

Shaping the “E-class” Education Platform to Promote Internet Ideological and Political Education*

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Abstract—“E-class” has its unique advantages as a powerful grasp of network ideological and political education in colleges and universities. Based on the status quo and difficulties faced by “E-class” in constructing ideological and political education for college students, this article explores the effective promotion methods of “E-class” in ideological and political education in colleges and universities. The goal is to create a reliable, efficient, and sustainable “internet plus ideological and political” education model, and to contribute network power to ideological and political education.

Keywords—*E-class; internet ideological and political education; promotion method; education model*

I. INTRODUCTION

In recent years, in order to implement the spirit of the “integration of all staff, whole process, and all-round cultivation of people” project [1], and to improve the ideological and political qualities of college students on the Internet, universities have successively joined the Ministry of Education’s “E-class” co-construction. In the construction of E-class, methods and methods were continuously innovated and the content forms were expanded to form an “E-class + ideological and political education” model [2]. “E-class” needs to be built into a new platform for ideological and political education, a new space for theoretical study, and a new position guided by public opinion. It is necessary to promote the transformation of ideological and political education from offline to online and from single to multi-dimensional. It is necessary to effectively enhance the sense of the times and attractiveness of ideological and political education so that the mainstream voice can be heard, stood, and established among college students.

II. THE STATUS QUO OF CARRYING OUT IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS BASED ON “E-CLASS” PLATFORM

“E-class” is a one-stop network service platform for college students to provide ideological guidance, education and teaching, life services, culture and entertainment [3]. Its four functions complement each other and serve each other. To give full play to the “E-class” education function, universities must take ideological and political education as the main line and infiltrate it into the entire education process, introducing students with life services, culture and entertainment as the starting point, and promoting education with education and teaching as the main content to keep students.

A. Thought Leadership Must Run Through

Thought leadership is the soul of the “E-class”. It is necessary to take thought leadership as the core, continuously deepen the education of ideals and beliefs, cultivate good moral qualities of college students, and stimulate the enthusiasm of college students to engage in social undertakings. Combined with the characteristics of the school, each co-constructed university relies on the E-class platform to create sections such as party and government policies, awards and supplements, employment guidance, safety education, mental health, and student services, actively propagating the party’s guidelines, routes, policies, the school’s schooling philosophy, school goals, and policies that benefit students, etc., properly guiding students’ values, outlook on life, and world outlook, and achieving the goal of comprehensive education [4].

B. Slightly Effective of Education and Teaching

Education and teaching is the foundation of “E-class”. It is necessary to focus on education and teaching and make full use of the free teaching resources of the “E-class” platform to educate people from enrollment to school. The co-constructed colleges and universities meet the needs of students in terms of

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admission education, professional course learning, level four and six exams, skills training, and career planning. Schools need to set up personal homepages of famous teachers, ideological and political columns for ideological teachers, counselors, and blogs on ideological and political affairs for outstanding student cadres to diversify student education. At the same time, schools can create "employment and entrepreneurship stations" to help graduates with career planning and entrepreneurship and employment counseling, and implement "mutual academic assistance" in combination with funding education and online education to help students with learning difficulties to complete their studies.

C. Culture and Entertainment Are in Full Swing

Culture and entertainment is the "E-class" method. It uses online and offline activities as a starting point to attract students' attention and like the "E-class" platform. Each co-constructed university actively creates a campus atmosphere, promotes it through multiple channels such as the campus network, banners, posters, and electronic scrolling screens, and relies on student organizations to organize a variety of online and offline interactive activities, carrying out "The feeling is Lei Feng month, love asperse in March" and "Warm autumn months, deep love national conditions" and other activities. In this way, students can improve their learning ability through a series of activities, cultivate their working ability, and enrich their university life. At the same time, the core values of socialism such as patriotism, dedication, integrity, and friendliness were infiltrated in the activities.

D. Continuous Improvement of Living Services

Life services are the gateway to "E-class". It uses intimate and timely services to enable students to use the platform to solve problems in life. Due to the different degrees of informatization construction and the differences in software development capabilities, schools are relatively lagging behind in living services. However, in order to serve students well, all co-constructed universities will place an "E-class" platform for the student service sector. Such as library management system, educational administration management system, campus official website, subsidy and supplementary loan application, grade inquiry, schedule inquiry, leave application, leave and return application, dormitory application, weekend name roll, psychological consultation, etc. This allows students to wait for one platform less, run less, and realize the concept of serving students in all aspects.

III. DIFFICULTIES IN CARRYING OUT IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS BASED ON "E-CLASS" PLATFORM

"E-class" encountered many problems in the process of carrying out ideological and political education. How to further improve the "E-class" platform and better play the role of "E-class" in ideological and political education is worth thinking and discussing.

A. "E-class" Has a Late Start, Poor Experience, and Weak Stickiness

First of all, post-2000s college students have a higher sense of autonomy, self-protection, and preconception. They are accustomed to and recognize social platforms such as WeChat, QQ, Weibo, Tik Tok, and conduct information interaction and consultation [5]. "E-class" did not promote in the promotion process according to the Internet model. There are some compulsions in the registration and certification process, which makes students feel forced and compulsory, resulting in low student acceptance, recognition and use [6]. Secondly, it lacks practicality compared with mainstream social software in operation. The chat system and Light App are complicated to use, lack convenience, and do not conform to network usage habits.

B. It Does Not Form a Cultural Product with School Characteristics

If "E-class" has a leading role in the continuous development of ideological and political education, it must continue to innovate method of people education according to the growth characteristics and needs of post-2000s college students, to establish a new model of network ideological and political education suitable for the current stage and in line with the law of network development [7], [8], forming a cultural education product with school characteristics. At present, universities and colleges generally adopt the model promotion method of early Shanghai co-construction colleges and universities, and have not formed a complete set of education-oriented products that combine the actual situation of the school.

C. Insufficient Incentive and Reward Mechanism

Due to changes in managerial positions, student graduation, etc., the E-class propaganda teams in various universities have problems such as small, scattered, and chaotic. Career promotion models that rely on job promotion and playing "emotional cards" have lagged. In order to innovate in the construction of the talent team, we must adapt to the new era and establish a set of incentive and reward mechanisms suitable for network development. It is necessary to combine personal ideals with work goals, glow infinite enthusiasm, and achieve the common development of personal ideals and work.

IV. EFFECTIVE PROMOTION METHOD FOR CARRYING OUT COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION BASED ON "E-CLASS" PLATFORM

In view of the problems in the construction, universities should summarize their experiences, seize the opportunity, and find practical solutions to enable E-class to play a huge role in network ideological and political education [9].

A. Colleges and Universities Take Demand-orientation as Their Initial Intention, Seize the Opportunity, and Find the Right Position to Bring in Students

Demand is the foundation of internal driving force, and demand is the inherent motivation to directly promote individual activities to achieve certain goals. Colleges and

universities must firmly grasp the needs of freshmen for the urgent understanding of the university to do propaganda work.

1) *Paying close attention to the timing of issuing notices, doing a good job of content promotion and guide students to register for E-class:* Prospective college students who have just received their university admission notices are full of expectations for future university life and curious about everything at the school. Schools should seize this psychological need of students and put E-class brochures in the admission notice. Schools should focus on the E-class platform to enhance the educational and teaching functions of professional knowledge, facilitate the student's life service function to handle school affairs, and enrich the cultural and entertainment function of university life. This will allow students to actively complete E-class registration if they have a need for university knowledge. Colleges and universities use E-class's Light App Kuaida to make publicity from school introductions, shopping, drinking, shopping, and students studying in schools before receiving admission notices, and put the E-class brochure into the freshman's entrance guide and distribute it with the admission notice.

2) *Finding out the admission requirements of new students, doing a good job promotion and complete the student registration E-class:* Schools should seize the knowledge and information needs of freshmen entering the school, the needs of shopping, recharging, and ticket purchase, the social needs of emotional communication and the establishment of interpersonal relationships, and the need to relax emotions and seek happy entertainment, seize the position of online education and attract students to come to E-class. E-class activities are planned at the three important time points of orientation, beginning of school, and military training period, to seize opportunities to attract students to use E-class actively. Internet classes can be established before freshmen enter school, and the use of online class construction has led to the construction of offline physical classes, attracting more students willing to grow together around the virtual community of E-class classes. At the same time, the activities will be carried out in parallel using the opening season, military training, and admission education.

B. Focusing on Content Construction, Creating Quality and Intimate Services to Retain Students

The cornerstone of the development of new media is content, and content is the key to the survival of the platform. Only by continuously producing valuable content can students be retained and earn their respect, trust and reputation. The content construction of the E-class platform should focus on three aspects: academic learning, on-campus life services, and cultural entertainment.

1) *Strengthening guidance, blazing new trails in a pioneering spirit, and diversifying the form of academic improvement:* The school uses the E-class YOOC platform to create online learning classes such as "CET4 and CET6 learning and final exams". It is necessary to rely on the "topic

discussion" column of the group to carry out education such as online student exchange meetings and theme class meetings, to rely on the "Cluster Group Curriculum" column of the curriculum group, implanting online courses with clear themes such as mental health education, life planning education, and college cultural education, to rely on the "Online Examination" column of the group, organizing online examinations and through the tests to further deepening the various learning effects and to promoting students' conscious and active learning.

2) *Focusing on the theme, integrating teaching and entertainment to make campus cultural content spread quickly:* Universities should focus on the integration of campus culture and school characteristics. Fortunately, we have launched a series of activities to welcome you to the New Year during the Spring Festival to deepen the students' recognition of traditional Chinese festivals. In March, the school organized the theme activities of "Discovering Lei Feng around you" and "Planting a Small Tree and Green Land" to cultivate students' spirit of selfless dedication and environmental protection. In June, the school used rich, strong, democratic, civilized, harmonious, freedom, equal, fairness, the rule of law, patriotism, dedication, integrity, and friendliness as the stuffing. Through the E-class platform, it launched an online dumpling competition to guide students to design dumplings on their own, then give it to the relatives and friends and teachers they want to thank, turning the physical dumplings in the traditional sense into spiritual dumplings. This innovative experience is fully consistent with the emotional expression of contemporary college students. In October, a series of activities of "confession of the motherland" and "propaganda for alma mater" were launched to enhance students' patriotism and school love.

C. Focusing on Ideological and Political Education, Staying True to the Mission, Strengthening the Ideal and Integrating Education

In order to "integrate" ideological and political education, universities must work hard on the word "ideology". Only by letting "thoughts" plug into the wings of the "network" and incorporating true feelings into visual language can it come to mind and resonate with students.

1) *Creating network cultural products and realizing the thought leadership of students:* Traditional inculcation education does not receive good results. The E-class virtual community integrates educational concepts into online cultural products to achieve the purpose of education, and achieves the "Run a silent, the stimulating influence of a good teacher" education effect. Cultural products such as counselor web articles, themed graphics, and video push can effectively promote online ideological and political education.

Through the counselor's webpage, the counselor can talk to students anytime, anywhere. Aiming at the various problems of college students in different periods and the various problems presented in their learning lives, the counselors published web posts in a pin-and-pin manner to maintain

dialogue with students across time and space. This method facilitates the establishment of an equal teacher-student relationship, guides students to express their feelings, helps students channel their emotions, awakens students' learning goals, and establishes reasonable values and career perspectives [10].

Thematic graphics and online activities can achieve hidden education. Grasping important time nodes and hot events for theme graphics and online and offline activities is also an important way to achieve thought leadership. At important time points and hot events, the school pushes themed graphics to class students and initiates online and offline activities, which allows students to actively practice, identify, spread, and influence, and achieve hidden education in the activities.

Pushing video works can exert the educating effect of "the stimulating influence of a good teacher". Compared with graphic and text push, video cultural products can bring more intuitive feelings to students. It can integrate educational ideas into videos, and through video dissemination, achieve the effect of educating people with cultural products. In the new media era, all kinds of online cultural products have infinite charm. Making good use of live online cultural products not only enriches the education path, but also enhances the pertinence and effectiveness of online ideological and political education.

2) *Focusing on the work of college education and achieving the integration of student education:* It is necessary to focus on the guidance of party building and league building, center on the core values of cultural construction and socialism, center on the ideological and political education of the instructor course, and start the ideological and political education activities with E-class network education as the starting point.

It is necessary to actively optimize the organization's education, combine organizational construction with education leadership, and strengthen the college's party organization's education responsibility. It is also necessary to use the E-class network platform to establish an E-class online party school (Youth League school) and party (league) group, and include all party members under the jurisdiction of the college into the online party (league) group. It will make the party (league) group community, and make the management of party (league) members clear. Making use of the online and offline education activities regularly carried out by online party (league) schools can make party (league) activities normal and parallel. At the same time, it is necessary to increase the management authority of the online party (league) organization, and to incorporate the ideological and political education of the online party (league) into the evaluation of outstanding party members.

It needs to further promote cultural education. People need to take the core values of socialism as the main line to build the "four inheritances" (inheriting "traditional culture", "revolutionary culture", "advanced culture", "medical ethics culture") and "three cultivations" (cultivating "apartment culture", "class culture", "dormitory culture"), promote the E-

class culture education system in concert, and carry out the main theme propaganda and positive energy supply [11].

Innovation can promote online education. Colleges and universities can strengthen carrier innovation and make use of the combination of online media such as official website, QQ, WeChat, Weibo, Tik Tok and E-class platform to do a good job of campus services and special activities. E-class can be used to carry out activities such as "easy ticket grabbing", "easy service", "interesting answers", "net salary redemption" and other activities to improve students' loyalty and return rate to the E-class platform. With brand creation as the driving force, colleges and universities create an E-class work brand matrix of "one college and one feature; one school and one brand; one month and one activity; one week and one theme; one day and one update", creating a lively, healthy and beneficial campus network cultural atmosphere.

D. Gathering Consensus with the Evaluation and Incentive Mechanism as the Core and Improving Literacy to Bring up the Team

An effective assessment and incentive mechanism need to be established. Colleges and universities conduct a comprehensive and systematic evaluation and encouragement of workstations, and fully mobilize managers, counselors, and college students to use E-class enthusiasm and initiative to improve the activity of E-class users and the quality of E-class platform content. The "E-class Workstation Assessment and Incentive System" can be formulated. This will systematically, scientifically and comprehensively evaluate workstations from the six dimensions of workstation E-class activity, content construction, workstation training management, college characteristic construction, and education effectiveness [12]. The assessment adheres to fairness and justice, the process needs to be combined with result incentives, and the principle of process incentives as the main supplement is adopted.

Managers must comprehensively evaluate the factors such as user activity, class coverage, brand culture creation, and education effectiveness, and use this as a necessary condition for selecting outstanding E-class instructors, E-class advanced individuals, and E-class advanced collectives. It regards students' participation in E-class as a supplementary content of students' comprehensive quality assessment. For the backbone of students participating in E-class construction, priority is given to scholarship selection and advanced personal evaluation under the same conditions. For the counselor, the E-class construction is included in the post evaluation system, and the priority of advanced individuals is based on the evaluation results such as comprehensive strength, individual ranking, number of posts and replies, and popularity index. Through a reasonable assessment and incentive mechanism, the team building of ideological and political education on the Internet can be improved, which can achieve a healthy and sustainable development of education [13].

V. CONCLUSION

"E-class", as the main position of internet ideological and political education, plays an important role in the education of colleges and universities and is a powerful supplement to the

curriculum ideological and political education. The ideological and political educators in colleges and universities need to combine the actual situation of the school to improve the education experience, so that "E-class" can truly realize the dream of education.

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