Research on Innovation Path of Cultural Self-confidence Education for University Students in the New Era from the Perspective of MOOC

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Abstract—**The rapid development of information network has pushed humans into the era of "digitalization" and "virtualization" where information is ubiquitous. Big data have also pushed information network to a new height with its characteristics of high speed, high timeliness, large amount of data and various types. In the context of big data, world education has undergone major changes. As a carrier of educational information transmission, the "MOOC" has further brought the "distance" of educational resources around the world close. Western countries, with the help of education "high position", control the discourse power of most educational circles. Through the "MOOC", they have also found a new way to infiltrate Western ideology, spread historical nihilism and weaken core socialist values education. China's cultural concept and the Western cultural concept are in fierce confrontation and tension. What kind of cultural identity and values that the future elite groups like university students have and whether they have confidence in Chinese culture directly determine the future of China and destiny of the Chinese nation. It is necessary to establish a correct ideological view and build a system of "MOOC" in universities and universities with Chinese characteristics.**

Keywords—MOOC; ideological security; university students; cultural self-confidence

I. INTRODUCTION

"Massive Open Online Course", literally translated from "MOOC", originated in Canada and prevailed in the United States. It is a platform carrier based on big data, and it links educational resources and educational information. While reforming traditional education models and educational frameworks, it also intensifies the differentiation and reorganization of global high-quality educational resources, exacerbates the penetration of "superior culture" in western developed countries, provides new carriers and channels for the infiltration and transmission of Western ideology, and threatens the ideological security, educational framework construction and humanistic care concepts of developing countries and "weak culture" countries. The ideological and political theory courses in universities and universities are charged with a number of tasks, such as teaching Marxist theoretical scientific knowledge, preaching the party's ideology and cultivating people's moral education. As a result, the "moocalization" of ideological and political theories in universities and universities becomes particularly important

and requires a high degree of caution. The "moocalization" university ideological and political theory courses cannot be left out of the way, so they should be turned into a positive act of the reform of university ideological and political theory courses, which is of great significance for the maintenance of national cultural security, university ideological security, and construction of university students' cultural self-confidence and self-consciousness.

II. THE POSITIVE ROLE OF THE "MOOC" IN CULTIVATING UNIVERSITY STUDENTS' CULTURAL SELF-CONFIDENCE IN IDEOLOGICAL AND POLITICAL THEORY COURSES

Since the reform and opening up, major changes have taken place in the world economy, politics, and culture. In the rapid development of the information age, the economic and political game has developed to a white-hot stage, and the development of culture has been paid more attention by various countries. Under the background of comprehensively deepening reforms, China's culture status is becoming more and more important.[1] Because it embodies a value concept, a code of conduct, a spiritual belief, and a core of a nation's national society stability. Economic globalization has brought cultural globalization, and the exchanges and collisions between different cultures have become more and more frequent. Whether Chinese teenagers have confidence in their own culture has turned into an urgent subject for research, and has also reached a key point in the development of advanced socialist culture. Big data have made the "MOOC" become the "apple of the eye" in the education field. With the gradual application of the "MOOC" learning method in universities and universities education, the cultivation path of university students' cultural self-confidence has been further expanded. Under this circumstance, universities and universities should actively follow the trend of development of the era of "MOOC" and positively create an innovative approach to cultivate cultural confidence education. Thus, great efforts should be devoted to developing and creating the "MOOC" construction of the ideological and political theory courses to cultivate university students' cultural self-confidence education.

A. *The "MOOC" can improve university students' interest in learning about cultural self-confidence education*

At this stage, the existing form of cultural self-confidence education is too singular, with the characteristics of one-way indoctrination, and it does not pay attention to the

establishment of the guiding mode. As a modern form of education, the "MOOC" fully utilizes modern information technology and network technology to enhance the flexibility and extensibility of knowledge learning and educational activities, and create a more free and efficient learning environment for students. At the same time, high-quality content of the "MOOC" is also more attractive due to the variety of forms, which can stimulate students' interest in cultural self-confidence learning. In addition, in terms of the instructional design of the "MOOC", good interactivity makes the learning rhythm of the students more clear, and it is also conducive to the establishment of a systematic learning model. Through scientific problem design, university students' independent thinking on key issues has become an important part of learning, which can not only help students grasp the key points of knowledge, but also increase their sense of learning achievement. In the teaching mode of the "MOOC", university students learn autonomously, think independently, and explore actively, which is conducive to the training of innovative thinking and the cultivation of pioneering spirit, which can thus help university students form a good sense of self-growth and greatly enhance their learning interest in cultural self-confidence education.

B. The "MOOC" can realize famous teachers sharing of university students' cultural self-confidence education

At present, university students' cultural self-confidence is mainly the classroom education of ideological and political theory courses, which presents obvious limitations of time and space, and there are also restrictions on the quantity and quality of teachers' resources. In the "MOOC" teaching mode, the curriculum contents of cultural self-confidence education are more varied and diverse, and these courses are taught by famous teachers from famous universities and universities, which can broaden the theoretical horizon of the students, make them effectively understand the advanced dynamics of the field, and help them gain more theoretical knowledge. The "MOOC" is a breakthrough and innovation of traditional classroom teaching, which has weakened the limitations of time and space, and effectively promoted the sharing of high-quality teachers, to a certain extent, alleviated the contradiction of insufficient cultural self-confidence education resources.

C. The "MOOC" can enrich the ways and paths of university students' cultural self-confidence education

The most important feature of the "MOOC" teaching mode is the breakthrough of the traditional classroom teaching restrictions, fully considering the students' real needs and interest requirements, through creating and providing a variety of video short films, allowing students to have a broader choice of space, thereby enhancing the fit between student needs and educational content, and further enhancing the actual effectiveness of teaching. As far as the university students' cultural self-confidence education is concerned, this kind of teaching mode is very enlightening. The cultural self-confidence education of universities and universities should try advanced educational means and methods, combine online teaching with traditional teaching, and make use of "MOOC" to help students master the basic knowledge, lay the foundation for the in-depth teaching of the classroom, and then enrich the means and methods and improve the effectiveness of university students' cultural self-confidence education.

III. THE WESTERN CULTURE EROSION UNDER THE PERSPECTIVE OF THE "MOOC" SHOULD BE ON THE ALERT

The "MOOC" claims to "spread the world's best educational resources to every corner of the globe" as the core concept of the open education resource movement. In fact, this is only the lofty aspiration and value of the founder to open, free, and share education concepts, but it is difficult to conceal the true face of Western developed countries' use of the "MOOC" to output ideology in real education, and even make the "MOOC" a new way with timeliness for western countries to export their ideology.

A. Disguised output of Western cultural hegemony

From a global perspective, the trend of globalization in the field of education has gradually increased. The "MOOC" is a new form of education in modern society, and it is also a form of culture output that Western developed countries rely on the advantages of capital, technology and educational resources. Along with the output of a large number of high-quality educational resources, the Western culture contained in them will also be spread to developing countries and then integrated into the cultural and educational content system of the country. In the long run, the country's national culture and historical culture will suffer a sustained and strong impact. It can be seen from the historical development of the world that Western countries attach great significance to their high monopoly in culture, knowledge, technology and economy, and attempt to spread the influence of their cultural thinking and values to the whole world, thus obtaining stronger discourse and forming the west-centrism thinking mode, which is a disguised modality of Western cultural hegemony strategy. As a new form of education, the "MOOC" has achieved wide dissemination through high technology and high quality resources, providing a way for the output of Western mainstream value culture. In the field of some foreign humanities society discipline, there is a widespread phenomenon of disparaging China's democratic image and distorting China's socialist system, which may affect the values of contemporary young students, even lead to their doubts about China's democratic politics, and further give rise to the wrong direction of young students' values. If university students often contact these distorted cultural values, it will cause a lack of recognition of their own national culture. This is contrary to the requirements of modern ideological and political education, which greatly weakens the characteristics of ideological and political ideology.

B. Re-infiltration of historical nihilism

Historical nihilism is a malicious distortion of China's history, disrespect for the history of the Chinese nation, and even a potential hostility to the new China. National history is extremely valuable, in which contains rich spiritual values.[2] National history is also a resource for contemporary people to understand and inherit excellent national culture. However, on the online teaching platform of the "MOOC", some Western scholars maliciously distort the history of China and advocate historical nihilism. For example, Harvard University's "China X" course, which was created on October 31, 2013, conveys historical nihilism. Ke Weilin, who was the history professor in

Harvard University, when he taught Chinese Dynasty Songs, he not only omitted many historical dynasties, but also thoroughly negated China's historical culture and precious heritage. He also conveyed some absurd viewpoints such as "China does not have Chinese language", and a country called "China" did not exist before the 20th century. At the same time, in the historical figures and personal evaluations, he even repeatedly denied the legitimacy of China's Communist Party.

IV. THE IMPLEMENTATION PATH OF UNIVERSITY STUDENTS' CULTURAL SELF-CONFIDENCE EDUCATION FROM THE PERSPECTIVE OF THE "MOOC"

A. Establishing an excellent and superior ideological and politically faculty

Teachers are the main force in the teaching of ideological and political theory courses, and also an indispensable key role in the teaching process. The teachers' ethical standards, professional quality, values and business abilities will have a profound impact on the teaching quality and ideology of the curriculum. Therefore, the teachers who teach ideological and political theory courses must constantly improve their own ideological realm and strengthen their sound and correct ideals and beliefs. Young university students are in the period of ignorance of thoughts, and are in the formation stage of world outlook, outlook on life and values. As a result, the teaching and guidance of teachers is absolutely crucial. Teachers must have firm political beliefs and should implement them in teaching practice, and teachers should actively spread mainstream ideology and tell students the rationality of socialist ideology. At the same time, teachers are also an important theory for academic research, and academic research is an important way to improve their knowledge structure and obtain new theoretical results. Teachers should take the initiative to grasp the opportunities of training and learning, strive to improve their overall quality, and integrate the spirit of hard learning into life, and be in progress of comprehensive and in-depth self-improvement. In addition, teachers should constantly consolidate their theoretical foundation, on the basis of which to enhance their professional quality, study the classic original works of the discipline, and thoroughly understand the works' theoretical system and scientific connotation. Moreover, teachers should also actively follow the development of the frontiers of the theory, form a unique cognition about the latest theoretical dynamics, and apply it to teaching practice to enrich the content of theoretical teaching.

B. Constructing a teaching and research platform for ideological and political theory courses

To generally improve the academic level of ideological and political theory courses, it is not only relying on the teachers' personal efforts, but also by virtue of the support of resources and policies. Furthermore, multiaspect academic research platform for theoretical courses including subject research, classroom declaration, and academic exchanges should be built. The foundation of professional academic journals has broadened the channels and positions for academic research in this aspect, and it is an important force to accelerate the academic research and development of this discipline.

It is essential to create the important conditions for ideological and political theory teachers to carry out scientific research and academic exchanges. At this stage, there is an extreme lack of training opportunities and learning spaces for university ideological and political teachers, especially in the participation of academic conferences and the exchange of professional fields, which greatly hinders teachers' understanding and grasp of the academic advanced dynamics. Therefore, it is necessary to reasonably alleviate the time pressure of teachers in the ideological and political class, and provide them with time and space for academic research. Simultaneously, relevant departments should actively build an academic research exchange platform for ideological and political theory courses, provide opportunities for teachers to communicate and learn, and give full play to the sharing effect of resources.

C. Establishing a specialized network platform for university students' cultural self-confidence education

In order to provide correct and profound answers for contemporary university students' ideological confusions and value doubts, help them understand the importance of cultural self-confidence, guide their understanding and experience about advanced socialist culture, and strengthen their cultural self-confidence education, universities and universities should take the initiative to grasp the core characteristics of the "MOOC", effectively make use of their outstanding advantages, establish a cooperative mechanism for university teaching, and create a series of "MOOC" courses for university students' cultural self-confidence education in an efficient cooperation. And not only that, the dissemination of high-quality teaching resources through the "MOOC" platform will surely attract the attention of students, help them enhance the attractiveness and influence of the advanced socialist culture, and further the promotion of university reputation. At this stage, the cultural self-confidence education resources that can be fully utilized on the "MOOC" platform are still insufficient, and there is a lot of space for improvement in the form and content of the course. Therefore, some domestic universities and universities have actively carried out active innovation and exploration, and created excellent and superior courses through repeated scientific research and practice, and achieved remarkable results. Moreover, the creation of a "MOOC" course about university students' cultural self-confidence education should study the teaching mode of the existing high-quality "MOOC" course to effectively innovate and explore, and create good conditions through persevering practice.

D. Building the "MOOC" platform of socialism with Chinese characteristics, and prevent the erosion of Western culture

Cultural self-confidence education not only needs positive teaching education and comprehensive coordinated development, but also must strictly prevent the infiltration of Western cultural impacts on university students. This is an inevitable requirement for ensuring the long-term sound development of cultural self-confidence education. From the perspective of the national education department, through the research and implementation of science policy, there will be support of policies and resources to help universities and universities develop and create "MOOC" courses of cultural self-confidence education. There will also be multiaspect

perfection from credit certification, certificate issuance and student status management, and further to build its scientific online education management system, promote the development of online education platforms such as the "MOOC", and create a better environment for the popularization and deepening of cultural self-confidence education. And not only that, effectively supervision for the "MOOC" platform and the ideological and political theory courses in universities and universities should be strengthened, from the characteristics of network management, to construct a management review system that meets specifications and needs. Moreover, through the establishment and operation of the responsibility mechanism, the quality-monitoring of the "MOOC" platform and courses should be assured to prevent misrepresentation of brainwashing and the dissemination of ideas, timely clear the courses containing harmful information, and try to be as much as possible to create a good environment for university students' cultural self-confidence education. In addition, it is necessary to establish a dynamic tracking mechanism for the teaching of the "MOOC" to fully understand the ideological dynamics, values and codes of conduct reflected by university students in the "MOOC" teaching. As a result, a systematic analysis mechanism about the teaching effect of the "MOOC" can be formed, and by virtue of reasonable regulation and optimization, the educational effect of cultural self-confidence education in the teaching of the "MOOC" can be highlighted.

V. CONCLUSION

Young people's high cultural self-confidence is an important way to enhance the effectiveness of ideological and political education, which can effectively promote young people to build correct values, establish scientific ideals and beliefs enhance social responsibility and strengthen cultural identity. [3]In the face of multicultural conflicts and cultural identity crisis among contemporary youth, it is necessary to strengthen traditional cultural education and create a good cultural ecological environment, enhance youth cultural self-assurance, promote the implementation of socialist core values, and constantly enhance the effectiveness of ideological and political education.

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