

Research on the Construction of Discourse Right in Network of Ideological and Political Education in Colleges and Universities

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Abstract: The media carries ideology and discourse creates influence. With the rapid development of economic globalization and network information technology, network has increasingly become the main battlefield and frontier for the confrontation of various values ideologies, cultures and ideologies. In this situation, the frontier of Ideological and political education, has also spread from universities to the network. In this way, it is objectively necessary to improve the influence and appeal of Ideological and political education in cyberspace and grasp its initiative and dominance in cyberspace. Therefore, in order to enhance the network discourse power of Ideological and political education in Colleges and universities, this paper focuses on the four elements of network discourse attraction force, network discourse persuasiveness, network discourse radiation force and network discourse regulatory power, starting from the emotional world and psychological demands of College students, and puts forward the ideological and political education discourse and network discourse are organically combined, we can fundamentally solve the dilemma faced by the network discourse right of Ideological and political education in Colleges and universities.

1. Introduction

In the report of the Nineteenth National Congress of the CPC, General Secretary Xi Jinping repeatedly mentioned that we should strengthen the construction of the Internet, attach great importance to the activities of network communication and the work of online public opinion. He took the lead in proposing that we should promote the integration and development of traditional media and emerging media so as to enable the mainstream media to firmly grasp the voice of the cyberspace, consolidate the

position of network public opinion and firmly hold the position of cyberspace.[1]Grasp the leadership of ideological work. Thus, the network carrying various ideological cultures and values is an important position to carry out

ideological work. Therefore, ideological and political education needs to cater to the trend of the times, occupy the commanding heights of network public opinion, firmly grasp the discourse and dominant power in cyberspace, and strengthen the guidance of University values, in order to become the vane of the times.

1.1. The Constitutive Elements Of Network Discourse Right In Ideological And Political Education In Colleges And Universities

The network discourse right of Ideological and political education in Colleges and universities is based on educators, according to the cognitive characteristics and psychological needs of College students, we should grasp the law of the development of network public opinion and use novel and diversified discourse expression style on the campus network platform, which will contain the mainstream ideology and values of the society. Language is passed on to college students and guided by its value, thus forming a kind of control and guidance to the public opinion on campus network.

1.2. The Network Discourse Attraction Force Of Ideological And Political Education In Colleges And Universities

The attractiveness of network discourse of Ideological and political education in Colleges and universities is mainly manifested in the vivid and diverse ways of expression of network discourse of Ideological and political education in Colleges and universities. Mainly refers to its discourse form can follow the rapid development of the network society. On the basis of theoretical knowledge and political, ideological document discourse, political discourse and other content as the "soul", with vivid and humorous network discourse, pictures, videos, audio, animation and other expressions as "shape", and "shape" to "soul", we can enhance the attractiveness and appeal of Ideological and political education network discourse in Colleges and universities, so as to realize the ability of guiding college students' ideological and moral concepts and value orientation in cyberspace.

1.3. Persuasiveness of Network Discourse in Ideological and Political Education in Colleges and Universities

The network discourse of Ideological and political education in Colleges and universities is persuasive, so that the discourse content can be effectively combined with the current social hot spots and contradictory focus. Specifically, it combines the theory of classical works of Marxism and the academic concept of Ideological and political education with the hot social issues that college students are concerned about and heated to discuss, so as to keep abreast of the pulse of the times, and deeply analyze and interpret it with theory, so as to persuade college students to truly understand and accept this essence and soul of knowledge, truly "into the brain" and "into the heart". Simply speaking, the network discourse persuasion of Ideological and political education in Colleges and universities is the ability to make the ideological guidance of its discourse content real, sensible and persuasive because of its practical value and the support of problem consciousness.

1.4. Radiation Power of Network Discourse in Ideological and Political Education of Colleges and Universities

The network discourse radiation power of Ideological and political education in Colleges and universities means that the ideological and political education discourse context should be effectively transformed from the network discourse context. In detail, it is to combine the political and theoretical discourse context of Ideological and political education with the vivid content and vivid network discourse context to form the ideological and political education network discourse that is popular with college students, so as to expand its voice and influence in the network space, and strive to "own voice" spread more widely, farther and deeper into the hearts of the people. Therefore, the integration of Ideological and political education discourse context and network discourse context is the key factor to improve the ideological and political education network discourse power, which has a profound impact on the direction, breadth, depth and strength of its role.

1.5. The Network Discourse Regulating Power of Ideological and Political Education in Colleges and Universities

The network discourse of Ideological and political education in Colleges and universities has regulatory power, which means that its discourse thoughts should be in line with the ideological and moral concepts and interests of College students. Specifically , when educators use ideological and political education network discourse to guide and regulate wrong ideas and ideas in cyberspace, they should pay attention to starting from the spiritual and emotional world of College students, paying attention to their ideas and interests, and putting the truth into the minds of College students.,in order to help them to establish correct world outlook, outlook on life and values, and make the campus network public opinion develop in the direction of healthy growth of College students.

2. The Problems Of Network Discourse Right Of Ideological And Political Education In Colleges And Universities

2.1. The Network Discourse Of Ideological And Political Education In Colleges And Universities Is Not Attractive Enough

The weak appeal of Ideological and political education network discourse in Colleges and universities is mainly reflected in the traditional single expression form of Ideological and political education network discourse. In cyberspace, ideological and political educators directly indoctrinate university students with "directive" words, and the published ideological and political education network discourse content appears in the cyberspace in the form of dull, single and stereotyped text expression, lacking of interactive discourse expression paradigm, making ideological and political education network discourse is confined to a single level of text expression, and lacks integration with the diverse ways of discourse expression such as pictures, audio, video, cartoons and so on, which are popular in cyberspace. At present, for example, the emergence of Douyin video software is loved by college students. It is precisely pushed by video according to their interests and hobbies. In the era of wide application of new media, if the ideological and political education network discourse does not adopt flexible and diverse ways of expression, it does not occupy the popular network.Finally it hardly arouse the interest and concern of College students.

2.2. The Network Discourse of Ideological and Political Education in Colleges and Universities is not Persuasiveness Enough

The insufficient persuasion of network discourse content of Ideological and political education in Colleges and universities is mainly manifested in the lack of effective intervention and response to social practical problems. At present, network discourse content of Ideological and political education in Colleges and universities only pays attention to imparting knowledge, but lacks the guidance of thought. For example, the content published on the platform of new media in Colleges and universities is limited to the theory of classical works of Marxism and the academic concepts and sentences of Ideological and political education, and only stays from theory to theory and concept to Concept level, abstract doctrine, propaganda according to the texts. However, it does not change, analyze and interpret the theoretical knowledge and the social focus of the times, only to let college students "eye-catching", it is difficult to convince college students to truly understand the soul and essence of this theory, it is not convincing for college students to "enter the mind" and "enter the heart".

2.3. The Network Discourse Radiation of Ideological and Political Education in Colleges and Universities is Weak

The weakness of the network discourse radiation of Ideological and political education in Colleges and universities is manifested in the alienation of its discourse context from the network discourse context. At present, in the network era, the discourse context of Ideological and political education is confronted with the problem of poor cohesion with the discourse context of network. The discourse of Ideological and political education, full of theoretical, political and ideological characteristics, still exists in the network space, which is incompatible with the vivid content and creative context of network discourse popular by college students, and fails to achieve effective integration with network discourse, resulting in the ideological and political education network discourse difficult to disseminate, resulting in the narrowing of the scope of the radiation of Ideological and political education network discourse, affecting the effectiveness of Ideological and political education discourse.

2.4. The Inadequacy of Network Discourse Regulatory Power in Ideological and Political Education

The inadequacy of network discourse control of Ideological and political education in Colleges and universities is reflected in the inadequacy of the correspondence between its discourse thought and college students' ideological concepts, interests and needs. In the network society, "everyone has a microphone and everyone is a news agency", which stimulates the autonomy, initiative and creativity of College students, thus filling the network space with various voices. In order to promote the healthy development of network public opinion, it is necessary to use network discourse of Ideological and political education to guide and regulate it. But the reality is that the network discourse of ideological and political education is still ignoring the subjectivity and autonomy of college students themselves, and failing to proceed from the spiritual world of College students, making ideological and political education discourse not in line with the physical and mental development characteristics of College students, so it is difficult to transmit the discourse thought into college students' minds, thus reducing the effectiveness of Ideological and political education network discourse.

3. Construction Strategies Of Network Discourse Right Of Ideological And Political Education In Colleges And Universities

3.1. Raising The Network Education Consciousness Of Ideological And Political Educators In Colleges And Universities

3.1.1. Useing Discourse That Meets the Psychological Needs of College Students to Guide

The practice of network ideological and political education should be carried out with the ideological dynamics and emotional needs of College students as the focus and foothold, to improve the influence of Ideological and political education in cyberspace. For example, in the campus cyberspace, students are discussing a topic of Ideological and political education network discourse, When there are voices different from the mainstream ideology on the network, Ideological and political educators should penetrate into the network life of College students, communicate equally with students by the things around them, the words they have spoken, grasp their ideological trends in time and have common language with them. Therefore, when conducting public opinion guidance, ideological and political educators should use life-oriented, vivid and ideological and political education network discourse which can reflect the inner development needs of college students to guide them to form correct world outlook, outlook on life and values. Only in this way can they comprehend the soul and close the psychological distance between Ideological and political educators and college students, and generate the ideological and political education network discourse that college students are willing to accept.

3.1.2. Cultivating the Network Opinion Leaders of College Students and Developing Peer Education

College students' network opinion leaders play an active role in guiding public opinion, maintaining communication and constructing network discourse power of Ideological and political education in Colleges and universities. On the one hand, college students' opinion leaders can make use of the characteristics of College Students' mutual concern to carry out peer education, so as to reduce college students' resistance to ideological and political education network discourse; on the other hand, they are more familiar with the expressive skills of Ideological and political education network discourse than ordinary students, and have unique opinions on social hot pots, their words is more humorous and relevant to the key points of the problem, the well-experienced with the internet. In the campus network space, by virtue of the high number of Posts and the high quality of speech, they can get a higher right of network discourse, thus in the university, they have a certain prestige among the students. In view of this, first of all, ideological and political educators in Colleges and universities should focus on training Party members, student cadres or ordinary students with outstanding comprehensive quality, correct political orientation and strong influence among their classmates as network opinion leaders. At the same time, they should also pay attention to improving the self-management level of University Students' network opinion leaders and understand how to listen to them. Secondly, educators should understand and grasp the ideological trends and reality of University Students' opinion leaders, find out their shining points and topic areas which are good at guiding, and give appropriate encouragement and praise in cyberspace in time.[2].

3.1.3. Keeping Close to the Focus of Social Contradictions and Grasp The Timeliness, Degree and Effectiveness of Public Opinion Guidance

First of all, the content of Ideological and political education network discourse should effectively intervene and respond to the focus of social contradictions, mainly manifested in the ideological and political education network discourse issues to be in line with the current social reality hot spots, such as the promulgation of national policies, the occurrence of important events, the holding of important activities and so on. Through the focus of social reality contradictions, the ideological and political education theory can be explained clearly, deeply, thoroughly and brilliantly to persuade college students to "enter the mind" and "enter the heart", so as to enhance college students' sense of identity, help to expand the scope of Ideological and political education network discourse dissemination, and seize the commanding heights of public opinion.[3] Secondly, when guiding the hot issues concerned by college students, especially those concerning ideology, educators should grasp the "time" well, keep silent at the critical moment and keep the key issues in place, and strive to disseminate the most authentic and comprehensive information to college students at the first time, occupy the commanding heights of public opinion and have the initiative of public opinion in our hands tightly. To grasp the "degree" well means that the ideological and political educators in Colleges and universities should grasp the bottom line of public opinion guidance, respect the objective facts and development laws of the problem, and grasp the internal scale of public opinion guidance. In order to achieve the greatest "effect", ideological and political educators should follow the law of network communication, start from the inner needs of College students, talk about what college students like to hear and understand, and improve the quality and appeal of public opinion guidance.

3.2. Transforming The Content Of Network Discourse Of Ideological And Political Education In Colleges And Universities

3.2.1. Refining the Discourse of the Times from the Practice of Socialism with Chinese Characteristics

In order to enhance the network discourse power of Ideological and political education in Colleges and universities, ideological and political educators should take the initiative to extract the discourse of the times from the practice of socialism with Chinese characteristics, and assume the mission of "telling good Chinese stories" and "transmitting good Chinese voices" in cyberspace. Theory comes from practice. Similarly, the content of Ideological and political education network discourse must be drawn and refined from social practice. The great practice of socialism with Chinese characteristics is the source of Ideological and political education network discourse content. The content of Ideological and political education network discourse is persuasive and full of the sense of the times. They should be good at digging out the era discourse suitable for the combination of Ideological and political education network discourse from the great practice of socialism with Chinese characteristics. For example, the discourse of the times, such as the Chinese dream, the destiny community of cyberspace, cultural self-confidence and the Chinese road, they can absorb such discourse full of positive energy and sense of the times into the discourse content of Ideological and political education network, which can promote the enrichment and transformation of its discourse content, and make college students produce emotional resonance and form a positive political outlook, enhance college students' understanding and acceptance of Ideological and political education network discourse content.

3.2.2. Inheriting Excellent Discourse from Chinese Traditional Culture

The enrichment and innovation of network discourse content of Ideological and political education in Colleges and universities can not be separated from the inheritance and development of excellent discourse in traditional Chinese culture. There are abundant ideological and political education discourse resources in the excellent cultural achievements of the last five thousand years in China. For example, such excellent traditional cultural discourses as "each day I examine myself in three approaches", "Striving Constantly by Self and Holding World with Virtue", "in the company of three one always can find a teacher", these discourses are good for college students' moral quality and behavior rules. The shaping and cultivation of Fan is of great value.[4] Nowadays, in the Internet era, the convenience and fragmentation of the publication of cyberspace information have crowded out the space and status of excellent discourse in the traditional Chinese culture, To a certain extent, college students forget this kind of excellent discourse full of historical flavor, which is not conducive to the enrichment and development of Ideological and political education network discourse content. Therefore, in order to realize the transformation, enrichment and development of discourse content, educators need to carry out to excavate and absorb such excellent traditional culture discourse resources into Ideological and political education network discourse, when ideological and political educators setting network topics, publishing information content and guiding college students, they can achieve the organic integration of the two.

3.2.3. Refining Fresh Discourse from the New Media Environment

In cyberspace, network discourse, with its vivid, lively and humorous characteristics, meets the personalized development and psychological needs of college students and is loved by college students, and becomes an indispensable part of their network life and real life. Therefore, in order to enhance the attraction and attention of network discourse in Ideological and political education, educators should actively understand the characteristics and forms of network discourse, actively use network discourse to communicate with college students, and realize the importance of network discourse in carrying out network ideological and political education activities, so as to adopt dialectical perspective to extract positive, positive, and consistent psychological needs of college students from the network environment, such as "dianzan", "positive energy" and "geili", which are conducive to the establishment of the world outlook, outlook on life and values of college students, and to promote equal communication and interaction between educators and college students, so as to enrich the content of Ideological and political education network discourse, and improve the vitality, contagious and appeal of Ideological and political education network discourse.

3.3. Transformation The Expressions Of Network Discourse Of Ideological And Political Education In Colleges And Universities

3.3.1. Realizing the Conversion from "Unilateral Discourse" to "Interactive Discourse"

In the practice of network ideological and political education, different ways of discourse expression will produce different effects. First of all, in cyberspace, ideological and political educators should respect the subject status of College students, actively guide college students to participate in topic discussion, replace mandatory Inculcation with discussion, inquiry and dialogue, through dialogue and discussion, constantly understand the ideological trends of College students, listen to their ideas, have common language with college students, gradually eliminate the differences between the two sides of the

discourse, across the discourse gap. Secondly, when publishing ideological and political education related topics on the network platform, ideological and political educators should follow the path of "asking questions, analyzing problems and solving problems", highlight the strong problem consciousness, take major issues as the guidance, change the previous one-way indoctrination mode of discourse, and guide college students self-thinking and self-awareness in discussion and interaction, make college students internalize ideological and political education discourse in a subtle way, and provide an important guarantee for the construction of Ideological and political education network discourse power.

3.3.2. Integrating The Quadratic Expression Style Of Network To Improve Communication Affinity

With the rapid development of the network society, a variety of unique discourse expression styles have emerged in the cyberspace. Among them, cartoons, animation, fiction, games and other network quadratic element, with their unique creativity, emotional appeal and vitality, conform to the aesthetic standards and acceptance psychology of College students, and make college students platform more interactive sense of engagement and participation on the network.[5] Therefore, on the one hand, when publishing ideological and political education network discourse content, ideological and political educators in Colleges and universities should be good at inserting "biaoqingbao", "dongtu", "cartoon" and "duanzi" which can convey emotions and have positive energy charm to improve the appeal and affinity of discourse expression; on the other hand, the ideological and political educators in Colleges and universities can make the ideological and political education discourse more interesting and more affinity through a game-based reading setup or through the game of listening to songs and identifying words based on Ideological and political education network discourse, traditional cultural content and popular music. It can be disseminated in a learnable way, so that college students can easily understand the mystery of Ideological and political education network discourse and Chinese traditional cultural content, let college students feel the charm of Ideological and political education network discourse in entertainment, and enhance their sense of acquisition to ideological and political education network discourse.

3.4.Exerting the Guiding Role of Campus Culture Of Ideological and Political Education in Colleges And Universities

3.4.1. Carrying Out Ideological and Political Education Ceremonial Activities in Cyberspace Vigorously

The construction of Ideological and political education ceremony activities in cyberspace is to integrate virtual space and ritual activities in a subtle way of education so as to enable college students to achieve the purpose of emotional resonance and value internalization of Ideological and political education network discourse.[6] In order to expand the direction, breadth and depth of the network discourse of Ideological and political education in cyberspace, universities should make full use of the official microblog, WeChat public platform and ideological and political education website to vigorously carry out online patriotic theme education activities such as "My Chinese Dream" and "Travel with the National Flag" so as to make the ceremony action networking, to encourages college students to actively participate in activities. During the National Day, students are encouraged to upload photos with the five-star red flag on the network platform. Students spontaneously express their good wishes for the

prosperity of the motherland by means of both pictures and texts. In a short time, this form of activity has greatly increased the amount of content publication, praise, comment on the network platform, infected more college students and broadened the space and effectiveness of Ideological and political education. This kind of Network Ideological and political education ceremonial activity combines online and offline, and makes college students have a continuous emotional experience in the activities. Through this ritual activity, college students also experience the psychological process of identifying, resonating, strengthening and internalizing the value of Ideological and political education. It helps to enhance the influence and appeal of Ideological and political education in cyberspace.

3.4.2. The Advantages of Campus Network Media Complement Each Other and Form the Mainstream Public Opinion Matrix

In the era of network informationization, the campus network media has formed a network public opinion platform which integrates official microblog, official WeChat Subscription, official website and official douyin short video. In order to enhance the communicative power of Ideological and political education network discourse in Colleges and universities, campus network media should combine their own advantages and have their own characteristics when publishing content, so as not to form the situation of duplication. Firstly, the official microblog on campus should give full play to the advantages of convenient information sources, strong timeliness and high interaction rate, pay close attention to the hot social issues in the hot search list and the column of the "the Two Sessions" which correspond to the ideological and political education, and d. The official WeChat Subscription should play the advantage of close to teachers and students and gather the disseminated objects, to enhance the dissemination of Ideological and political education network discourse in the way of "telling stories"; the official campus website should give full play to the advantages of content, design and promote content for college students, precisely serve students, and combine ideological and political education theory with topics for in-depth reporting; douyin short videos which has been active in college students' online life in recent two years, has been greatly popular with college students. Nowadays, many colleges and universities have seized the opportunity to register official douyin numbers to publish video content that can touch people's hearts and have strong visual impact related to the network issues of Ideological and political education, so as to attract the attention of College students. Schools should aim at the advantages of each campus network media, realize the complementary and integrated development of the advantages among the media, and form an organic community of mutual cooperation and support. Secondly, colleges and universities can set columns on the network media, such as on-line party and league, news focus, special discussion area, etc. They need to cover a wide range of topics, answer questions and solve puzzles for college students in real time, combine theory with practice, improve the communication effect, and form an all-round and multi-level mainstream public opinion matrix, which is a important power to improve network discourse right in Ideological and political education in colleges and universities

4. Conclusions

With the advent of the new media era, all kinds of ideological values and ideologies swept into the cyberspace. College students, as the largest "touch the net" group, have increasingly diversified subjective status and psychological needs. They are eager to explore and experience something new, so they are vulnerable to the influence of various wrong ideas in the network, thus making the security of network ideology in Colleges and universities face challenges. In view of this, in order to occupy the

cyberspace and grasp the initiative and dominance of network public opinion, we must understand the current situation of the construction of discourse right in network of Ideological and political education in colleges and universities . On this basis, it is the most important strategy to construct the network discourse right of Ideological and political education in Colleges and universities from improving the ideological and political educators' awareness of network education, transforming the content and expressions of Ideological and political education discourse, and giving play to the guiding role of campus culture.

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