

Research on the Innovation of College Ideological and Political Education in the Age of Internet +

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Abstract: The emergence of "Internet +" has changed our way of life and production, and it has also provided new opportunities and challenges for the development of ideological and political education in colleges and universities. On the one hand, the Internet allows information to flow faster, promotes the updating and circulation of educational information, and brings the distance between teachers and students closer, increasing the interaction between teachers and students. On the other hand, all kinds of false information existing on the Internet and the negative influence of bad value network on students' ideological and political education are of great significance to improving the quality of ideological and political education in colleges and universities.

1. Introduction

In the context of informationization, the use of the Internet has become a very common thing. Students must have information literacy while using the network. They can effectively filter information in the network and use information to solve problems in real life. Therefore, teachers should also start from this point, integrate information quality into ideological and political education, and help students build a correct world view and values in the virtual world. Colleges and universities should fully draw on the advantages of "Mu Class" and use the Internet to build online open courses so that more students can participate in teaching activities. Teachers can also produce micro-course videos to analyze and demonstrate a point of view to meet the needs of students to learn anytime, anywhere. The interactive e-learning mode is also a new teaching mode generated under the background of "Internet +", which enables educators to see the infinite possibilities of ideological and political education. In the process of interactive online learning, teachers can combine listening, speaking, and thinking to make teaching content more flexible, and use the Internet to construct personalized teaching scenes, so that students are imperceptibly affected. The above several innovative educational methods can effectively improve the traditional "cramming" education.

2. Analysis of the Problems Existing in College Ideological and Political Education under the Background of "Internet +"

2.1 Teaching difficulty

At present, the ideological and political education courses offered by colleges and universities are mainly based on theoretical courses, such as ideological and moral cultivation and legal basis, Mao Zedong Thought, etc. The school hopes that through these courses, students can follow the mainstream form of national development and establish the correct three. View. However, with the advent of "Internet +", the teaching work of colleges and universities has gradually developed into information, and the work of ideological and political education has not been able to make substantial changes. Teachers only use multimedia to display corresponding teaching materials, lack of practical activities, unreasonable curriculum, and large and empty theories, which make students lack interest in ideological and political education.

2.2 colleges lack a practical platform

After investigation, the author learned that most universities in China do not have an independent ideological and political education platform, and there is no effective channel to encourage students to carry out social practice education. Many colleges and universities have set up the ideological and political education module in the campus management website, but the content is conservative and old, the function is single, lack of innovation and fun, so the amount of clicks is very small. Some colleges and universities simply move important news content directly to the website to attract students' attention. This lazy attitude also makes students more contempt for ideological and political education [1].

2.3 Lack of a sound management system

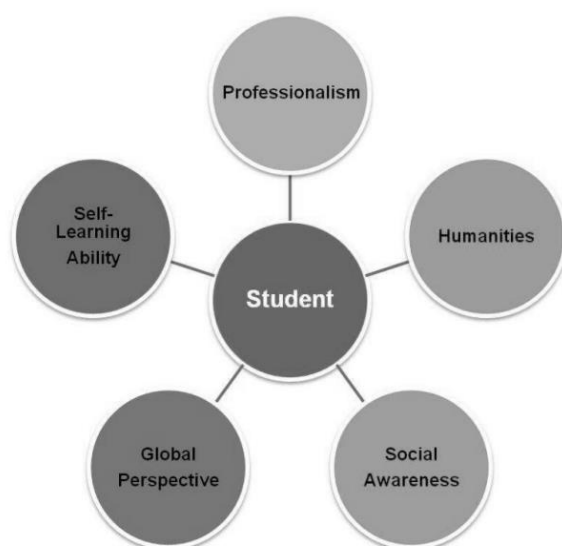


Fig.1 Model of ideological and political education

The orientation of ideological and political education in colleges and universities has always been unclear. The education work faces a lot of problems such as inadequate supervision, limited technical level, and false information. The Western decadent ideas such as money worship are also

constantly filling the online world. Compared with boring educational content, college students are more willing to touch new things, and are fascinated by the feeling of excitement and adventure, and indulge in the Internet. If the ideological and political education in colleges and universities does not have a better supervision network, screening effective information and innovating online content, it will not be able to change the current situation of college students' thinking. This is very unfavorable for the development of China's future ideological and moral education [2]. The model of ideological and political education in colleges and universities.

3. The Realization Path of College Ideological and Political Education under the Background of "Internet +"

3.1 Enriching the content of ideological and political education

The content of ideological and political education should be continuously improved with the development of the times. Colleges and universities should make full use of the advantages of Internet thinking and technology, get rid of the single situation of ideological and political teaching mode, and make it diversify; get rid of the traditional classroom teaching mode To make it change to a networked model, thus establishing a sound network teaching system to ensure the comprehensive and diversified development of ideological and political education. Teachers can use the Internet and combine the theme of the times to expand relevant knowledge areas and enhance students' interest in learning. At the same time, we must keep pace with the times, introduce the latest theoretical achievements of the party such as the Scientific Outlook on Development into the classroom, and also use the new media to carry out various activities, such as community research, theme group days, etc., to help students build a hot spot for today's politics. The ability to distinguish and sensitivity, that is, to ensure the richness of ideological and political education resources through educational and educational methods, and to improve the effectiveness of ideological and political education [3].

3.2 Innovative ideological and political education means

Most of the current college students pursue fashion and novel lifestyles. In order to meet their psychological needs and enhance their interest in learning, teachers can use various APPs and Internet devices related to the content of the lectures, such as MOOC, micro-courses and online courses. The form allows students to learn online without time and place restrictions. At the same time, "micromedia" in the current era has advantages that other online media cannot match, represented by WeChat, Weibo, QQ, Twitter, etc. Ideological and political education workers should use "micro-media" to carry out ideological and political education so that ideological and political education can be popularized and publicized. In the classroom, teachers can use "micromedia" as an auxiliary tool to carry out activities such as timely sharing of information, and complete various functions that traditional teaching cannot achieve. "Micromedia" can also be a platform for questioning and understanding and communication between teachers and students outside the classroom. This two-way communication model can fully mobilize the subjective initiative of college students. In addition, another effective way to disseminate information about ideological and political education outside the classroom is through school activities that students love to see. Specifically, it is possible to build an information exchange platform with media such as BBS and Post Bar, so that members who are interested in the topic can join and promptly post relevant comments in time to play an active role in effectively guiding students' speech. Therefore, only by combining the class with the extracurricular, online and offline forms of education, and giving full play to the various advantages of the Internet in the field of education, can the overall quality of

college students be effectively improved. The media connection mode of the Internet era is as follows.

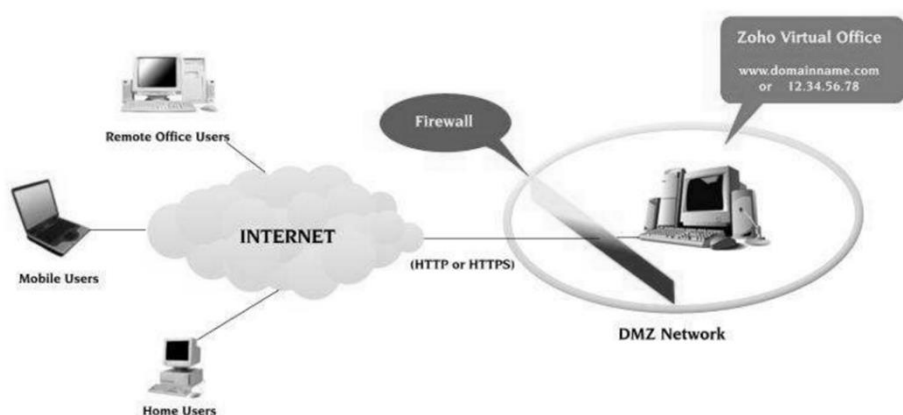


Fig.2 Media connection mode of the Internet era

3.3 Improve the quality of ideological and political education workers

In the age of the Internet, schools need to be "all-rounder". That is, ideological and political education workers should have the ability to master new media technologies on the basis of knowledge of ideological and political theories, so as to better cope with the ideological and political education in the network. Various complex problems that arise. From the school level, some training on Internet technology can be carried out to improve the ideological and political education workers' proficiency in new media and improve their own technical level. With the gradual deepening of Internet applications, college ideological and political education workers should improve their skills in information retrieval and data analysis, and strengthen their ability to control new networks. At the same time, in order to achieve the purpose of guiding college students, we should also establish a complete public opinion supervision mechanism and an efficient working mechanism, so that timely reporting of problems can be resolved in a timely manner, and the positive role of opinion leaders can be exerted. Negative strengthening mechanisms can also be adopted appropriately. Information is self-serving and conservative, and deliberately hinders communication and smooth behavior [4].

3.4 Optimizing the Ideological and Political Education Environment

The current large number of social problems are the responsibility of the school, and these issues should be the responsibility of the public or the family. Although society and family are not specialized educational places, their role in education cannot be ignored. Specifically, in the education of college students, the family bears the responsibility of enlightenment education such as moral enlightenment and habit cultivation. The society affects the university students to establish a correct world outlook and values. Today, as the Internet develops and matures, it is very easy to establish an educational environment for family, society and school cooperation. By establishing a group or opening a Weibo, effective communication between them can be achieved. The Internet has brought an opportunity for the ideological and political education in colleges and universities. However, many universities still do not make good use of the platform. The reasons for this include the lack of hardware investment, involving both human resources and material resources. Therefore, colleges and universities should seize the opportunity to provide sufficient network equipment for ideological and political education to meet the needs of work, provide a network service platform, strengthen the construction of student computer room.

4. Summary

The times are developing, and the arrival of the "Internet +" era has made information technology quietly changing every field of life. The teaching of ideological and political theory courses in China should make full use of the convenience of modern information technology, based on reality and looking at it. Long-term, positive response. In order to fully learn from and absorb the useful experience of foreign "Mu Class" micro-video moral education curriculum teaching, combined with China's local culture, and strive to build a teaching model and system of ideological and political theory courses with Chinese characteristics.

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