



Discussion on Improving the Political Identity of College Students in the Network Environment

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Abstract: With the in-depth reform of China's higher education system, the status of ideological and political education in colleges and universities plays a pivotal role, and the political identity of college students has developed rapidly. Under the traditional education system, colleges and universities attach great importance to increasing political identity education in ideological and political theory courses. Under the current new situation, college students are the most active group on the Internet, and they are accustomed to expressing opinions and attitudes on different events through the Internet. Therefore, it should be aware of the importance of enhancing the political identity of college students under the network environment, and give full play to the role of the Internet in cultivating college students' political identity. This article focuses on the issues related to enhancing the political identity of college students in the network environment, and enhancing the political identity of college students.

Keywords: Higher Education; Network Environment; Political Identity

In recent years, the rapid development and popularization of the Internet have expanded the information channels that college students can obtain, and college students have gradually become the main body of Internet users. However, with the increasing dependence of college students on the Internet, the Internet has largely affected the political identity of Chinese college students. High-quality and efficient online ideological and political education content is conducive to stimulating students' interest and enthusiasm in learning ideological and political theory knowledge, improving the correct understanding of the core values of socialism, fostering a higher sense of political identity, and continuously improving the use of what they have learned and political theory knowledge to solve practical problems.

1. Problems in the education of political identity of college students

At present, there are still many problems in the political identity education of college students as the following. First, in the current era of deepening economic globalization and the rapid development of the Internet, with the invasion of multiple ideologies and values, college students generally have low levels of political awareness. In addition, college students lack social practice and social cognition. Political identity is easily affected by public opinion and parents. Many students have political indifference. They think that the operation of the political system has nothing to do with them, and they lack initiative and enthusiasm in participating in political activities. Utilitarianism is strong. For example, the motivation for joining the party is utilitarian, and some students regard joining the party as a means to realize their professional ideals. Second, many college students cannot resonate strongly with the current political identity education, and the effectiveness of college ideological education and political identity education is not satisfying. Although Ideological and Political Education is a compulsory course in universities and political identity education is an indispensable part, many universities still use the traditional indoctrination theoretical teaching model, focusing on theoretical explanations, with a low proportion of practical teaching and a single teaching model. They do not fully respect the status of students as the main body of teaching, and teaching cases and teaching content were not updated

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in a timely manner. Only a few teachers would lead students to deeply analyze current political hotspots, resulting in students unable to make accurate political judgments.

2. Specific countermeasures to enhance college students' political identity under the network environment

2.1 Establish a correct network ideological and political teaching concept and create a good network environment

Colleges and universities are important bases for cultivating talents. It is necessary to adhere to the combination of political theory education and social practice, not only do a good job in classroom education, but also pay attention to guiding college students to participate in, understand and serve the society. It can be seen that increasing the proportion of ideological and political practice courses is crucial, and it is an inevitable trend in the reform of ideological and political education in colleges and universities. Therefore, ideological and political teachers should actively change their teaching concepts, and correctly recognize the importance of practical teaching of network ideological and political courses to improve college students' sense of political identity. In the teaching process, teachers should fully respect the status of students as the main body of teaching, and carry out practical teaching activities in a targeted and purposeful manner. At this stage, colleges must pay attention to the formation of a good external environment that emphasizes practical teaching in the whole society, and create a good teaching mechanism. Secondly, to strengthen home-school ties, teachers should actively contact and communicate with parents, and both parties should promptly inform students of their performance at school and at home, jointly eliminate the influence of negative values and ideologies on students, and continuously enhance students' political identity.

2.2 Accelerate the construction of specialty clusters and promote the development of online teaching

With the in-depth reform of the higher education system, colleges and universities are required to give full play to the agglomeration effect of similar majors, establish specialty clusters, and optimize the allocation of resources, thereby reducing schooling costs and improving teaching quality and level. Specifically, it can be started from the following points.

First, clarify the topic of practical teaching. Teachers should take the ideological and political course teaching content as the core, explore the content with strong relevance, and integrate and summarize the practical teaching topics based on this, summarize. For example, when carrying out the New Countryside Examination practical teaching, teachers can combine the theory of rural economic system reform and the theory of villager autonomy in "Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics", and integrate the content of Marxist civic moral construction in "Ideological and Moral Cultivation and Legal Basis", to ensure that practical teaching is always carried out around the theme and improve the political and ideological nature of the practice. They must also pay attention to guiding and encouraging students to learn and cultivate students' ability to analyze social problems from all angles and perspectives to analyze and solve practical problems. Again, taking the "New Countryside Examination" practical teaching as an example, it aims to allow students to guide students to apply the political, material, ecological and spiritual civilization theories to rural construction based on China's economic, political, social and ecological constructions.

Second, focus on the implementation of cluster management for practical teaching tasks. Specifically, based on the same practical teaching topic, different practical teaching tasks are selected according to the actual situation and the practical teaching task group is constructed. The university should manage this task group uniformly, designing class hours and various resource inputs, and requiring the combination of teachers and students to select practical teaching tasks from different task groups based on the actual situation. For example, on the topic of "Relying Forces and Leadership Core of Socialism with Chinese Characteristics", teachers can organize practical teaching activities with the theme of "In the Red Realm", and provide "Red Survey Activities", "Red Experience Activities", "Red Reminiscence Activities" and "Red Creation Activities", etc., to fully investigate the beliefs of students, allow students to experience the life of the Red Revolution firsthand, cherish the memory of revolutionary martyrs, and create red works such as poetry and cross talk. They should also ask students to choose practical activities according to their needs, and continuously improve the effectiveness of practical teaching. In this way, it can not only inspire students' interest and enthusiasm for practical teaching, but also cultivate students' sense of political identity in specific practical activities, enhance their sense of social

responsibility, shape a sound personality, and become a qualified socialist builder and successor.

2.3 Establish a practical training base to increase the proportion of comprehensive practical teaching

Under the new situation, it is very important to carry out comprehensive practice for college students. Colleges and universities should deeply integrate the practical teaching of ideological and political courses with professional practical teaching, actively establish a production-university-research cooperation base, deepen the school-enterprise cooperation model, enrich the practice and teaching content of ideological and political courses, and broaden professional practice teaching channels to continuously improve the quality and level of practice teaching and cultivate students' strong sense of social identity. Secondly, the comprehensive practical teaching model is conducive to breaking the shortcomings of practical teaching with the theme of history and traditional culture in traditional teaching, and expanding practical teaching themes to many fields such as politics, economy, society, culture, and education. Specifically, colleges can start from the following points: First, formulate a comprehensive practical teaching plan and program, give full play to the advantages of professional practical teaching, adhere to the goal of cultivating application-orientated and skilled talents, and realize the practical teaching of ideological and political courses. When formulating a plan, it is necessary to clarify the practical teaching objectives and strategies of the ideological and political course, determine the teachers, set the class hours, invest sufficient human and financial guarantees, and formulate complete assessment methods. Secondly, incorporate the practical teaching tasks of ideological and political courses into the professional practical teaching curriculum to continuously improve the quality and level of comprehensive practical teaching. Second, give full play to the comprehensive practical teaching base. Under the new situation, colleges and universities should focus on establishing a practice base with complete functions and comprehensive utilization, deepen the school-enterprise cooperation model, and establish a complete off-campus training and practice base. When reaching a strategic cooperation agreement with an enterprise, the specific division of labor between enterprise experts and teachers in the practical teaching of ideological and political courses should be clarified. It is needed to use a sound corporate culture, advanced technology, and outstanding people to cultivate students' political and professional identity, and establish a correct outlook on the world, life and values. Third, pay attention to formulating perfect assessment methods. The role of assessment in improving the quality and level of practical teaching of ideological and political courses is irreplaceable. Under the new situation, it is necessary to change the disadvantages of the traditional assessment method of winning or losing based on scores, and adopt diversified assessment methods to achieve student self-evaluation, such as peer evaluation, enterprise evaluation, and teacher evaluation to realize the combination of in-process and summative assessments, adhere to the combination of quantitative and qualitative evaluation, to continuously improve the quality and level of evaluation and improve the quality of practical ideological and political teaching.

3. Conclusion

In summary, in the process of world integration, the multicultural ideas of different countries have had a greater impact on the political identity and ideology of college students. As the builders and successors of the socialist cause, college students are critical to cultivating high-quality talents that meet the needs of social development. Under the new situation, ideological and political education in colleges and universities should actively change teaching concepts, innovate teaching models, and continuously improve students' political identity, so as to establish a lifelong ideal and belief for the revitalization of the Chinese nation.

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