Exploration on Strengthening the Management of Propaganda and Ideological Education in Colleges and Universities by Utilizing the Superiority of Network Aggregation

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Abstract: in the ever-changing network era, the propaganda and ideological work in colleges and universities is facing great challenges, and the internet has become the main battlefield of public opinion struggle. There are more and more channels and means for college students to acquire knowledge in our country, which is conducive to cultivate and strengthen the diversity and richness of students' thinking to a certain extent. In order to create a good learning environment for students, we should improve the efficiency of the network ideological and political work in colleges and universities, establish a corresponding network ideological and political work management system according to the actual situation of students, and further promote the overall sustainable development of colleges and universities. On the basis of giving full play to and utilizing the advantages of network aggregation, this paper explores the development ideas of propaganda and ideological and political management in colleges and universities in the new era, with a view to promoting the quality development of relevant theoretical and practical work by using more innovative, scientific and rational working methods.

1. Introduction

The development of ideological and political propaganda is a very important part of the work for colleges and universities. In the new internet era, the development of ideological and political propaganda work also needs to pay attention to the use and play of the advantages of network aggregation, through continuous innovation and resource allocation and utilization [1]. Innovating the form of propaganda and ideological work in colleges and universities and occupying the main position of network public opinion are the top priorities of propaganda and ideological work in colleges and universities in the network era. The influence of the network information age on college students is enormous. Young students have gradually become the main users and disseminators of network technology [2]. The internet is increasingly affecting the ways and means of modern people to obtain information. It also provides a new way and platform for universities to publicize the ideological and political management work. Therefore, we should actively explore the basic characteristics of the network in the propaganda and ideological and political management work in colleges and universities, and make full use of the network to strengthen the propaganda and ideological and political management work in colleges and universities. To build a platform with strong influence for ideological and political propaganda, better implement relevant work, and improve the effectiveness of ideological and political work in colleges and universities.

2. the Importance of Network Aggregation Advantages to Propaganda of Ideological and Political Work

The ideological and political propaganda work needs to be carried out with the times and carried out in an all-round way. In the new Internet era, through the development and utilization of the advantages of network aggregation, the preemption of network positions can be better realized [3]. To do a good job of propaganda and ideological work in colleges and universities, we need to keep pace with the times and take advantage of the situation. We should deeply integrate the Internet and

propaganda and ideological work, and win the initiative of network public opinion through information technology innovation. The application of network technology greatly improves the teaching effect of teachers, enriches the teaching methods of teachers, and provides better methods and approaches for students' learning. In the age of the Internet, whoever occupies more eyeballs will get more clicks and more attention [4]. If ideological and political work wants to carry out propaganda work better, it must make full use of the focusing effect of the network. The information on the network platform is open, and everyone can control the dissemination of network information. Due to the uncertainty in the control and dissemination of information, freedom of speech may be abused, leading to the convergence and extreme of opinions of small groups. We will give full play to the advantages of information technology, display our own characteristics of rich educational resources, diverse contents and forms, and play a more positive role in the development of ideological and political education in colleges and universities.

3. Current Situation of Online Ideological and Political Education Publicity in Colleges and Universities

3.1 Colleges and Universities Do Not Pay Enough Attention to Network Ideological and Political Education

Although colleges and universities in our country have a certain understanding of the importance of online ideological and political education, they are also doing some related work, such as establishing related ideological and political education publicity network and setting up a special management team. At present, in the construction of our country's campus network infrastructure support platform, a high-bandwidth, trusted, controllable and manageable campus network environment has been basically completed. At present, the propaganda and ideological and political management work in colleges and universities is still dominated by news pictures and words, and the propaganda language is too rigid, and many contents are very boring. This is in great contrast to people's reading preferences. Some events and information that are difficult to form hot spots under normal circumstances, in the network environment, it is easy to form hot public opinion points in a short time due to focusing effect, and even have a huge impact on reality [5]. The internal value of ideological and political education has not really been tapped out, and it has become more formalistic. The webmaster focuses on the novelty of the content rather than the selection of the content. Moreover, with the popularity of smart phones in recent years, it makes the access of college students to information and knowledge more and more convenient, increasingly showing all-round and all-weather characteristics, and basically achieving nationwide coverage. Based on these basic conditions, it is necessary and urgent to take effective measures to play the positive role of the network.

3.2 The Implementers of Online Ideological and Political Education in Colleges and Universities Cannot Keep Pace with the Times Better

The arrival of the information revolution has brought convenience to college education, but it has also brought certain challenges to college teachers. Some college teachers cannot better change traditional teaching concepts, do not have a good grasp of network teaching skills, and psychologically contradict the use of network technology. According to statistics, the contents of the campus network websites in most universities are boring, and the vast majority of the contents are information such as school introduction and office teaching. The campus network is used as a window for the school to publicize to the outside world, which lacks something attractive to students. At present, the propaganda and ideological and political management work in colleges and universities is still being carried out in an administrative way. It is very cautious to release information to the outside without paying attention to the information feedback from the audience groups, which makes the administrative process very long and it is difficult to get timely and positive responses to opinions and opinions. Due to the needs of college work, the network management work for young students also arises. Due to the importance and urgency of the work,

colleges and universities should improve the requirements and level of the network ideological and political work management system, and at the same time should establish and perfect the corresponding operation system, management personnel and organizational departments. Moreover, due to the complexity and complexity of network technology, students' network behavior is not easy to be controlled in a timely manner. Once there is network public opinion, it is easy to get out of control. With the help of effective integration of resources, build an Internet system with strong propaganda ability, better guide students to pay attention, form and build a platform-based work system, and improve the influence of ideological and political work.

3.3 Giving Full Play to the Positive Public Opinion Guidance of College Students

The high utilization rate of students' internet and their high educational level have to a large extent decided that it is more convenient for them to participate in social public opinion and social current affairs commentary [6]. However, there are some hidden dangers in this convenient condition. In the operation system, the network ideological and political work should be balanced, especially each specific responsible department should not only carefully study the relevant provisions, but also do a good job in the leadership and management of its subordinate departments, so as to ensure the smooth progress of the work. Therefore, information technology innovation plays a more important role than ever in the propaganda and ideological work in colleges and universities. This requires that ideological and political education in colleges and universities must work in place and strengthen standardization. Even more serious is the social instability caused by the irrational interaction between many college students and netizens. In the information age, their expertise in network technology and the amount of capital they invest are incomparable to universities. How to win in this eye-catching battle and make the network focus become a clear target, the key lies in how to establish an attractive platform. In addition, what is more important is that the contents of publicity through the network can be updated at any time, which brings great convenience to the dissemination of information. This is a milestone in the field of publicity.

4. Application and Implementation of Network Aggregation Advantages

4.1 Pay Attention to Make Full Use of Existing Advantages

In the process of applying the advantages of network aggregation, ideological and political propaganda must innovate its own ideas and consciousness, and deal with it with a more scientific and professional attitude. The school must make reasonable arrangements and careful planning, come up with a plan, and formulate a corresponding budget plan to ensure that the work cannot be carried out due to a serious lack of funds during the platform construction process. Doing a good job in the propaganda of the United Front Policy in colleges and universities plays a very important role in the further development and progress of colleges and universities. Municipal departments of colleges and universities should give full play to their own advantages and actively use their own resource advantages. To better reflect the convergence advantages of the network, through the construction of a network platform that integrates the internal forces of the whole university itself, and combining the existing working platforms and channels of the university itself, a platform-based network embodiment is constructed to guide students to pay attention. Making use of the characteristics of offline administrative power to create online advantages, the education system of the whole region can be connected through the network and can actively create a network environment in which the dominant power is in their own hands. At the same time, the network propaganda work in colleges and universities should not only be limited to the stage of establishing websites and attracting crowds, but also should always pay attention to the latest developments of the network and make adjustments according to the effects from time to time so as to guide and educate students.

4.2 Correctly Recognize the Connection between Ideological and Political Work and Network Aggregation

Ideological and political workers should also have a correct understanding of the influence of the network and the value of the advantages of network aggregation, recognize the challenges and opportunities faced by the current work, and actively participate in relevant studies and research [7]. At present, the ideological and political construction in colleges and universities should be placed in a very high position, and every means should be taken to gain the initiative in ideological and political education on the Internet, so as to build a strong and competent contingent of talents and managerial talents. The propaganda work of colleges and universities must take advantage of the advantages of the network and adapt to the needs of the times, comprehensively and deeply carry out information reform from all angles and construct the network platform from all angles, especially to meet the needs of students and other major users. There are many excellent theoretical research results of the United Front in colleges and universities. If we can make full use of these theoretical research results, it will bring a lot of convenience to the United Front work and promote the progress and development of the United Front work. In the development of ideological and political work, through the use of network platforms, the timeliness and timeliness of related work can be better improved, and students can receive new ideas and be better guided in the first place. Go deep into all the students, understand the ideological situation and behavior of college students, formulate reasonable and effective education programs, achieve targeted education, carry out ideological and political education in all directions and at all levels, and ensure that the education effect is implemented to achieve the best. Build a base on your own network, use the advantages of regional integration, create guidelines for network hot spots and popularity, and guide the education system's network public opinion and propaganda and ideological and political work to develop in a personalized direction.

4.3 Deepen the Application of Network Platform

Through the network platform, to understand the needs of students, you can regularly organize some discussion forums, questionnaires and other ways to understand the current ideological trends of students, and give a space and environment for students to put forward their own requirements. Practice has proved that if the website is novel, rich and vivid, can be close to students' life and reality, and play a positive leading role in students' life and thoughts, the page view is very large [8]. In other words, such content is very popular with students. As a new thing, the largest interactive group of campus network is students. In the process of its development, it should build a brand-new network platform from the perspective of students, based on students and close to students. At the same time, it should make use of the advantages of the propaganda and ideological and political departments of universities to attract students to the network platform of universities so as to implement effective influence. In the process of network convergence advantages, ideological and political staff in colleges and universities should also collect materials in their daily work comprehensively through the network, and realize the comprehensive integration of materials through the network platform, which is also helpful to improve the richness and connotation of ideological and political work. Through the supervision of the Internet, students' ideological trends should be grasped in a timely manner. Meanwhile, vigilance should be maintained to establish and perfect a response mechanism for emergencies, so as to minimize the impact of emergencies.

4.4 Improving the Team Cooperation of Network Ideological and Political Management

In order to improve the network ideological and political education, it is very important to improve the team cooperation in the network ideological and political management. Facing the increasingly developing network technology, network ideological and political workers should help students to do a good job in information identification and management. Taking advantage of the unique advantages of colleges and universities that have a large pool of talents and intensive knowledge, we will step up efforts to innovate network information technology and continuously improve the monitoring function, detection function, early warning function and defense function of

network security in colleges and universities. Internet political rumors may become destructive factors that cause social oscillation and endanger public safety. This requires propaganda workers in colleges and universities to have the ability to identify information, respond to emergencies in a timely manner and take the initiative to promote, so as to avoid adverse effects. Colleges and universities should pay attention to their political consciousness, ideological state and sense of responsibility when selecting teachers they need. Only teachers with real comprehensive qualities can gain the trust of students in their work. At the same time, colleges and universities should also conduct regular specialized training for network ideological and political workers, mainly to improve their ability to identify various types of information according to the actual needs of students and the work of the school. All departments of the school will be integrated and linked, and all kinds of high-quality resources will be integrated and linked, so as to enhance the emotional cohesion and educational influence of the propaganda and ideological work in colleges and universities. This requires web page managers to carefully select publicity content, combine students' joys and sorrows with ideological and political education, actively adapt to the trend of the times, and provide spiritual garden for college students in the new era.

5. Conclusion

To sum up, the utilization of the advantages of network convergence lies not only in the construction of some specific websites, but also in the overall unification and improvement of ideological and political work channels. We must be highly conscious in thought and consistent with the Party Central Committee in action, resolutely implement the Party's educational policy, fulfill our duties in the construction of the ideological and political education platform in colleges and universities, and treat the construction of the platform as a huge political task. Therefore, the network propaganda and education departments of colleges and universities should not only give full play to their own advantages, but also use various advantages of the network to guide the control education and publicity. The core values of socialism will be innovated and transformed in a way that young college students like to hear, so that the education of the core values of socialism will be infiltrated into the consciousness of young college students and become their inner self-cultivation.

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