

On the Innovation of Network Ideological and Political Education in Colleges and Universities Based on Service Concept

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Abstract: At present, as we enter a critical period of comprehensive deepening reform, in order for students to grow healthily and better accept spiritual guidance, we need to make changes in content. Based on the guidance of service philosophy, this article proposes strategies to optimize online Ideological and Political Education (IPE) in universities. Through cooperation between schools and communities. Through "emotional education", students are helped to face up to the process of national development and cultivate correct moral and political literacy in a purposeful, organized, and planned manner, in order to meet the needs of future social development. To stimulate students' interest and initiative in management and education, this is also a concrete implementation of the "people-oriented" concept, while adhering to students' subjectivity, which is conducive to the implementation of targeted ideological education and management work for college students.

1. Introduction

With the upgrading of network information technology, the Internet has increasingly become the main battlefield of fierce ideological confrontation, so it is imperative to strengthen and optimize the network IPE in colleges and universities. At present, the party and the state attach great importance to the development of network IPE in colleges and universities, and propose to actively develop educational resources and carry out various forms of network IPE activities [1]. At present, we are entering a critical period of comprehensive and deepening reform. The environment of the times is complex and influential, and college students are in it. They sometimes have confused values and inner entanglements, and it is difficult to make a correct choice in the face of right and wrong. They need guidance and help when they are confused [2]. Therefore, if students want to grow up healthily and accept spiritual guidance better, then we should change the content, enrich the content structure according to the new situation and environment, and realize the leap-forward new development. Led by the Ministry of Education, major universities form online IPE alliances or forums to gather opinions and experiences on online IPE work, providing a venue for active communication and exchange among universities. Major universities across the country should also regularly organize different educational subjects for exchange learning, facilitating them to learn from advanced experiences, promote strengths and avoid weaknesses, and form a new situation of "blooming on all sides" in online IPE in universities. Talent training has gradually shifted from high-speed growth to quality development stage, which should adapt to the needs of social development and social networking, help students establish correct views on Internet use, consumption and communication, and build a new model of education subject-object relationship [3]. And service-oriented learning includes stages such as preparation, action, reflection, and celebration, with openness, flexibility, and practicality as the standards, emphasizing exploratory and research-based learning, making knowledge learning, skill development, and literacy improvement a process of mutual participation between teachers and students, as well as interactive problem-solving between schools and communities. By dealing with the relationship between teaching and learning, indoctrination and guidance, traditional concepts and modern thinking in universities, we aim to point out the correct direction for young college students' self-development and urgently solve new problems and obstacles in the current society. In order to further expand the IPE channels for information-based students, make full use of the advantages of mobile phone

WeChat media, exchange and interact with students' education, services and information, and vigorously promote the education work of promoting positive energy and deeply evaluate and solve problems in cooperation with peers and other members of society[4-5].

2. The status of online ideological and political instruction in universities

The impact of social environment on students' learning. In the era of the internet, students can quickly understand various aspects of society through the internet, and the speed of information transmission has exceeded people's imagination. Students' thoughts can be influenced by different people or things from all walks of life through the internet, resulting in ideological education in schools becoming only a small part of students' IPE, and the resulting homework is extremely weak, Even overlooked by students, it has become more of a form of self-control and self-cultivation for students[6]. Many ideological and political teachers do not pay attention to students' inner feelings during the teaching process, and the teaching methods are too rigid and boring, providing knowledge that cannot meet students' individual needs. The psychological needs of college students cannot be met, and the content explained by teachers cannot play its due role. Combining physical education in universities with virtual network environments to create new educational concepts, approaches, methods, and subject object relationships, in order to achieve the transmission of educational information in virtual network environments, promote the construction of values, thinking patterns, and knowledge systems for university students, and facilitate the cultivation and development of their comprehensive qualities[7]. The connection between the entire process and stages of online IPE in universities is not close enough. The practice of IPE on the internet in universities can also lead to discrepancies between goals and reality due to insufficient connection between different stages. This article analyzes this issue, as shown in Figure 1.

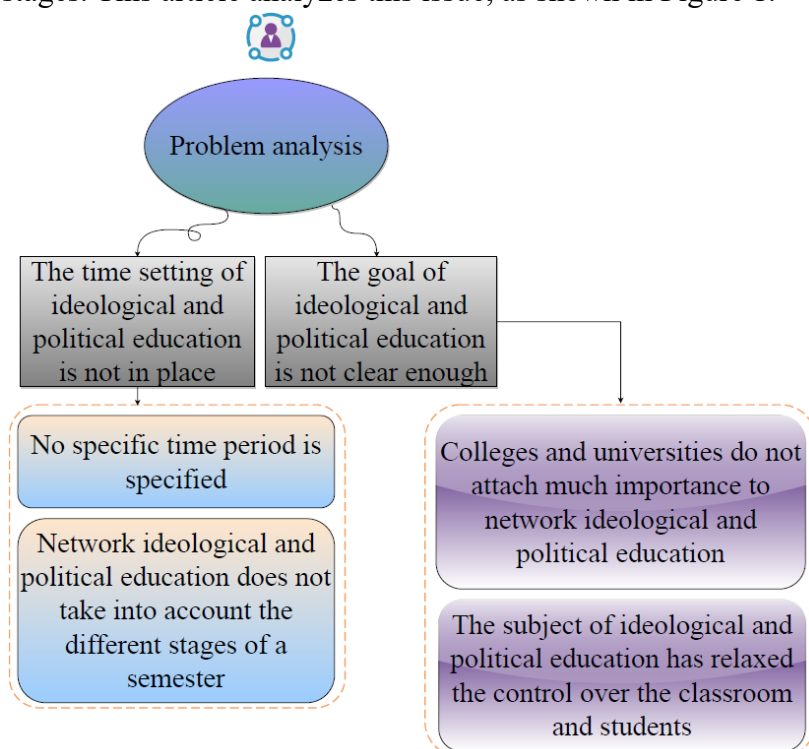


Figure 1 Problems in Online IPE in Universities

It will be reflected in all aspects of learning. Because the role left by teachers is not carefully prepared, I just hope to muddle through. With such a wrong psychology, I will not actively respond to the interaction of teachers when learning in the classroom, which will gradually reduce my interest in learning [8]. In the environment of network information flooding, coordinated transmission is more conducive to the mutual transformation of knowledge, emotion, will and action, and promotes the formation of students' cultural psychology including reality, speculation,

health and positivity, thus ensuring the practical, effective and significant improvement of college education effect[9].

3. Innovation of Network IPE in Colleges and Universities Based on Service Concept

3.1. Fully practice the "student-oriented concept"

Necessity is the motive force for people to take action, and it is the subsidiary internal motive force for people to play their subjective initiative. Educators transmit the needs of the society and the country, and the educated accept and adopt them according to their own needs. Only those that meet the needs of the educated can be deeply rooted in the hearts of the people and achieve good results. At present, with the rapid development of economic globalization, China's higher education is in a highly complicated period of social transformation. On the one hand, it has to face outstanding problems such as adjustment of social interests, fracture of value system and imbalance of social culture and psychology; on the other hand, it has to solve the problems of insufficient elite consciousness and biased group evaluation of college students. To guide the optimization of network IPE in colleges and universities with service concept, build a working platform for all-round education, and take a multi-pronged approach to realize the innovative development of network IPE in colleges and universities. The optimization is mainly carried out from three aspects, as shown in Figure 2.

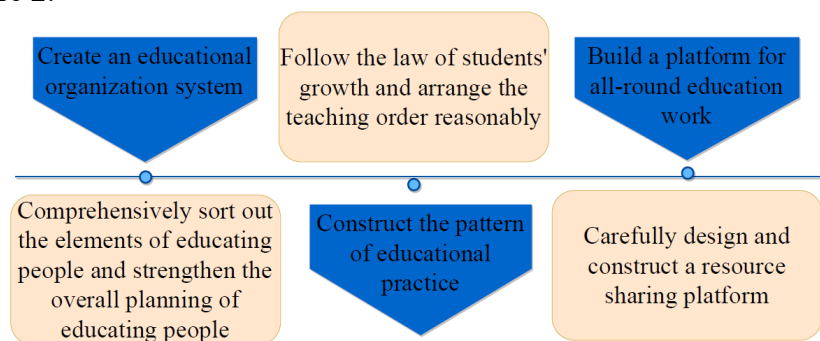


Figure 2 Service Concept Guiding the Optimization of Online IPE in Universities

Service based learning is different from the simple community service organized by schools, and the essential difference between the two is whether there are elements of curriculum integration and reflection. Therefore, it is necessary to place the entry point of management work in meeting the needs of college students themselves, To stimulate students' interest and initiative in management and education, this is also a concrete implementation of the "people-oriented" concept, while adhering to students' subjectivity, which is conducive to the implementation of targeted ideological education and management work for college students.

3.2. Strengthen students' subjective consciousness

Students are the main body of the school. In order to strengthen the propaganda of Ideological information, guide the team construction, give full play to students' subjective role, mobilize the enthusiasm of students for participation, sharing and feedback, and enhance their subjective consciousness of information contribution and dissemination, we selected college students as WeChat platform editors, network engineers and campus public opinion information officers according to the east and west campuses respectively. At present, the mainstream values in China are socialist core values. To realize the new development of educational content, we should carry out it under the guidance of core values, implement the principle of classification guidance, fully reflect the main needs of college students, and go deep into the actual life of college students, so as to be grounded, targeted, attractive and life-oriented. Introducing the concept of service function of physical education, but also absorb the advantages of network information dissemination, fill the loopholes of traditional educational ideas, add educational modules such as dialectical thinking, innovative thinking and subjective and active thinking, and show the most cutting-edge and

advanced ideas of society to students by using network resources. Through "sentimental education", students are helped to face up to the development process of the country, and students are trained in a purposeful, organized and planned way to form correct moral thoughts and political literacy in order to meet the needs of future social development. Secondly, under the impetus of the network environment, the way of human information transmission and communication is no longer limited to face-to-face, and information communication in virtual environment arises at the historic moment. In the concept of service, we should innovate the teaching mode of Ideological course. When arranging practical teaching modules, we should design them in combination with students' professional characteristics, highlight "professionalism", and combine service, learning and teaching to improve teaching effectiveness.

3.3. The guiding role of adhering to core values

Contemporary college students are a generation that has grown up online. They have accepted many new ideas and perspectives, pursuing personal development, but their self-control ability is weak, and they are prone to some unreasonable ideological consciousness. Online IPE has rich content, but its educational form presents a single characteristic, resulting in poor effectiveness of online IPE and encourage various educational subjects to independently explore various forms of education. Traditional teaching methods use standardization, objectification, and theorization as evaluation criteria, and the entire teaching process is controlled within the scope of the teacher's knowledge and experience. Led by the Ministry of Education, major universities form online IPE alliances or forums to gather opinions and experiences on online IPE work, providing a venue for active communication and exchange among universities. Major universities across the country should also regularly organize different educational subjects for exchange learning, facilitating them to learn from advanced experiences, promote strengths and avoid weaknesses, and form a new situation of "blooming on all sides" in online IPE in universities. And service-oriented learning includes stages such as preparation, action, reflection, and celebration, with openness, flexibility, and practicality as the standards, emphasizing exploratory and research-based learning, making knowledge learning, skill development, and literacy improvement a process of mutual participation between teachers and students, as well as interactive problem-solving between schools and communities. By dealing with the relationship between teaching and learning, indoctrination and guidance, traditional concepts and modern thinking in universities, we aim to point out the correct direction for young college students' self-development and urgently solve new problems and obstacles in the current society. In the ideological education system for college students, the core values should be placed in the position of the soul as the commander, which is the fundamental point. Guided by socialist core values, we will promote the integration of socialist core values into the classroom, textbooks, and daily life, and integrate their essence into all aspects of college students' lives. Firstly, university teachers should deeply practice the concept of holistic education, organically combining teaching and learning, focusing on the subject status and active role of the learners, and improving the targeting of ideological education through online education platforms to make up for the lack of rationality and self-awareness of contemporary college students.

4. Conclusions

In the new era, the network IPE in colleges and universities in China is facing a series of new problems and challenges, but only when there are challenges will there be motivation. Optimizing network from different perspectives, which is driven by these problems and challenges. When carrying out Ideological education, colleges and universities should deeply integrate physical education with network environment, correctly apply and practice the concept of "educating people in all environments", and carefully create a clear campus network culture, so as to guide students to face up to the complexity, versatility and richness of network information and form a positive, healthy and upward ideological quality. By using the concept of "service learning" for reference, the teaching mode of interactive theory and practice in Ideological course and integration of one class and two classes is constructed, which innovates the mechanism of deep cooperation between

Ideological and political theory education and the Communist Youth League and other student work departments, changes the long-standing status quo that Ideological course emphasizes theory over practice, classroom over extracurricular, knowledge over ability training, and realizes the combination of learning and thinking and the unity of knowing and doing. However, the application of this model must proceed from the reality of higher vocational education and make careful arrangements for each project activity, which highlights the "professionalism" of ideological and political theory teaching and improves the pertinence and effectiveness of IPE.

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