

# University's Ideological and Political Education Innovation in Network Environment

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**Abstract.** Along with the rapid development of network technology, as an important position in the dissemination of information, Internet are increasingly influencing the ideological and political education. To promote ideological and political education work to expand coverage and enhance its timeliness and influence, actively promoting ideological and political education into the network and making full use of information network technology to open up new approaches and new ways for the ideological and political education in network have important practical significance for the achievement of the innovation and improvement of ideological and political education in the network environment.

## The features of University ideological and political education Innovation in Network Environments.

### Openness

Openness is an outstanding social feature of people in the network age, is also one of the important features of the ideological and political education in the network environment. The ideological and political education in the network differs from the traditional ideological and political education with relatively narrow and closing activity space and goals, the former prompts the transcendent development of ideological and political education, expanding the field of ideological and political education.

### Personalization

Personalization is the basic value orientation of the reform and innovation of the ideological and political education of the 21st century, without human personality development, there would be no social vitality. Ideological and Political Education in the network environment differs from the patterned and uniform social value of traditional ideological and political education, the former puts more emphasis on starting from the students' real personality to educate the students pointedly to promote the comprehensive development of their personality, while the latter is rarely involved in the ideological and political education which is valuable to personal development.

### Warning

Unlike the real world, speech and expressing the emotions in network are more accessible, while all the contradictions in reality and all the inner desires can be expressed in the network, nothing to fear, so to speak, which is both a emotional catharsis and an expression of opinion. Then, the network provides an effective early warning system for the ideological and political educator.

### Interactivity

In the network society communication is not limited to time or to place, then it eliminates the control of 'social hedges', thus forming a generalized communication, but also having the feature of free communication, this interactive discussion and dialogue will become the main way of ideological and political education in the network environment.

## **Network brings new contents for Ideological and Political Education innovation**

In the network Environment the ideology of pluralism is a new model of ideological and political education. Ideological and political education must constantly adjust and enrich the education content, must constantly improve and update the carrying mode of education content. On the one hand, along with the continuous development of network information, and at the same time, the network is gradually becoming the position and means of the propagation of Marxism-Leninism , Mao Zedong Thought, Deng Xiaoping Theory and the line, principles and policies of the party, diverse network information spread different world views, values and political outlooks, while students in the insidious network environment can show diverse world views, values and political outlooks more authentically. On the other hand, based on the global and open network information, the spread, collision and integration of different cultures have completely transcended national boundaries and nationalities, coupled with the existence of a variety of opposed political systems and ideologies in the world, it have made cultural infiltration and ideology aggression become the main weapon in this no smoke battlefield, also have bred the cultural hegemony in the network society, some countries take their various advantages in the Internet to intensify the ideological penetration for college students and to output outlooks on life, values and world views in an organized way.

Therefore, in view of the impact of Internet on College Students, education content should be increased and changed timely, ideological and political education must focus on educational goals, to make the students correctly view the network and its impact, correctly make use of the network for their learning, living and growing, consciously safeguard network order, promote the healthy development of the network, to achieve the proper guidance and correction for college students in politics, ideology and morality.

## **The opportunities and challenges of university ideological and political education Innovation in Network Environment.**

### **The opportunities of University ideological and political education in Network Environments.**

#### **The means of ideological and political education will be broadened.**

Along with the advent of the Internet age and the growing social concern for the college student population, participatory teaching, interactive teaching and heuristic teaching and other new teaching methods and models have gradually entered the university classroom, the ideological and political educators in the network environment either educate the educates in a more acceptable way or select, sort out and summarize the network knowledge, Even more, they can develop different teaching content according to the receptivity and different characteristics of the educated, and thus constantly revise and adjust the education content. In short, in the network environment ideological and political education greatly broadens the means of ideological and political education.

#### 312 The scope of ideological and political education will be extended.

Since there is no concept and limitations of regional space in network information dissemination, to make full use of network resources will be able to break the barriers between various universities, so that different universities, different regions even different countries can share resources through network, what is more, information dissemination without time limit, as long as under the premise of objective material conditions, anybody at any time can get all kinds of information anywhere, which not only bring ideological and political education great conveniences, also provide the ideological and political education with a wealth of resources, thus expanding the scope and field of the ideological and political education.

#### **The timeliness of ideological and political education will be improved.**

Network is known as information superhighway, and the rapid development and application of network facilitate us to grasp the information in the field of college ideological and political work in quickly and easily. Timeliness in network environment mainly reflect both the timeliness of information dissemination speed and timeliness of information update rate, making use of the

network can achieve the rapid transmission of information, rapid giving orders and can learn the dynamic of students and what the students focus on right the first time. Next, the amount of information on the network is exploded, and the information is updated quickly, which virtually improve the efficiency and timeliness of college thought and political work significantly.

**The challenges of University ideological and political education in Network Environments.  
Network Environment challenges University ideological and political education model.**

Since the network has the features of openness, interactivity, sharing etc. the basic content of our ideological and political education of college students include the education of values, morality and political outlook, and the status of the content and objectives of ideological and political work is ambiguous and unclear, and a variety of opposition emerge one after another, especially some Western unfriendly countries take advantage of the Internet to spread all kinds of speech and information against our country, once these information became popular among college students, the consequences would be disastrous. Under such a network environment, the public-opinion guidance of college ideological education work has become tougher, virtually impairing the function and effect of traditional ideological education, which challenges the ideological and political education.

**Network culture challenges University ideological and political education object.**

a). Which challenges university students' healthy in mind and body development. The virtualization of internet communication make some students see the anonymity of releasing information on the web, and thus they optionally publish all kinds of false information, use the networks to defame or revenge others, moreover, some will commit crimes. In the complex network information, how to make the simple college students unaffected by spam, avoid absorbing unhealthy content, and meet the requirements of college ideological education work in the new era of network is the huge challenge network brings to the ideological and political education content.

b). Which challenges the formation of college students' world view, outlook on life and values. Network environment is an open world, while good and bad information on the network are intermingled, and the network information is a combination of essence and dross, under such network condition the disorder of cultural transmission will affect the normal growth of college students, especially for the college students who lack in self-discipline and are absent of the abilities to distinguish between right and wrong, once some bad information invade and poison their minds, thoughts, it will greatly sap their will, weaken their moral concepts, legal awareness, easily causing their ideological confusion. This pose a major challenge to whether students can form right and scientific world view, outlook on life and values.

**The important measures of University ideological and political education Innovation in Network Environments.**

**Strengthen the research and exploration of ideological and political education in Network Environments.**

Network rule and legal education problems, college students' ideological characteristics in the network environment and the characteristics of network society , the impact of network behavior problems and their relationship with real society problems, network the ethics and morals construction problems, and so on are all the new topics of the theoretical research in ideological and political education in the network environment, to strengthen the theoretical exploration and work exploration of the ideological and political education in the network environment is not only the leading mission of the transition of ideological and political education model, but also a new social work of ideological and political education in the network environment.

**Cultivate the education objects' proper perspective and literacy of using modern network.**

Strengthen the network moral education for college students, encourage and guide college students to inherit the excellent culture of Chinese nation, guide college students to correctly treat the changes of interpersonal communication in network information age so as to establish the correct network interpersonal view, to establish the correct network morality and to establish correct network culture view. Network moral education, in other words, is a special moral education we takes

advantage of the capabilities of the network to carry out. Along with the rapid development and increasing popularity of network technology, faced with the complex Network World, the students are unable to accurately judge between good and evil, beauty and ugliness because of their shallow social experience and poor resolution capability. Therefore, we should strengthen the network moral education for college students and they should be educated to consciously follow the network rules.

**Improve the educational subjects' capability to adapt the work requirement in network environment.**

Ideological and Political Educators have to break the backward, conservative and pedantic old ideas, fully analyze and understand the negative and positive factors of network, analyze new situations, adapt to the new situation, renew their concept, and solve new problems. On the one hand, the ideological and political educators should establish the educational democratization concept, strengthen the equal dialogue and interactive communication with college students, face up to the information college students obtain from disparate sources, improve the effect of ideological and political education. On the other hand, the ideological and political educators should establish guiding concept and network information resources concept to help students distinguish and use information, and to teach students the way to distinguish things. Gain proficiency in network technology, give full play to the role of network information resources in ideological and political education, collect network information, sort out and publish information effectively.

**Well deal with the relationship between inheritance and development of ideological and political education model.**

As we all know, there are both reality factors and network factors influencing the thought of college students, and what's more, the network contact with the reality closely, diverse activities of college students. Therefore, according to the demand of the network environment and epoch development, we are carrying out ideological and political education innovation, it can not be simply divided into online and offline, we also can not simply judge it between primary and secondary, and the ideological and political education for college students, does not completely repudiate the traditional ideological and political education model, but to combine online and offline, based on inheriting good tradition, against the new characteristics and new problems in the network environment, and then look for some more realistic and more effective ways and means, mix inheritance, innovation and development together, and this is the correct way to change model .

**Apply network interactive features positively, fully develop and employ online resources of ideological and political education.**

First, identify how to incorporate the ideological and political education into the network, bring the attractive and affinity of network into play, construct and use online ideological and political educational resources, and then incorporate the ideological and political education into the network in an efficient way. Second, identify how to achieve the ideological and political education in the network, pay attention to and use the network interaction, make full use of network resources, fully develop and utilize the right, positive and healthy ideological and political education resources online, find a starting point in the network, open up and occupy the new positions of online ideological education. Third, identify the standpoint of ideological and political education in the network, develop and use online resources, enhance the influence of information on the mind and emotion of the educated, focus on broadening the content of information education, strengthen the online education, gradually extend the ideological and political education and its contents to the network, making the network become an important position in the ideological and political education.

## **Conclusion**

In short, the ideological and political education innovation in the network environment can be a large and complex systems engineering, affecting the global work also involving many things, we must have scientific management, learn the rules, summarizing while practicing, and adapt to the characteristics of information technology and network development, and thus promote ideological and political education in the network environments to develop towards a higher level.

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