook on life and values, and perfect their own personality. The rapid development of new media allows college students to access a very wide range of online courses and enhance their interest in learning. However, ideological and political courses in colleges and universities have long faced with the problems of a lot of theoretical knowledge and abstract concepts, and college students have repeatedly immersed themselves in the traditional ideological and political classroom, which is easy to kill their interest in learning, make them resist learning content, and then block the transmission of curriculum value. Therefore, in order to cultivate the sound personality of college students, the teachers of ideological and political courses in colleges and universities need to further study the main problems and challenges faced in the process of combining ideological and political courses with network media means, analyze the problems, and put forward strategies to help students set up correct ideological cognition. This paper will focus on the main problems and countermeasures in development and application of online teaching resources of ideological and political courses in colleges and universities in the current self-media field, so as to promote the effective development of ideological and political courses in colleges and universities.

2. The Present Situation of the Development of College Students' Network Ideological and Political Culture

Nowadays, the integration media extends to all aspects of life, and the center of ideological and political culture in colleges and universities has gradually shifted to the integration media. Many colleges and universities have begun to use changing classes, Weibo and WeChat as new platforms to carry out ideological and political culture, and to open up a new way for college students to network ideological and political culture. General Secretary Xi Jinping pointed out at the National Conference on ideological and political work in colleges and universities that "it is necessary to use new media and new technologies to make work live, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense and attraction of the times." Ideological and political culture, the use of "with the wind into the night, moisten all things silently" reasonable infiltration way, it is possible to achieve from understanding to understanding, from learning to faith.

With the development of the media, the ideological, political, cultural and educational work of college students' network is constantly developing and moving forward. For example, based on the media platform of changing classes and the sharing of courseware resources among university teachers, college students can not only deeply explore the teaching contents of their schools, but also understand the courseware materials of other excellent university teachers. The advantages of digitization and multimedia can effectively help counselors manage classes, carry out network ideological and political construction, and guide students to set up correct values.

3. Current Situation and Problems of Ideological and Political Curriculum in Colleges and Universities

3.1 Current Situation of Traditional Ideological and Political Courses

The ideological and political courses in colleges and universities are theoretical, teachers generally adopt the traditional classroom explanation method to carry on the teaching in the teaching process, the explanation content is more, the interactivity is poor, the practice link is weak, the student is easy to lose the initiative and the study interest in the study process, it is also difficult to further deepen the study independently to realize the self-improvement. Ideological and political courses in colleges and universities shoulder the important task of creating people by virtue and are the main carrier to teach Marxist ideological and political theory to college students, so some ideological and political teachers in colleges and universities have also carried out the practice of combining ideological and political courses with network resources following the trend of Internet education.

3.2 Main Problems in Introducing Network Teaching Resources into Ideological and Political Courses

In the early stage of exploration, the way of introducing network curriculum resources into ideological and political curriculum teaching is not mature, some courses try to insert Internet content to assist teaching in traditional teaching classes, and others begin to organize ideological and political curriculum teaching through the development of micro-curriculum. Although some progress has been made, the form of exploration is single and the quality of content varies greatly. Some teachers are not strict in the examination of teaching resources, such as the uneven quality of expanding content, the mismatch of teaching examples and theoretical knowledge, the one-sided misleading teaching objectives of network teaching materials and so on, which limits the effective use of network teaching resources and even affects the core value of ideological and political curriculum, and the advantages of network ideological and political curriculum have not been brought into play.

4. Countermeasures to Promote the Construction of Current Online Ideological and Political Curriculum

4.1 Understanding the Needs of Students and Guiding Correct Thinking

In today's era of self-media, students are exposed to a lot of information, so sometimes they can not distinguish right from wrong. Then in the network ideological and political education, teachers should grasp the existing needs of students to start with specific life examples to guide students to the right path, avoid misguided. The study of students' special, on the basis of taking into account their own characteristics, to help contemporary students solve doubts and puzzles. lead the students to grow up healthily. In the era of self-media, we should pay more attention to the psychological guidance of students, through these self-media means to understand the students' ideological dynamics, when the bad psychology is produced, we should kill it in the cradle in time. Show the effectiveness of current network ideological and political education, let them understand the current network ideological and political courses can also solve their problems.

4.2 Strengthen Ideological and Political Knowledge and Keep Pace with the Times

For everyone, there will be preconceived concepts, so in the construction of online ideological and political curriculum, teachers first take the initiative to use new media to create ideological and political education platform, let students to learn in the platform, grasp the dominant power of education, use self-media means to obtain cases of ideological and political education and research and development to expand some websites on ideological and political courses, using online and offline cooperation model, so that students have a new understanding of ideological and political education. Starting with the current social trends and current affairs hot spots, let students understand the effectiveness of the current network ideological and political education, let them bring their own experience to learn and master ideological and political knowledge, maintain the ideological and political education of the times and development, keep pace with the times, Let students learn to better grasp the theoretical weapons through new media

ideological and political content.

4.3 Teachers Actively Participate in the Media and Deal with Emergency Situations

The more students become addicted to it, the more they use it. But in education, teachers can change their identities, communicate with students in an equal way, and make students feel respected and concerned about avoiding the big empty talk. Most of the time, when teachers face students directly, it is not very convenient to say some words directly, but through the media, teachers can heartily draw the advantages and disadvantages of students, so that students have a deep understanding of the importance of ideological and political work, to enhance the attention of students. In addition, in view of the vulnerability of online ideological and political courses from the media, teachers can set up a series of emergency mechanisms. When students accept the theory of bad information and reject the ideological and political courses, they can add feedback and reply to the official platform, make the information public and improve the credibility. The ideological and political teachers should analyze the crisis of these potential information at any time, and can arrange the relevant personnel to carry out the test at any time to prevent the deterioration.

5. Conclusion

The popularization and application of new media brings new opportunities for education, especially for ideological and political education in colleges and universities to provide an optimal path and challenge. Challenges and opportunities often coexist. Teachers of ideological and political courses in colleges and universities should actively analyze curriculum characteristics, make use of new media means and abundant online curriculum resources, make rational use and organic combination, let students strengthen the study of political theory, obtain interactive guidance in the course of teaching.

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