Analysis of University Implicit Ideological and Political Education Based on Social Network Support

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ABSTRACT. *Implicit ideological and political education emphasizes the educational method of "implicit" to realize the educational effect of "moistening things silently". On the basis of summarizing the connotation and characteristics of implicit ideological and political education, this paper summarizes the main difficulties faced by the current implicit ideological and political education of college students, and proposes the innovation path of implicit ideological and political education of college students based on social network, so as to provide guidance for the ideological and political education of college students.*

KEYWORDS: *Social network, Implicit education, Ideological education*

1. Recessive ideological and political education and social network carrier overview

1.1 Social Network Carrier

From general level, social network carrier belongs to a new media form of network carrier, weibo, WeChat, micro sayings, micro expression of popular will network transmission with micro era, social network carrier can simply be defined as supported by collecting network and the computer Internet, can carry and spread the spread of network information tools. The emergence of the carrier of social network has greatly changed the way people exchange information and communicate in modern society, making the speed of information transmission faster and strengthening the interaction between people. [1]

1.2 Implicit Ideological and Political Education

The concept of implicit ideological and political education comes from the west. Socrates' teaching thought of "midwife" and Rousseau's natural education theory are the theoretical basis of implicit ideological and political education. At the beginning of the 20th century, American modern pragmatism educator John Dewey link classroom education and recessive education, emphasized besides academic knowledge teaching, also need to attach importance to the cultivation of student's emotion, value, ideology and moral character, 60; seven s of the 20th century, the concept of hidden curriculum formally, recessive education, then many western countries have begun in the 1980 s, some scholars in our country started the recessive thought political education work. Implicit ideological and political education refers to the actual moral education work, according to the law of physical and mental development of contemporary college students, the intention of moral education through various forms into students' life, learning, subtly achieve the goal of moral education.

Compared with the explicit ideological and political education carried out in the explicit environment (generally refers to the classroom), the purpose of implicit ideological and political education is implicit [2]. The teaching activities are integrated into the students' daily interaction, and make the educatees receive education in their daily life through osmosis and osmosis. The educational content is permeable, integrated into the learning process and life activities, integrated into campus management services, and influenced, guided and cultivated the educatees through various ways. The way of education is indirect, and the method, place and time of education can be adapted to local conditions. Compared with listening to examples, acquiring concepts and reciting theories in class, the effect of implicit ideological and political education is gradual. Through long-term influence and edifying, learners are gradually guided to form outlook on life and values, thus ensuring the educational effect to a certain extent.

2. College Students' Implicit Ideological and Political Education is Facing Difficulties

2.1 Emphasize Dominance over Recessive

Explicit ideological and political education is easier to design, display and evaluate, and researchers are easier to carry out relevant studies. Explicit ideological and political education is the main way of current ideological and moral education, but ideological and political education should not be a single classroom indoctrination, ideological and political education in colleges and universities should not be limited to the traditional educational concept and assessment mechanism, the examination results will be evaluated ideological and moral education effectiveness [3]. The cultivation of students' ideals, beliefs and moral sentiments is a complicated process, which cannot be realized simply by classroom teaching, so it is necessary to pay more attention to the soft restraint and edification based on the environment.

2.2 Environmental Carrier Lag

The carrier of ideological and political education refers to a form of ideological and political education that can be used by the subject of ideological and political education and the subject and object can interact with each other. The open and interactive network carrier rapidly expands the speed, dimension and breadth of information acquisition, which has a greater impact on the cultivation of college students' moral concepts and behavior habits. However, campus, classroom and dormitory are still the main positions of ideological and political education for college students [4].

2.3 Absence of Implicit Methods

Recessive ideological and political education methods are mostly informal, close to college students, adopt the way that college students are easy to accept, avoid causing the discomfort and antipathy of the object of education. However, most ideological and political educators mainly rely on traditional teaching methods, such as thematic speeches, essay solicitation activities, etc., or try to achieve the effect of environmental education by rigidly creating and comparing the class environment. However, the educatees themselves are still in a passive learning state.

2.4 Insufficient Leadership by Teachers

Ideological and political educators should not be limited to the imparting of knowledge, but should guide the thought and behavior of the educatees by example and give full play to their leading role. For example, besides undertaking ideological and political teaching tasks and scientific research, teachers of ideological and political courses should set up the concept of environmental education and grasp the educational methods of environmental education [5]. Ideological counselors in dealing with the daily administrative work at the same time, should take the initiative to observe environment, promote the recessive ideological and political education, to guide and help students but at present, due to various universities faculty imbalance, education LiangXiu not neat worker's quality level and the assessment of teachers, guidance, education teachers in the process of the recessive ideological and political education work leading play.

3. Innovation Path of Ideological and Political Hidden Education for College Students Based on the Carrier of Social Network

3.1 Create a Virtual Ideological and Political Mobile Environment

In the information society, human beings live in both the real world and the virtual world. College students are not only the individuals in the real society, but also the individuals in the virtual world. Implicit ideological and political education should set up a dual environmental view of the real social environment and the virtual mobile environment. While paying attention to the carrier construction of the physical ideological and political education environment, it also builds and optimizes the virtual and mobile hidden education environment, so as to realize the complementary and mutual integration of the real and virtual ideological and political education environment for college students. Such as equality, freedom, and the real-time communication space building college students, such as WeChat, QQ instant messaging software builds group online communication platform

and theme to push the public platform, relying on the counselors, teachers, class learning leaders build a management team, lead group between individuals use of fragmented time, carry out offline and online interaction, promote students' recessive thought political education and the organic integration of teaching, after class activities[6].

3.2 Attach Importance to the Synchronous Development of Hidden Resources

Combining the learning characteristics of current educatees and the relevant content of each course, this paper fully absorbs and refines the relevant knowledge of promoting the ideological and political education of college students from each course, integrates it into the daily teaching of the course, and helps college students form scientific values. For example, through college Chinese, excellent traditional Chinese culture, law, art and other humanities and social science courses, consciously carry out education on law and values; Through the explanation of the history of subject development and representative figures in natural science courses, students are guided to comprehend the humanistic spirit and moral norms.

3.3 Promote Implicit Ideological, Political, Educational and Integration Activities

Ideological and political education in colleges and universities should not be limited to the classroom, but should encourage college students to participate in various campus activities and social practice, experience life, and cultivate civic awareness and sense of responsibility. For example, actively organize students to participate in public service and work-study activities, and encourage students to actively participate in social practice inside and outside the school, carry out social investigation, professional research, survival practice and other activities. Colleges and universities should pay attention to the guidance and organization of network interaction space, release information through QQ or WeChat group, communicate and interact, organize activities, and realize real-time tracking and guidance of activities through mobile positioning and online live broadcasting.

3.4 Give Play to the Leading Role of Ideological and Political Educators

First of all, ideological and political educators should start from the humanistic theory and position themselves as the promoters of educational activities, provide learning resources, create a learning atmosphere, assist in the development of learning activities, stimulate the initiative of educatees to participate, and build a new teacher-student relationship featuring equality, democracy, respect and understanding. In the virtual world, the open and equal chatting and heart-to-heart talk are helpful for a more comprehensive understanding of the educated, so as to give accurate guidance. Secondly, ideological and political educators should play an exemplary role. Mobile communication technology can record and present the activity track of each person in real time, making the interpersonal contact more convenient and intuitive. Therefore, ideological educators should have good moral literacy and learn to carry out implicit education with the help of mobile media. For example, we can use microblog and WeChat circle of friends to update personal work and life status, release positive public opinions to guide students' ideas, demonstrate by ourselves, influence students, and carry out implicit ideological and political education virtually.

4. Conclusion

The traditional explicit mode of ideological and political education has gradually failed to meet the actual needs of moral education, and the positive introduction and development of implicit mode of education have become the necessity of ideological and political education in colleges and universities. Therefore, colleges and universities also need to make full use of modern technology and give full play to the implicit goal of moral education through the carrier of social networks.

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