

# College Ideological and Political Education under the Background of Internet Times

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**Key words** Internet age; College; Ideological and political education; Thinking.

**Abstract** as far as the present stage is concerned, the ideological and political education in colleges and universities has changed greatly under the background of the Internet era, and the ideological and political education in colleges and universities, as the key link to help students improve their moral quality and quality literacy, needs to be further improved. This paper also focuses on the research and analysis of ideological and political education in colleges and universities under the background of the Internet era, and also expounds the present situation of ideological and political education in colleges and universities under the background of the Internet era.

## 1. College Ideological Education Background and Status

The ideological and political education in colleges and universities is mainly to help improve moral character and shape the correct three views. In the university education system, ideological and political education is also a very important part, and it is an indispensable part. At the present stage, China's colleges and universities In the teaching of political education, there are still many teachers who use traditional teaching methods to teach. Students are passive learning. In the case of passive learning, students lose their motivation and enthusiasm for learning. They are not interested in the teaching content of teachers. Both the main role and the subjective initiative cannot be effectively played. In addition, this generation of college students are college students with independent thoughts. Their personality is very clear. If they are forced to ideological and political education, they will only arouse their resentment and will not play an effective role.

Before the reform of ideological and political education in colleges and universities, researchers had randomly selected 10 classes of students to conduct a questionnaire survey, and more than 68% of students thought that political The curriculum teacher's teaching attitude is correct, and the theoretical knowledge is solid, but the final teaching effect is not good. For the reason of poor performance, more than 59% of the students think that many teaching contents have already been learned in the middle school stage. Now the knowledge is not new enough to meet the requirements of the development of the times, and it is difficult to solve the ideological confusion in real life; more than 57% The students think that the ideological and political education teaching emphasizes the knowledge points of the textbook too much, and the theoretical content is too much. More than 65% of the students think that the traditional teaching method has a single form. It is nothing more than oral, courseware, board and video materials, which is unattractive and cannot be stimulated. Learn to be passionate.

## 2. Internet trends and characteristics and impact

### 2.1 Immediacy and multimedia of information

There is no restriction on the dissemination of information on the network, so there are positive information and bad information on the network. No matter which kind, people can obtain it through the network, and the information disseminated by the network is very fast and the scope is very wide. People everywhere can view and share network information, and the form of network communication information is not limited. Whether it is text or video, or sound, it can be spread as a network resource and information.

## 2.2 Openness and complexity of information

The network belongs to the public platform, so no matter who can communicate and query information through the network, the utilization rate of the network is constantly rising. College students can expand their horizons and broaden their knowledge through the network, while the thinking mode of college students is in the network. The background can also be developed, so the thinking of this generation of college students is more inclusive than before, and more adaptable to the emergence of new things. However, the network has a negative impact on college students, because the openness of network information also brings the complexity of network information. There are many bad information that can be seen everywhere on the Internet. It is easy for college students to be less assertive. Guided by these bad information.

## 2.3 Commercial and entertaining information

With the development of the times and the advancement of society, online media, as a means of communication, is gradually being used by businesses to become a profitable tool. Merchants can create websites or post information on the Internet through online media, relying on clicks and The amount of traffic is profitable. But now there are more and more bad businesses, in order to earn clicks, will deliberately release vulgar information to attract attention, which is also a negative impact for college students.

## 2.4 The impact of the Internet

### 2.4.1 The positive impact of online media on college students

The existence of online media is that college students' thinking is more open. They can see the world without going out, so that students' self-learning ability can be strengthened, and it is beneficial for students to cultivate interest, find hobbies, and make students more brave to express themselves and be willing to put forward their own views. Therefore, the spread of online media among college students is becoming more and more extensive, providing a huge amount of information for college students, so that students can better understand the country, understand the world, and understand society. And understand nature. For emergencies, you can understand the first time, and provide a good free speech platform for college students. The emergence of many communication platforms, such as blogs, microblogs, forums, etc., provides space for college students to communicate. Through mutual comments and exchanges, students can better improve their thinking ability, and help students find like-minded comrades. To increase students' unity and eliminate psychological barriers between students, which is more conducive to college students' thinking. education Construction.

### 2.4.2 The negative impact of online media on college students

Video of school violence is sometimes circulated on the Internet. These videos are posted on the Internet and there are more people's attention. For those who are correct and determined, these videos play a warning role, but for personality For those who are not completely shaped or who are not strong enough, they will cause their curiosity and cause them to do similar behaviors. In addition, there will be too many crazy students because of the bad guidance of online media. In the case of chasing stars, these situations have a great impact on students' learning and growth. Therefore, colleges and universities should strengthen the ideological and political education of college students and improve their ideological and moral standards.

## 3. How to optimize the Internet education function and better serve the ideological and political education of college students

### 3.1 Strengthening legislative supervision of online media and strengthening technology management

The state should strengthen the monitoring of online media, because monitoring network media can suppress the spread of negative network information to a certain extent. At the same time, the influence of these negative information will be alleviated under the intervention of the state. The

influence of online media on people's life and social management is too great. The state should not only monitor, but also improve relevant laws and regulations to avoid social evils. The use of online media for negative guidance.

### **3.2 Grasping the direction of public opinion and strengthening social responsibility**

anynewsAnd the dissemination of information is not absolutely neutral, and it must be subject to the social and political economic with history. Limitations of many factors such as conditions. After gaining certain benefits, the online media should assume more social responsibilities, clearly recognize their influence, and help the country defend the dominant position of mainstream culture.

### **3.3 Improve the quality of ideological and political education workers**

College ideological and political education workers should grasp the characteristics of online media, and should also recognize the influence of online media, and avoid the negative impact of online media on the ideological and political work of colleges and universities, and use the advantages of online media in the ideological and political education of colleges and universities. Ideological and political education in colleges and universities. In the traditional ideological and political education of colleges and universities, college ideological and political educators are the masters of information resources, but with the popularity of the network, students can also obtain the information resources they want through the network, so this also urges college ideological politics. Educators improve their information skills and give play to the effectiveness of ideological and political education in colleges and universities.

## **4. Using the Internet to Promote the Transformation of Traditional Teaching Contents and Methods of Ideological and Political Education in Colleges and Universities**

In the ideological and political education of colleges and universities, the Internet can also become a very effective tool to help the ideological and political education innovation content and increase its influence, but the Internet may also have a negative impact. The key lies in how ideological and political educators use it. Teachers should guide students to take the initiative to understand the ideological and political content, and use the ideological and political factors in student life to let students affirm ideological and political education, and the Internet in this process can become a channel for students to understand ideological and political. The ideological and political content is not too popular for students because it is too boring. However, in the context of informationization, other more interesting content can be added to the ideological and political content. Teachers can also obtain more ideological and political education materials through the Internet and digitize their own teaching. Content, you can also upload your own good teaching materials to the network, so that more people can enhance their understanding of ideological and political content. Teachers can also fully mobilize students' enthusiasm for learning through the pursuit of self-characteristic characteristics, so that students can actively carry out ideological and political content learning. At the same time, teachers should also innovate ideological and political education content, integrate more educational resources, and improve ideological and political education. Platform to achieve resource sharing.

Of course, the Internet as an effective tool to promote the development of ideological and political education in colleges and universities can enrich teachers' ideological and political education and teaching methods. Colleges and universities can also carry out more campus cultural activities through the Internet, attracting students' attention and making students more willing to accept. Ideological and political education. Even in the teaching process, teachers can organize students to watch films related to ideological and political education through the Internet, and guide students to discuss, or use the mode of flipping classrooms, so that students can use the after-school time to complete the tasks of ideological and political education. In the classroom, it is necessary for teachers to respect the subject status of students and give full play to the main role of students so that students can feel the charm of ideological and political knowledge.

In life, in fact, colleges and universities, ideological and political education workers can get in

touch with students through the Internet, and even establish a special ideological and political education section to build a teacher-student communication platform. At this stage, there are also many chat platforms that are very popular among young people. Teachers and schools can use these platforms to build good relationships with students.

However, it must be acknowledged that the information on the Internet is varied. Therefore, in addition to learning resources, there are some negative and negative information. This information will bring a lot of negative impressions to students, so in order to avoid students being affected by this, Schools should strengthen the construction and management of the network platform, and even take necessary measures to shield these bad information when necessary, and monitor the direction of campus network public opinion at any time to create a harmonious campus network environment.

At this stage, the assessment methods of ideological and political courses in many colleges and universities are composed of open and closed volumes. Although there are some oral examinations, there are a few, and these traditional examination methods also limit the students' performance and are not conducive to students. Cultivation of innovative thinking. Moreover, these traditional assessment methods will make students focus on the knowledge of knowledge, rather than absorption, so when the exam is over, students can easily forget the learned knowledge. As a result, the learning outcomes of students are not very good. The student's achievement in the traditional assessment method is not the same as the student's true ability, and it cannot be used as a valid evidence for the future development of the student. Therefore, colleges and universities must reflect on the assessment methods of ideological and political courses, reform the traditional assessment methods, and enable students' true ability to be reflected.

## 5. Conclusion:

Contemporary college students shoulder the glory of the great rejuvenation of the Chinese nation history Mission should have positive values of life. Ideological and political education in colleges and universities is an important guarantee for cultivating talents. Ideological and political education should use the Internet platform to promote the transformation of teaching content and methods with advanced information technology to stimulate students' interest in ideological and political education, so as to train qualified students for the country. society Successor to the business.

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