Research on the Implementation Path of Ideological and Political Education in Colleges and Universities under the Background of New Internet Times

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Abstract: Teaching content is the core of classroom teaching. Physical education teachers generally choose appropriate teaching methods and teaching organization forms according to the characteristics of teaching content. The physical education materials of the new curriculum did not give the physical education teachers the specific teaching content of each class, and provided a broad stage for the majority of physical education teachers. How to choose and match teaching content reasonably and effectively is the fundamental guarantee for improving the effectiveness of classroom teaching. The experimental teaching reform is able to get responses from students in the physical education discipline. It is a feasible experimental teaching reform idea to open an innovative comprehensive experimental course in college physical education.

1. Introduction

The arrival of the "Internet +" era is not only an inevitable outcome of the development of the network society, but also an inexhaustible motive force for the progress of the knowledge society. In the 20th year of the State Council, Premier Li Kenning first proposed the concept of "Internet +" in the work report of the National People's Congress. And to promote it to the level of national strategy, it can be seen that "Internet + " has been recognized and advocated at the national level, and is a powerful assistant to promote national and social progress. In the subsequent development, the Internet has been actively integrated with the factors of all walks of life in the society, making the old and traditional work show vitality.

2. Development Status of Ideological and Political Education in China

The rapid spread of the Internet has played a positive role in promoting and promoting the development of education in China. However, the current ideological and political education in China's colleges and universities has not yet achieved an effective and effective connection with the Internet. The traditional education model is still the mainstream of ideological and political education. Most colleges and universities' ideological and political education is limited to a limited range of classrooms. Classroom teaching is mostly indoctrinated, and teaching is unattractive and interactive, resulting in insufficient student learning initiative. Moreover, most of the ideological and political education lacks the sense of the times and the pertinence. It can't combine the students'

ideological confusion in daily life, and can't solve the problems that students encounter in practical learning, so they can't grasp their hidden dangers[1].
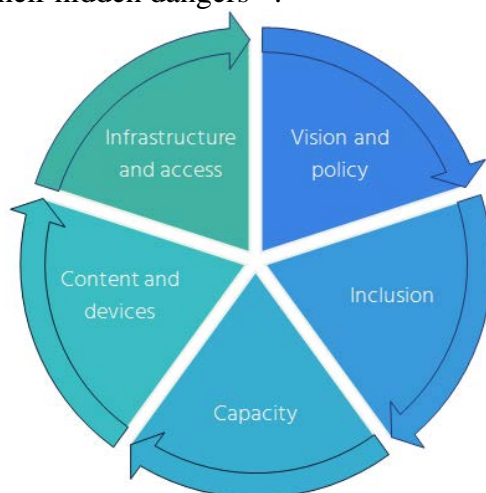

Figure 1 Internet education process diagram

3. The development of ideological and political education in colleges and universities under the background of the Internet

3.1 Significant changes in China's social and economic situation

With the continuous development of the country's economy and society, especially the changes in economic form, social organization and lifestyle, the current ideological activities of college students are more independent, selective, versatile, more active, and more ideological and value-oriented. For diversity. The correct, advanced, and positive value orientation is the mainstream, but some students have weak ideas and beliefs, and liberalism, utilitarianism, and money worship have negatively affected them. On the one hand, information is exploding, and the network platform is full of false errors, violent pornography, and corrupt reactionary messages. Once accepted by students, it is not conducive to the formation of a correct world outlook, outlook on life and values; on the other hand, network concealment and vitality. The characteristics will affect the young students of the new era to establish a correct sense of morality and responsibility, and easy to cross the boundaries of the law.

3.2 Characteristics of College Students in the New Era

Under the "Internet +" era, young college students have undergone tremendous changes in their thinking and behaviour. These changes have positive aspects and negative aspects. It is necessary for colleges and universities to pay attention to and guide them in the activities of ideological and political education. First, the ability to accept new things is enhanced, and the subject values are weakened. The Internet's multimedia information exchange platform makes it easier for college students to accept a variety of new things. The Internet breaks through time and space constraints and delivers instant information around the world. To the users. College students continue to exercise and enhance their ability to accept new things while using various platforms on the Internet. However, the complexity of network information is tempting, negative news, and bad for college students. Video, etc. continue to stimulate students' eyes, making their sense of social responsibility gradually indifferent, and the correct subject values are challenged. This is also the direction that the "Internet + thinking work" path should be grasped [2].

4. Innovation Path of Ideological and Political Education in Chinese colleges and Universities

4.1 Strengthening the construction of campus culture

College campus culture is an important part of socialist culture with Chinese characteristics. It plays an important role in promoting the reform and development of colleges and universities, strengthening the ideological and political education of college students, and improving the overall quality of college students. The socialist core values are the fundamental requirements and destination of college campus cultural life, and also provide the correct direction and guidance for the development of campus cultural life. First of all, the grassroots sub-committee of the university should firmly grasp the systemic nature and put the socialist core values and the ideals of the Chinese dream into the campus culture. Secondly, the construction of campus culture needs to be rich, the form is lively and diverse, and the content is vivid and rich. It attracts students to participate in the construction of campus culture, accept education and edify, and achieve the purpose of educating people[3].

Finally, the construction of campus culture needs to adhere to the characteristics, which is an important feature of campus culture, and also a requirement for professional quality cultivation and education goals. In order to protect the purpose of cultural education, it is necessary to build relevant platforms and have institutional guarantees, and constantly improve, enrich and enhance[4].

4.2 Establish a relationship between teachers and students

In the era of mobile Internet new media, teachers of ideological and political education in colleges and universities must have the ability to disseminate educational information in digital form in order to improve the quality of education. The dissemination of information on the network platform not only has a variety of forms of communication, but also the speed of information dissemination. Students can receive it quickly at a certain terminal, and can read and study at any time. Therefore, the space for ideological and political education is further broadened. The information dissemination of mobile internet new media is open and there are many ways to carry out ideological and political education for students. Through this open and equal form of information dissemination, teachers and students can interact and gradually establish a mutual trust relationship between the two sides[5].
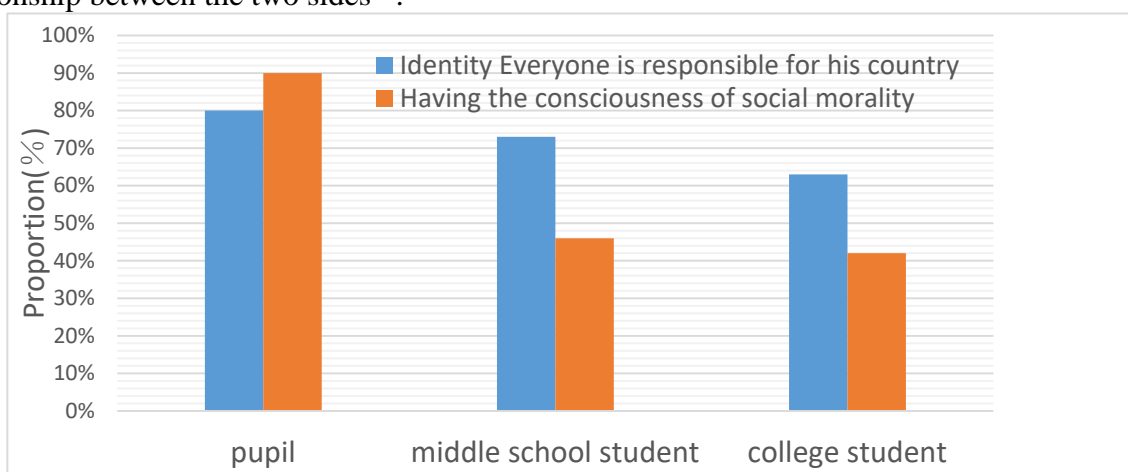

Figure 2 Students' Ideological and Political Education Situation

5. Conclusions

In summary, in the new media era, college students are the main experience groups of new media technologies, including conceptual awareness, behavioral patterns and ways of thinking, which have brought certain challenges to the ideological and political education work in colleges and universities. In order to make the ideological and political education in colleges and universities have the times and keep pace with the development of society, it is necessary to make full use of new media technologies such as computer technology, network technology and mobile technology to study the path of ideological and political education so that ideological and political education can be satisfied. At the same time of the knowledge requirements of college students, the level of ideological and political education has been improved, which has played a certain role in promoting the overall development of college students.

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