

## **Research on the Innovation of Mainstream Ideological Education of College Students under the Condition of Internet**

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**Keywords:** Internet Age, College Students, Mainstream Ideological Education, Time Transformation, Strategy Choice

**Abstract:** the Rapid Development of the Internet Has Brought a New Era of Information with China as the Core. It Has Become an Important Channel for College Students to Acquire Knowledge and Various Information. the Coming of the Internet Age Has a Great Influence on Modern College Students. Taking Life and Value as Pleasure, the Mainstream Ideological Education of Chinese College Students is Facing Severe Challenges. in the Context of the New Era, How to Make College Students More Effectively Access to Network Information and Content, Exclude Interests and Interests, Transfer Correct Values and Ideologies, How to Strengthen the Mainstream Ideological Education of College Students, Help Them Establish Correct World Outlook and Life Prospects, and How to Cultivate Valuable and Trained College Students to Become the Original of Socialism and Chinese Characteristics It is an Important and Urgent Issue in the Field of Ideological Education.

### **1. Introduction**

Education as a Super Structure Field is Undoubtedly Elegant. It Cultivates the Innovation and Popularization of Talents and Knowledge, and Bears the Great Responsibility for Social Contribution. What Kind of People and How to Train People Are Often the Most Important and Basic in the Field of Education[1]. It Bears China's Future Appearance and International Status. Therefore, China's Higher Education Should Consciously, Systematically and Systematically Use the Mainstream Socialist Ideology to Influence Education According to the Requirements of the Parties and the State, and Consciously Establish a Scientific World Outlook and Life Education. the Concept and Values Consciously Adhere to the Theme of Patriotism, Collectivism and Socialist Ideology, with Correct Political Direction, Sound Spirit and Spiritual Field Compatible with Socialist Modernization.

The Current Mainstream Ideological Education is Aimed At College Students. It is to Guide the Development of University and University Ideological Culture, and Follow the Mainstream Ideology of Chinese Characteristics and Socialism. Contemporary College Students' Education Should Follow the Chinese Characteristics and Socialist Mainstream Ideology, and the Current Goal is to "Textbook the Social Theory System". We Should Carry out Extensive Education on Ideals and Beliefs, and Use Chinese Characteristics to Connect People Who Are the Banner of Socialism. We Should Actively Promote the Spirit of the Country and the Spirit of the Times, Thoroughly Educate People in Patriotism, Collectivism and Socialism, and Carry out "Prosperity, Democracy, Civilization, Harmony, Freedom, Equality, Justice, Legal Domination, Patriotism, Dedication, Integration and Friendship, So as to Actively Promote the Value of the Core Support of Socialism[2]. We Should Pay Close Attention to the Leadership and Guidance of Ideological Work, Improve Leadership in the Right Direction, and Enhance the Work of Mainstream Ideological Public Opinion.

### **2. Challenges and Opportunities for the Transformation of the Mainstream Ideological Education Mode of College Students**

The Arrival of the Internet Era is a Severe Challenge Brought by the Traditional Mainstream

Ideological Education. in the Traditional Ideological Education Process, There Are Individual Negotiations, Collective Preaching, Television, Radio, Newspapers and Other Mass Media Centers. in the Past, the Development of Education Based on Preaching Could Not Adapt to the Development of the Times[3-5]. China's Mainstream Ideological Education Needs to Complete the Transition from Traditional to Modern.

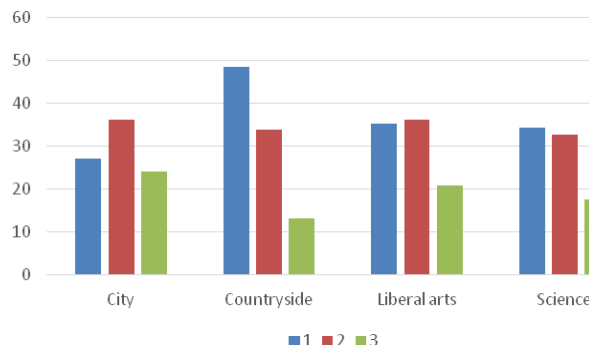


Fig.1 Ideological Comparison of College Students in Different Regions

## 2.1 Challenges Faced by the Transformation of the Mainstream Ideological Education Mode of College Students

The rapid development of high technology and the development of network information have brought profound changes in all areas of social life, and have a significant impact on the nature sensitive ideological issues. On June 20, 2008, General Secretary Hu Jintao emphasized in people's daily life that “the Internet has become the distribution center of ideology and cultural information and the amplifier of public opinion.” And, please fully understand the construction of the network. Moreover, it hides great importance[6]. The ideological education of healthy growing college students, the application of information network technology, the ideological education of college students in the network environment, and the strengthening of Ideological and political activities in the network era have become important topics.

## 2.2 The Mainstream Ideological Education of College Students in the Network Age Needs to Respond to the Impact of More Diverse Ideological Schools

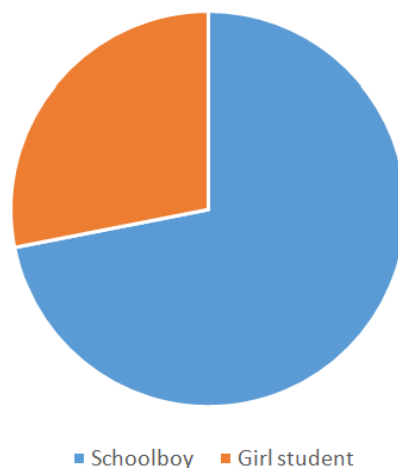


Fig.2 Different Ideological Responses of Male and Female College Students

With the deepening of China's globalization process and the reform of the socialist market economy system, great changes have taken place in the international environment, economic structure, class structure, distribution mode and interests of Chinese society. Social existence determines social consciousness. The change of material life should be reflected in people's ideology, including college students. There is a social tendency in modern Chinese society. With the rapid development and popularization of information networks since the 1990s, opinions,

theories, ideas and values of individuals, organizations, groups and categories have been reflected on the Internet. This tendency is complex, faster and more influential in the network[7]. All types of “ideological tendencies” are expanding their influence. In order to strengthen the tendency, please make full use of the Internet. Among them, new liberalism, conservatism and network thinking have a significant impact on social stability.

### **3. The Mainstream Ideological Education of College Students in the Network Age Needs to Face More Complex Educational Objects**

The purpose of ideological education is for people in the new era. In the past, the subject of “subordination” has gradually evolved into independent consciousness, independent judgment and independent choice ability, especially the growth and change of college students. The Internet has changed in this era. On the other hand, college students in the new era are independent in ideological activities, and their subjectivity, selectivity and differences are more obvious[8]. Through the Internet, college students can get more exposure in politics, economy, culture and other fields. The concepts of competition, equality, democracy, efficiency and talent have been greatly strengthened. On the other hand, the market economy and information network have a great impact on the ideology and values of modern college students, and the value of diligence and diligence has gradually declined. Western ideology and culture, cultural preference, life style and spiritual pursuit are assimilated. What's more, Western consumers believe that some college students pursue liberalism, anarchism, money worship, hedonism and extreme individualism.

#### **3.1 Opportunities for the Era of the Mainstream Ideological Education Model of College Students**

As a network of all information, opposes the unity of contradictions between the parties. While emphasizing the challenge and influence of the Internet on the mainstream ideological education, we should also realize that it is beneficial to strengthen the mainstream ideological education in the new situation. Information network, open the field of vision, expand the exchange space for college students, expand the education staff to understand the ideological status of students in time, and improve the education effect, which has brought positive impact on the mainstream ideological education in universities and colleges. The transition from mainstream education to modern ideological education provides the necessary conditions.

#### **3.2 Ideological Education of College Students is Political**

The mainstream ideology is the concrete embodiment of the nature of the state and the interests of the ruling class. The ruling class, in order to maintain the harmony and stability of the country, relies on the ideological education of social members. Class tools have a clear political tendency to strengthen rules. College students are a large group of society, more active than other groups. Therefore, the political purpose of ideological education for college students is more clear[9]. Especially in our country, Marxism Leninism, Mao Zedong thought, Zheng Xiaoping theory, three important ideas, the scientific prospect of development, and the core value of socialism in Ideological Education of college students.

#### **3.3 The Current Situation of Ideological Education of College Students**

The so-called authority refers to the strong exclusiveness in the process of mainstream ideological education. In the field of traditional ideological education, mainstream ideological education is usually closely combined with state power, occupying the absolute dominant position of people's ideological education. The content of ideological education curriculum often represents the authority of political party or government[10]. There are strict propaganda rules in Ideological Education of universities. The ideological education content of every university from the center to the local must strictly accept the guidance and guidance of the instructors, so as to ensure that the national ideology penetrates into the life of college students. In order to prevent the popularization of non mainstream ideology in university campus, of course, the content of ideology praised by the

government has acquired absolute power and status, and has rejected other ideas and opinions in an authoritative way. The strong exclusiveness and status of this mainstream ideological education has a wide range of influence in the ideology of the party and the government, not only on the society and college students, but also on the main impact of the adjustment of thinking.

### **3.4 The Relative Unity of the Mainstream Ideological Education Methods of College Students**

The traditional ideological and political education methods are mainly enlightenment, and the teaching mode is relatively single. According to the actual situation of the Russian labor movement at that time, Lenin advocated the existence of the background of the times and the basis of practice, and advocated “Enlightenment”. We should overwhelmingly emphasize the spontaneous erroneous tendency of the workers' movement in the economic level in the Russian socialist revolutionary movement, and put forward to overcome the infiltration of the socialist consciousness of the spontaneous workers in the Lenin movement. Workers are not aware of the socialist society. This kind of consciousness can only be injected from the outside. The history of various countries has proved that members of the working class can form a sense of alliance. Therefore, the high consciousness of consciousness is always established in the heart through various forms of enlightenment. However, centralized enlightenment does not mean that communism can be forced by people's hearts.

## **4. Conclusion**

The advent of the Internet era has a great impact on the mainstream ideological education of college students. Even though the mainstream ideological education of college students is facing unprecedented challenges, it also provides a rare opportunity for the innovation and development of the mainstream ideological education of college students. Facing the changing background of the times, we are always in the ideological field of new development and make new laws, the mainstream ideological education of arbitrary break and understanding, under the network conditions for the mainstream ideological education to establish a new mechanism, it is necessary. The traditional mainstream ideological education mode has provided us with many valuable experiences and created many excellent traditions. However, with the development of the times, especially the advent of the Internet era, people's production, life and thinking mode have changed dramatically. The mainstream ideological education mode should meet the requirements of the development of the times and realize the modern transformation in time. Today, in the context of globalization, network and market economy, it is necessary to analyze various factors that influence the development of mainstream ideological education of college students. The main reason is to explore the strategic choice in line with the law of ideological growth of university students according to the development requirements of the modern mainstream ideological education era. This is not only the need to enrich and develop the socialist mainstream ideological education theory, but also the necessary condition for practical use with Chinese characteristics.

The research on the mainstream ideological education of college students is a practical topic with strong times and politics. With the rapid development of economy and society, the theoretical research of mainstream ideological education also needs to keep pace with the times and develop continuously. Due to the limitation of my research level and knowledge level, the research on the mainstream ideological education of college students in the Internet era is not comprehensive and thorough. In the future research and research, we hope to deepen this research by persisting in the scientific attitude of continuous improvement and the spirit of continuous exploration.

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