

Actively Respond to the Opportunities and Challenges of Ideological and Political Education in Colleges and Universities in the Network Era

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Abstract: At present, the network era quietly comes, brings different life experience to people. As the high-end frontier of China's social network development, colleges and universities are not only the direct experiencers and promoters of the information wave, but also the guiding units of stable ideology. The moral quality of college students is inseparable from the cultivation of colleges and the guidance of teachers. Throughout the characteristics of the network age, the impact of the application of network technology on ideological and political education in colleges and universities has become a major research topic of concern to the general public.

Keywords: Network age; Ideological and political education in universities; Opportunities and challenges; Strategy impact

With the rapid development of information technology in the 21st century, great changes have taken place in the educational mechanism and humanistic environment of Chinese universities, among which the college students are the most affected by the Internet. The Internet has many influences on students' values and behavior patterns. The coordination of university moralism and political structure causes unnecessary restrictions to students and makes them unable to learn ideological and political courses well. This is a new challenge and a new opportunity for college education, which needs to be paid attention to by college leaders and teachers.

1. Opportunities and challenges of ideological and political education in colleges and universities in the Internet era

1.1 Ideological and political education opportunities in colleges and universities

In the Internet information age, it is necessary to make a full and objective study on the new opportunities and challenges faced by ideological and political education and teaching in colleges and universities, which is reflected in the following different research fields. First, it has enriched the educational information of colleges and universities. In the era of knowledge economy, all kinds of Internet information can be found in universities and public places. In the process of ideological and moral teaching in China's higher education, learners are easily influenced by such Internet information. Moreover, since information resources on the Internet can be shared, learners can use the Internet to obtain any information needed to meet their personal development needs and to cultivate their academic performance. Ability to teach independently. At the same time, due to network space for higher school ideological and political education workers provide a lot of guidance information, ideological education workers can also according to their own needs, according to the reference value for selecting information, to the learners as the center, to carry out ideological and political education teaching, so as to improve the level of the ideological and political teaching, improve the education performance. In addition, it can also expand the scope of ideological and political teaching in colleges and universities to a certain extent, and further optimize the form of ideological and political teaching, so as to carry out the management of ideological and political teaching in schools more safely^[1]. Second, it is beneficial to comprehensively promote the socialization and development of ideological teaching. The sustainable development of network information technology is an important key to the socialization of ideological and political teaching in colleges and universities, which eliminates the estrangement between colleges and communities and makes various effective adjustment measures in the community environment. For the social development goal of ideological and political teaching in colleges and universities, the personalized support for learning experience and putting forward development ideas can ensure the smooth realization, promote the socialization development of educational activities, and lay a certain foundation for the sustainable development of college education.

1.2 Challenges of ideological and political education in universities

In the network era, university ideological and political teaching must adapt to the challenges from all sides while leading the development. First, the Internet hinders the cultivation of students' good values. As far as network culture is concerned, its source is very broad and the amount of information is also very large, and there are a lot of collision and fusion between various civilizations.

But the most striking feature of network culture conflict is its frequent network. Moreover, due to the lack of a certain ideological level of the normative role. In particular, the negative news destroys the development direction of the school's existing values and is not conducive to the cultivation of students' correct values. Second, the students' etiquette consciousness gradually fades. Anonymity and concealment are the characteristics of the Internet. Some college students generally use relevant websites to disclose false information or steal other people's property, leading to the degeneration of moral behavior and becoming the target of some bad people. With the growing popularity of network culture, students gradually overemphasize their own interests and lack a certain sense of responsibility and social awareness^[2].

2. The status quo of ideological and political education in colleges and universities

2.1 The overall quality of ideological and political education in colleges and universities is not high

At present, most college students are post-90s. Due to the influence of social environment and social circle, behavior and way of thinking also change. Many students usually hold a positive attitude towards their thoughts and ideas, but at the same time there are many negative aspects, such as the lack of clear belief and clear values, in the ideological and political education will often appear not positive enough, the mood of slack information.

2.2 The means of ideological and political education in colleges and universities are relatively simple

At present, many colleges and universities offer ideological and political courses, but in general, the implementation of the lack of diversified means, relatively simple. Education mainly uses traditional teaching methods to transfer knowledge. In the whole education process of cultivating students, they are in a relatively passive position, without enthusiasm and enthusiasm for learning, and teachers lack corresponding effects when carrying out ideological and political education, failing to truly achieve their goals. This is also the main reason for the embarrassing status of ideological and political education in colleges and universities.

3. The optimization measures of ideological and political education in colleges and universities in the Internet era

3.1 Help students establish correct concepts

In the information Internet development period, the network has already become the main software indispensable in our work, life and study. In order to enhance the effectiveness and effectiveness of ideological and political teaching in schools, educators should make use of the Internet to carry out political education. The head teacher should cultivate students' correct values, understand the Internet, correctly identify the various forms of information in the Internet, and optimize the working conditions of using teachers for ideological and political teaching through optimization and integration. Provide students with the difficulties they meet on the road of life, cultivate students' correct values, so as to form the correct moral outlook of life^[3].

3.2 Optimize teaching methods

In the process of ideological and political education, teachers can choose different teaching modes and use multimedia and other auxiliary teaching tools to enhance classroom awareness and guide students to better master ideological and political courses. Or with the help of network resources, master the latest social information, guide students to correctly understand, manage and use these online information, so as to develop social practical ability, can also continue to improve. Through the network question and answer and online conversation and other different forms, effectively understand each student in the class to understand the thought, so as to optimize the school's ideological and political classroom teaching, and reform the teaching mode of ideological and political class. In this process, ideological and political workers can through a large number of online information collection, eliminate resources matching with the psychological and age characteristics of college students, constantly expand students' horizons, improve the existing knowledge structure system, do ideological and political work needs to do a good job of education.

3.3 Use information network to improve the image of ideological and political education

Because multimedia technology itself has the characteristics of audio-visual fusion and pictures and words, using these characteristics of multimedia to carry out ideological and political education, students in the ideological and political characteristics while receiving educational knowledge, can improve the enthusiasm and enthusiasm of learning. For example, students can use film and TV clips to enhance their historical experience and achieve a truly immersive learning experience. For example, some typical cases can be used to teach the corresponding MAO Zedong theory, so that students can intuitively feel what is happening in real life. Therefore, it is very necessary to use network information to carry on curriculum education.

Conclusion: Generally speaking, the trend of combining ideological and political education with network education is inevitable. In order to make more effective use of online education, educators can understand the drawbacks of online education, crack down on some websites that are not helpful to students' learning, improve the educational effect of ideological and political education, and combine with and improve online education, traditional education, more excellent talents.

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