

Innovation Path of Ideological and Political Education in Colleges and Universities in the Internet Era

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Abstract: as a revolutionary force, the development of the internet has brought new challenges to the communication and learning patterns of teachers and students in colleges and universities. It is gradually changing the mode of social governance and the mode of social spirit and material production. In such a social environment, ideological and political education in colleges and universities also need to make adjustments and changes, keep pace with the times, actively innovate, and serve students as well as care for students. Promote the integration of ideological and political work and information technology to enhance the attractiveness and sense of the times of ideological and political education. Based on the current status of ideological and political education in colleges and universities, this article discusses the specific innovation path of ideological and political education in the internet era.

1. Introduction

The times are developing, the society's requirements for talents are constantly changing, and the education task that shoulders the heavy responsibility of talent training must also keep up with the times, adjust and innovate in a timely manner. For college ideological and political education, the internet is the main driving force for its innovation and development. Schools can make use of the advantages of the internet, deeply explore the characteristics of information-based teaching and establish an information-based education system, use the internet to dynamically grasp the learning situation, timely understand the latest teaching concepts, and tap rich teaching resources. So as to build an interesting, rich and contemporary ideological and political classroom for students and promote the quality level of ideological and political education.

2. The Current Situation of Ideological and Political Education in Colleges and Universities

2.1 Students' Interest in Ideological and Political Study is Not High

As we all know, ideological and political content has a strong political, theoretical and ideological nature. For college students, these contents are not attractive, so the interest and enthusiasm of learning are generally low. Especially for the college students with weak foundation and limited cognitive level, they can't find the feeling in class. Many students go to bed during the class, or they can't see the heart. They make surprises before the exam and memorize the knowledge by rote learning. This method of learning completely violates the original intention of offering ideological and political courses, not only did not achieve the expected educational results, but caused a waste of teaching resources [1]. At this stage, this problem needs to be solved urgently, and teachers should explore how to improve students' ideological and political learning interest.

2.2 Traditional Ideological and Political Education Methods Are Backward

Although the new curriculum reform has been fully implemented, in terms of the current situation of ideological and political education in colleges and universities, many classrooms have not completely shaken off the influence of traditional education, and the problems of backward educational methods and outdated educational carriers still exist. Through the analysis of the current situation of Ideological and political classroom education in Colleges and universities, it can be

seen that many teachers adopt the methods of calling, instilling and one-way communication in classroom teaching, without respecting the students' subject consciousness and independence [2]. This problem needs to be solved urgently. Only by improving education methods can we break the current situation of time-consuming and inefficient ideological and political education.

2.3 Attach Importance to Theoretical Education and Neglect Practical Education

The purpose of Ideological and political education for college students is to guide them to practice the socialist core values, and to be able to firmly and correctly stand in life and study, especially political stand. However, the ideological and political education in Colleges and universities has the problem of emphasizing theory over practice. Many students form good moral cognition through ideological and political education. Right and wrong, good and evil, straight, black and white can effectively distinguish, but because of lack of practical teaching, moral cognition cannot be effectively transformed into good behavior. This phenomenon needs to be improved, and teachers need to study it in depth.

2.4 Ideological and Political Education is Not Comprehensive Enough

An ideological and political course is set up to help college students establish correct values and shape a sound personality. Teachers should update educational content in a timely manner in accordance with society's demand for talents to ensure the epochal and advanced nature of ideological and political education content. However, many college ideological and political teachers have “teaching materials” in their education process. Specifically speaking, teachers conduct teaching step by step according to ideological and political teaching materials, and even some ideological and political teachers teach according to the book. However, the textbook has the characteristics of slow updating speed, and the content cannot keep pace with the times [3]. To a certain extent, this will inhibit the improvement of the effect of Ideological and political education, which is not conducive to the overall development of students.

3. Innovation Strategy of Ideological and Political Education in Colleges and Universities in the Internet Era

3.1 Using Information Technology to Cultivate Students' Interest in Ideological and Political Study

Ideological and political content is relatively boring, and theoretical, coupled with college students in life rarely used to ideological and political knowledge, so students are generally not interested. However, interest is the driving force. If students are not interested in learning a subject, they will use coping and perfunctory psychology in the process of learning. This is not conducive to the improvement of students' academic performance and comprehensive literacy, and even makes students have the psychological exclusion. In the Internet age, ideological and political teachers can use information technology to improve this situation. As we all know, information technology has penetrated into every corner of the current society, affecting the learning style and life style of college students, becoming a part of their daily life. This is the coincidence point for cultivating students' interest in ideological and political learning. In educational practice, ideological and political teachers can use this as an entry point to awaken students' enthusiasm for ideological and political learning [4]. For example, current college students are keen to socialize on WeChat, connect with friends through WeChat, watch the news, and post their feelings. Ideological and political teachers can seize this and open WeChat public accounts, such as “Sizheng Mantan”, “Sizheng WeChat Classroom”, and then run public accounts with students. For example, ideological and political teachers can divide the class into seven groups. Each group is responsible for the operation of the public account on a certain day of the week. The seven groups operate in turn. Regularly push articles related to ideological and political affairs every day. The content of the article can take the form of combining theoretical knowledge with case analysis, or the form of combining text with pictures and videos. In order to further stimulate students' motivation to

participate, ideological and political teachers can set up reward and punishment systems, such as grading students according to the reading volume of articles, and giving material or spiritual rewards to the groups with the highest reading volume. This kind of education method can create a good learning atmosphere, so that ideological and political moments are filled with students. More importantly, students devoted themselves to the operation of the public account, carefully writing articles, typesetting and optimizing. This can not only mobilize students' subjective initiative, promote students' understanding and digestion of ideological and political knowledge, but also exercise students' practical ability and innovation ability, which is conducive to improving students' comprehensive quality.

3.2 Using Information Technology to Optimize Ideological and Political Education Methods

The development of the Internet has brought about drastic changes in the field of education. Among them, the changes in education methods are the most significant. As the advantages of information technology are known to more and more people, the scope of recognition is getting wider and wider, and a variety of modern teaching equipment and educational concepts are applied to the classroom. In such a social environment, ideological and political teachers in colleges and universities must keep pace with the times, update education concepts in a timely manner, and use information technology to optimize ideological and political education methods. For example, in ideological and political classrooms, teachers can use information technology to implement case teaching methods. Specifically, when explaining ideological and political theory to students, teachers can use the links to introduce some practical cases found on the Internet before the lesson into the classroom to aid teaching and deepen students' understanding of theoretical knowledge. Especially when explaining knowledge points about law, politics, etc., it is difficult for students to learn, and it is not easy to understand these obscure knowledge. Facing this situation, ideological and political teachers can use information technology to explain to students some legal cases and real life examples in real life. Through the intervention of these cases, students can effectively understand and deeply remember the knowledge. In the selection of cases, try to follow the following principles: First, the locality and interest of the case. Second, the timeliness and authenticity of the case. Third, the case is positive and typical. Teachers can use information technology to play case videos to students, which can increase the attractiveness of the case, and enable students to obtain an intuitive learning experience, which is convenient for students to understand and digest [5]. This kind of teaching method is more interesting than the traditional one. On the one hand, it can deepen students' understanding of abstract ideological and political knowledge. On the other hand, it can improve students' ability to use ideological and political knowledge, and promote students to use ideological and political knowledge to analyze and solve problems in real life. The application of case teaching method should first read the case, then organize the students to discuss, then let the whole class communicate, and finally summarize the order and principle of induction, so as to give full play to the value of case teaching method. In addition, teachers can use information technology to carry out micro class teaching. Specifically, teachers can use information technology to refine ideological and political knowledge, and then make them into thematic videos. These short videos can be inserted properly in classroom teaching to enhance the interest of teaching and help students understand effectively. These micro videos can also be uploaded to the cloud platform, requiring students to download them independently after class, watch them according to their own learning needs, and control their learning progress according to their own learning ability. In this way, we can not only highlight the main position of students, help students to fully grasp each knowledge point, but also achieve the educational goal of teaching students in accordance with their aptitude [6].

3.3 Using Information Technology to Strengthen Ideological and Political Practice Education

To carry out ideological and political education for college students is not only to let them have good moral cognition, but also to let them transform these good moral cognition into practical action. For a simple example, to learn legal knowledge as an example, teachers should not only let students know and understand the law, but also let students abide by the law and use it in life. Such

education is a complete and effective education. Therefore, College Ideological and political teachers should not only attach importance to and implement theoretical education, but also pay attention to practical education. Effective practical education can promote students' understanding of theoretical knowledge and deepen students' emotional experience [7]. Teachers can organize students to carry out practical activities according to the teaching content, and promote the transformation of students' moral cognition to good behavior through practical activities. For example, ideological and political teachers can organize students to actively carry out thematic discussions, online surveys, theme publicity and other activities by using new media, as well as encourage students to shoot and produce online micro videos related to ideological and political activities. The video content is either about policy or law. In addition, teachers can also organize students to use information technology to conduct special surveys, display practical results, and interview characters. Especially shooting and making online micro-videos, this is the current trend of this new media era, and is deeply loved by today's post-90s and post-00s students. Teachers can ask students to write a script around a certain ideological and political theme as a unit, and then perform role-playing, then edit and polish the video, upload it to relevant websites, and promote ideological and political knowledge. Through such wonderful and interesting practical activities, students fully feel the fun of learning ideological and political knowledge, and have a deeper understanding and understanding of ideological and political knowledge. More importantly, students' knowledge application ability is exercised in practical activities, which is of great significance to the cultivation of students' good behavior habits.

3.4 Using Information Technology to Optimize Ideological and Political Education

The content on the textbook is authoritative and informative, but because the update speed of the textbook is slow, a lot of content is lagging behind. If the teacher is “teaching textbooks” blindly, it will affect the timeliness of ideological and political teaching and further affect the effectiveness of teaching. Effective teaching should be selective with “textbooks”, appropriate reference to authoritative knowledge, with the main content of the textbooks as the core, supplemented with advanced knowledge, especially knowledge points such as constantly updated policies. renewed on time. The contents of teaching materials are selectively deleted, supplemented and optimized to ensure the timeliness and effectiveness of ideological and political education. For example, the current society needs high-quality comprehensive talents, both with solid professional knowledge and noble moral sentiments and good professional qualities. Good professionalism includes the spirit of dedication and strong sense of responsibility. Ideological and political teachers can use information technology in teaching to play the videos of the characters with these spirits. In order to further enhance the teaching effect, teachers can contact the students' major and play videos about the elites and successful people of the major. For example, for students majoring in agriculture, teachers can play videos about Yuan Longping's great deeds and honors. For students majoring in medicine, teachers can play videos about Tu youyou's great deeds and honors. Through the intervention of these contents, we can improve the ideological and political education system, enhance the persuasiveness of Ideological and political education and the emotional experience of students, promote the firmness of students' beliefs and the sublimation of their emotions, and truly benefit students for life. In a word, when teaching students, teachers should focus on textbooks but not limited to textbooks. They should learn to use information technology to update teaching content, so as to ensure the timeliness and effectiveness of Ideological and political education.

4. Conclusion

To sum up, in the face of the current ideological and political learning interest of college students is not high, the traditional education method is backward, the theoretical education is more important than the practical education, the educational content is not comprehensive and other problems caused by the inefficient and time-consuming situation of Ideological and political teaching. Schools should pay attention to and take appropriate rectification measures, make full use of the advantages of the Internet, cultivate students' interest in ideological and political learning

through information technology, optimize ideological and political education methods, strengthen ideological and political practice education, and enrich ideological and political education content. Improve the shortcomings in ideological and political education, build a wonderful, contemporary, and efficient ideological and political classroom for students, help students shape a sound personality, and improve students' social adaptability.

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