Analysis of Implementation Strategies of Ideological and Political Education in Universities under the Internet Environment

Hongxu Hua

Zaozhuang University, Shandong 277100, China

ABSTRACT. *The network environment has the characteristics of freedom and equality, openness and sharing, vivid and interactive, convenient and efficient. The ideological and political education in Colleges and Universities under the network environment is also facing new opportunities and challenges. Teachers should combine the practice of Ideological and political education, and put forward effective strategies for ideological and political education of College Students under the network environment from three aspects: making full use of the network platform to realize the function of Ideological and political education, flexibly and flexibly choosing network tools to achieve the goal of effective education, and advancing with the times to enhance teachers' literacy and strengthen the construction of network learning platform.*

KEYWORDS: *Higher vocational colleges; Network environment; Ideological and political education; Strategy*

1. Introduction

Widespread popularization of Internet technology makes modern people's life more relaxed, and improves happiness index while reducing the pressure of work and study. College students as a group of young people who like new things and

have fast acceptance, computer and Internet have gradually become an indispensable part of their study, leisure and life. Undoubtedly, the Internet is like a double-edged sword, which contains a large number of mixed information. If educators can not teach college students how to correctly identify network information, it will inevitably bring some negative impact on their values, world outlook and life outlook. Based on this, in the future ideological and political education system of colleges and universities, educators should give full play to the educational value of network technology and lay a good foundation for the future development of College students[1].

2. Main Characteristics of Internet Environment

(1) Freedom and equality. Internet technology is based on the concept of equality of all computer users. People of different ages, races, nationalities, religious beliefs, political positions and values can freely access, produce and disseminate information in the network society as long as they abide by certain rules. (2) Opening and sharing. The Internet has broken the national and regional boundaries and made information open to the world. People can share resources and communicate freely on the Internet. (3) Vivid and interactive. Network information is full of sound and color, rich in pictures and texts, and vivid in images. Especially the development of the application of self-Media nowadays provides a more authentic communication platform for people, and strengthens the interaction between people and people, people and the network. (4) Convenience and efficiency. Rapid network media has changed the way people get information, receive education, exchange and interact. Anyone can get all kinds of information from the information terminal anytime and anywhere, which improves the efficiency of learning and work, and makes fundamental changes in classroom teaching methods[2].

3. Opportunities and Challenges for Ideological and Political Education in Universities under the Internet Environment

3.1 The Impact of Network Information on College Students' Thoughts

While bringing us excellent cultures and advanced ideas from all over the world, the Internet has also exerted a tremendous impact on the ideological system established in our early closed environment, even shaking and changing some people' s world outlook, outlook on life and values. In addition, in the network environment, the authority of teachers has also been challenged, and there will be a phenomenon that students' information is more than teachers' [3].

3.2 The influence of Internet on College Students' physical and mental health

To some extent, the negative effect of the network has affected the physical and mental health of College students. The characteristics of network virtualization reduce the face-to-face emotional exchanges between people, and the family and friendship begin to become indifferent, which makes people feel more lonely in reality, thus indulging in the virtual world of the network, which is particularly prominent among college students[4].

3.3 The Disturbance of the Social Problems of Internet to College Students

For example, the problem of cybercrime, which is a deliberate act that endangers the security of computer networks and violates relevant legal norms, is to use computers or computer networks as tools or targets of criminal acts. For example, network moral problems, because of the virtually and concealment of the network, the binding force of network moral norms is greatly weakened, and the degree of freedom provided by the network society for people is far beyond the scope of real social responsibility, resulting in more and more network moral problems. College students are easily troubled by the social problems brought about by these networks, and even participate in them, resulting in adverse consequences[5].

4. Strategies for Implementing Ideological and Political Education in Universities under the Internet Environment

4.1 Utilizing the Network Platform to Realize the Function of Ideological and Political Education

Network is also a double-edged sword like other science and technology. We should make full use of the network platform to carry out ideological and political education. New network tools such as blog, micro-blog and micro-message have outstanding advantages over other traditional educational means. The main manifestations are: (1) Ideological guidance function. Teachers can publish the ideological and political education materials and educational views that students are most concerned about on their blogs, micro-blogs and micro-messaging platforms, and subtly educate students with relevant oriented education cases. (2) Communication between teachers and students. The essential behavior of education is the communication between teachers and students. Communication between teachers and students is an important way and effective means to promote the development of students' personality and the formation of their main personality. Microblog, Weixin, QQ and other platforms in the modern network environment are the most convenient, timely and direct means of communication between teachers and students. (3) Permeation coverage function. Blog, micro-blog and micro-letter itself is a "no threshold information base". Ideological and Political Education under the network environment can break through the limitations of time and space, increase coverage, such as using the network platform to publicize positive and negative typical examples, through communication to identify the direction, and achieve the deep penetration of Ideological and political education[6].

4.2 Flexible and Flexible Choice of Network Tools to Achieve Effective Education Goals

(1) Establishing blog groups of Ideological and political education and sharing educational resources. In the blog group, teachers and students can get useful information from the information published by the group, and can also share their own information to other blogs to realize the sharing of educational resources. Through the establishment of blog groups, teachers can timely access to peer education cases, experience and new ideological trends of students, in order to improve their professional level and enhance the timeliness and pertinence of Ideological and political education. At the same time, teachers can also use blog groups to participate in student discussions and exchanges, so as to truly achieve the mutual development of teaching and the common growth of teachers and students.

(2) Establish and improve communication channels between teachers and students based on Wechat platform. With the popularity of smart phones and the advent of the era of self-media, in the process of Ideological and political education, mobile phones and Wechat can give full play to their advantages in teacher-student communication, problem feedback and student learning. Teachers and students jointly establish a Wechat public platform with ideological and political education as the main function, which serves as a bridge and link for efficient communication and interaction between teachers and students. At the same time, according to the progress of education, the content of the platform should be updated in time, so as to improve its timeliness, knowledge and appreciation, create an equal, democratic and harmonious discussion atmosphere, and arouse students' interest in visiting the platform. (3) Constructing special blog to improve the effect of Ideological and political education. According to the development of the situation, special education is a normal measure of Ideological and political education. Teachers can set up special blogs of various special education according to their own advantages, such as mental health, learning guidance, career design, entrepreneurship guidance, etc., with rich and colorful resources and information, to provide positive energy for students to solve puzzles, build up self-confidence, recognize the direction and strive for progress. (4) Promoting students' autonomous and cooperative inquiry learning. The network course is the sum of the teaching contents and activities of a certain subject expressed by the network as the carrier. It is a new form of curriculum education under the network environment. It includes the teaching content organized according to certain teaching objectives and strategies and the supporting environment of network teaching. The supporting environment of network teaching refers to software tools, teaching resources and teaching activities implemented on the platform of network teaching. Network course has the basic characteristics of interaction, sharing, openness, collaboration and autonomy. Students can use their spare time to study independently in peacetime, and can also cooperate with their peers through the platform. Let students learn to learn in learning, which is the necessary ability for students' lifelong development[7].

4.3 Improve Teachers' Literacy with the Times and Strengthen the Construction of Network Learning Platform

Today, with the rapid development of information technology, teachers should first keep pace with the times and constantly improve their accomplishment by continuing to learn. Especially, they should strengthen the learning of network knowledge and the training of network skills, improve the ability of information search, processing and utilization, so that they can skillfully use information technology to build a network learning platform, improve teaching methods and achieve teaching objectives. Therefore, colleges and universities should create conditions to strengthen the construction of Ideological and political work force and professional training, so as to meet the requirements of education and teaching under the network environment and meet the needs of students' all-round development[8].

All in all, we should live a long life. We should seek advantages and avoid disadvantages, maximize the benefits of the network, and minimize the harm of the network. At the same time, we should pay attention to supervision and use various means. Resist network "hackers" and all kinds of harmful information infringement. We should adhere to the advanced culture represented by Marxism to occupy the network position of colleges and universities, actively guide the university to cultivate its scientific world outlook, values and outlook on life, and stimulate the healthy and upward spiritual realm of students.

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