

The Reform and Development of Ideological and Political Education in Universities in the Network Era

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Abstract—With the advent of the network era, the Internet is gradually expanding into various fields of society in a diversified form, and has a huge impact on our daily life, study and work, changing our inherent way of life and thinking. Based on the influence of the Internet age on college students' behaviors and habits, ideology and other aspects, this paper takes ideological and political education in colleges and universities under the Internet age as the research object, and focuses on the reform and development of ideological and political education in colleges and universities in the new era.

Keywords : the Internet age, college students, ideological and political education, change and development

I. INTRODUCTION

With the deepening of the educational reform in China, the overall quality of higher education has been significantly improved. Ideological and political education is an important part of higher education system, which helps to cultivate students' excellent ideological quality and is also the key for students to become talents. Although colleges and universities pay more attention and support to ideological and political education, their teaching quality and level have also improved. However, under the influence of the Internet age, students' values cultivation, behavior habit cultivation and ideology are all disturbed by the unhealthy trend of thoughts in the Internet society to varying degrees. This is unfavorable to the sustainable and good development of ideological and political education in colleges and universities. Therefore, as the college ideological and political education personnel, we have the responsibility and obligation to combine the actual work, for the network era of ideological and political education in colleges and universities reform and development to carry out research and discussion.

II. THE INFLUENCE OF INTERNET AGE ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

In the information age, the network is affecting us at a speed, strength and breadth that we can't imagine. From the perspective of ideology, the virtual platform built by the network shortens the communication time and space between people, and its good privacy provides a way for college students to vent their emotions and release their personalities, which is conducive to stimulating their imagination and

creativity. At the same time, the Internet also carries a huge amount of information resources and broadens the channels for college students to acquire knowledge, which is an effective supplement to traditional classroom teaching. However, as an emerging thing, network has many immaturities in its management mechanism construction. For example, the lack of moral standards and the flood of bad information have increasingly prominent negative effects on college students' ideological politics. College students are in the critical period of life, lacking social experience, simple thinking, showing a strong desire to explore new things in society, and their thoughts are deeply affected by the network. Once the guidance deviated, it is easy to lead students be addicted to the network, abandon the study and other problems, and even different degrees of psychological problems. As Burton says, "Where god has a temple, the devil has a chapel." Therefore, facing up to the influence of the network environment on the ideological and political education of college students, strengthening the guidance and taking effective measures are the problems that every teacher must ponder over. In addition, the network also expands and enriches the way of ideological and political education in colleges and universities. In the past, ideological and political education classes were mostly explained by teachers according to the blackboard writing, which was rather boring in form. The Internet presents micro-courses, mooc and multimedia teaching in front of us, making us truly aware of the great charm of "Internet + education", thus effectively making up for the shortcomings of traditional ideological and political classroom teaching, making ideological and political classroom more vivid and interesting, and more able to meet the diverse learning needs of students.

III. COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS UNDER THE NETWORK ENVIRONMENT

The ideological and political education of college students in the network environment presents both opportunities and challenges, and puts forward new requirements for schools and teachers. Combined with the above analysis, the following article puts forward several countermeasures for the ideological and political education of college students under the network environment for reference.

A. Strengthening the construction of teachers

As the leader of ideological and political education of college students, teachers' professional level and comprehensive quality directly affect the work results. Facing the influence and challenge of network environment, we must pay attention to and strengthen the construction of professional teachers, and further improve the structure of education service. In short, a qualified team of teachers should not only have comprehensive professional knowledge of psychology, pedagogy and political science, but also be familiar with computer operation and network technology. At the same time, they should have high moral character, professional pursuit and the courage to explore and innovate. Therefore, colleges and universities should pay attention to the evaluation and training of the human resources of ideological and political education, find the deficiencies in time, and then carry out targeted talent construction activities to establish professional and stable ideological and political teachers to meet the new challenges posed by the network environment. Schools should regularly carry out teacher training, dialectically analyze the impact of network environment on ideological and political education, timely enrich teachers' discipline quality and theoretical knowledge, improve their teaching level, strengthen teachers' moral quality and comprehensive ability, and cultivate correct awareness of innovative thinking, so as to lay a solid foundation for the development of ideological and political education for college students. At the same time, we should speed up the construction of ideological and political network resources, so that successful and advanced ideological and political education experience can be popularized, and teachers can improve their ideological and political education quality. In addition, for real ascension education teachers' comprehensive quality, colleges and universities can also with regional party and government, public security and judicial departments to establish talent employment contract, hire a professional to colleges and universities to carry out ideological education project activities, with its personal experience to enrich the content of university education, make students patriotic, disciplined and law-abiding the significance of the socialist qualified citizens.

B. Value guidance

The core of modern education is the comprehensive development of students, and the responsibility of teachers is to guide students. If schools only emphasize exam-oriented education, the result will only backfire. Facts have proved that in the highly open network environment, teachers' power is limited, nor can they completely avoid the influence of bad information on college students, and the most fundamental way is to improve the self-control ability of college students. In the process of concrete practice, colleges and universities should set up the network reasonable ideological education sector, make full use of the opening ceremony, graduation ceremony, and other collective activities require students to memorize the "socialist core values" and "the college students' behavior", and through the wall newspaper, VCR, school broadcasting propaganda, vigilant college students'

Internet behavior, the cultivation of their good self-control. At the same time, teachers should make full use of the classroom, appropriately integrate into the network moral education, and with the help of real cases, cultivate students' ability to distinguish right from wrong, guide them to set up the correct pursuit of life and values. In addition, teachers should also be good at exploring the position of network education, opening up new channels of communication between teachers and students, understanding the inner activities of college students, and timely solving their confusion and problems. For hot and sensitive events on the Internet, ideological and political teachers should not take an evasive attitude, but should actively participate in the discussion of students, guide students' ideas correctly, and dare to fight back against wrong and extreme comments on the Internet, so as to occupy the high ground of students' thoughts and gain enough power of ideological and political discourse on the Internet. Teachers should also publicize the latest regulations and policies to students through weibo, WeChat, QQ and other platforms, so that students can keep abreast of the latest national development planning goals and guide students to establish a broader life pattern.

C. Bringing education cooperation into full play

In the network environment, the user is both the information receiver and the information publisher. Cutting off the dissemination of bad information from the root is an effective way to solve the negative influence of network environment on ideological and political education of college students. In this process, the government, schools and families have different responsibilities. First of all, the government needs to speed up the construction of network management mechanism, require all kinds of portal websites; news media must strengthen the release of information resources control, and strive to create a clean network environment. Secondly, in addition to strengthening the ideological guidance of students, schools also need to give full play to the role of social guidance. In combination with the characteristics of ideological and political education of college students under the new situation, schools should optimize and adjust the education and teaching work, so as to make the ideas more open, the methods more fashionable, and the attributes of The Times, so as to provide better teaching services for students and meet the diversified learning needs of students. As the main area of college students' life and study, school should do a good job in daily management, regulate students' online behavior, and strictly require students with good campus discipline. At the same time, diversified collective activities should be organized with the help of campus clubs to enrich students' campus life, improve students' ability of teamwork, communication and language expression, and bring students back from the network to the colorful real life. Finally, there is no doubt about the influence of family as an abecedative teacher on college students. The school should strengthen the communication and cooperation with student guardians, rationally analyze the mental health and behavior habits of college students, extend the service scope, and make use of the educational joint force to ensure the correct cultivation of

college students' values. At the same time, parents also need to recognize the role of family education, try to find time to communicate with their children, and make appropriate guidance in time, to establish their correct values.

IV. CONCLUSION

To sum up, the Internet has greatly changed our social environment and stimulated the development of social diversification. For college students who love new things, they show a high sense of identity and participation in the virtual network world, and become one of the fastest growing netizen groups. Nowadays, the Internet has become an important part of college students' daily life and study. While the Internet plays a positive role, it also brings certain negative effects, leading to the conflict between college students' values and reality. Facing the opportunities and challenges brought by the network environment to the ideological and political education of college students, we should recognize the reality and pay attention to the influence of the network environment. Give full play to the opportunities brought by the Internet for ideological and political education, and constantly adjust the ideological and political teaching plan, and strive to change challenges into opportunities. Under the joint efforts of the government, schools and families, the ideological and political education of students should be done well.

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