

# Discussion on Network Ideological and Political Education of University Students

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**Keywords:** Ideological and Political Education; University Students; Network

**Abstract.** China has an amazing speed in popularization of network progress, which has aroused significant changes on various aspects, including way of life, way of thought, social behaviors and so on. The most significant change is the strong effect which is brought by ideological and political education as well as management.

## Introduction

With the rapid development of science and technology, network has been gradually popularized with the advent of network age, which has an unprecedented effect on people. According to the 30<sup>th</sup> Statistic Report of China's Network Development by CNNIC, by the end of June 2012, China has had 538 million netizens with a network popularization of 39.9%. As the popularity reaches by 40 percent, the growth of Chinese netizens has still in the slow trend since 2011. At the first half year of 2012, there were 24.5 million increasing netizens in China with a popularity rate of 1.6 percent. At the same time, newly-developed mobile internet device, such as mobile phone, has provided more convenient conditions for the popularization of network. Such kind of newly-developed modern means is really effective for communicating ideological and political education information with rapid speed. Its vivid and intuitive characteristics are superior to traditional ideological and political educational administration means. Therefore, network popularization can make school ideological and political education management to become open and active with wide social participation from the traditional, close and passive mode. Different countermeasures have been proposed by domestic researchers from different perspectives in confronted with the effect brought by network on ideological and political education. According to the paper of Effect and Countermeasures of Network on College Ideological and Political Education by Qiao Weihong and Liu Zhibin, "in order to carry out school ideological and political education under network environment, we should start from the following aspects: value legal promotion, strengthen network monitoring, plan delicately, guide positively, conduct rich and diversified network activities, strengthen theoretical research, explore laws for network ideological and political education, promote leaders' awareness of responsibility, and establish work mechanism of strict management." In the paper of Discussion on Ideological and Political Education on College Students under Network Environment by Shimin, some countermeasures have been proposed to improve college ideological and political work under network environment. "Establish website or special web page for ideological and political education, realize networked ideological and political work for school education, strengthen establishment of professional team, implement specific network responsibility for school ideological and political workers, establish and perfect management mechanism, and build fire wall to resist bad

information.” According to Challenges of College Ideological and Political Work Under Network Age As Well As Countermeasures by Chen Zhenshe, in order to conduct sound ideological and political work under network age, we should actively establish and perfect campus information net, carry out rich and diversified network educational activities with delicate planning, produce multi-media software for moral education, promote work efficiency for ideological and political education, optimize campus cultural environment, create healthy cultural atmosphere, perfect regulations and rules, and strengthen supervision on network. Leiying has proposed in Network As Well As College Ideological and Political Education that in order to create a healthy and harmonious network environment, state should enhance management and construction of network, society should strengthen network moral and ethical construction with improvement and more attention to college students’ ideological and political education work, shape college students’ network moral characteristic, and so on. Besides, Zhang Shuming has proposed some strategies in the paper of How to Carry Out Sound College Ideological and Political Education Work Under Network Environment. That is, occupy the market of network ideological and political education, strengthen the cultivation of network quality for ideological and political work, enhance the monitoring of network information with analysis and management, strengthen the management on network culture.

### **Network ideological and political education on college students**

With the help of network, the newly-developed medium, ideological and political workers can own an even broader work platform for the network communication function, which is of immeasurable practicability for promoting their administrative work.

Some measures and suggestions have been proposed to solve problems during ideological and political work with analysis on the reasons. Therefore, disadvantages can be reduced in practical work with better performance, which will promote overall ideological and political education work in Yantai Vocational Schools to a new level.

The author has conducted studies and analysis on achievements of ideological and political education management work both at home and abroad under the age of network after reading lots of related books, papers, journals and newspapers. That is, the author has concluded ideas, guidelines and polices related to ideological and political education in vocational schools by the state as well as the ministry of education at all levels in recent years by referring to related documents and literature. By collecting and analyzing related explorations and researches all over the world, the paper mastered its development trend, providing references for ideological and political education management in vocational schools under the age of network.

Education and management of ideological and political work is to organize, coordinate and control manpower, material resources, financial resources, time and information according to rules and characteristics during ideological and political education to establish normal and relatively stable education order for ideological and political education, which is an important part of ideological and political education. Besides, education and management system of school ideological and political work also has its constitution elements with emphasis on process orientation of school education. That is, school ideological and political education and management system is jointly constituted by ideological and political administrators, ideological and political education receivers, education and management means of ideological and political work as well as education and management result of ideological and political work. Ideological and political education in vocational schools is similar to that in common schools with its particular features. While learning and researching system and

experience of ideological and political education management in common schools, the particularity of ideological and political education in vocational schools should also be paid attention to . Thus, education and management of ideological and political work in vocational schools should include the following aspects.

As for ideological and political education and management in vocational schools, individualized education should be given to students according to their abilities besides organizing, coordinating and controlling manpower, material resources, financial resources, time and information. Since students in vocational schools are at the age of 17 or 18 years old, they are under a key stage for ideological development. Although their quality may be poorer than students in common schools, they can be shaped well because their thoughts and ideas are still immature. The education they receive has been turned to vocational education from academic education, which can result in various confusions or troubles for them due to the huge environmental differences. Under this circumstance, educators and administrators for ideological and political work in vocational schools should consider students' particular characteristics besides understanding the connotation of ideological and political education.

Under the age of network, ideological and political education work in vocational schools should extend much more attention to its network concept. At present, network popularity as well as diversified development of thoughts has become a necessary context for ideological and political management in vocational schools. Similar to other kinds of students, students in vocational schools are closely related to network. Network has become an easy channel for them to solve confusions or troubles as well as acquire new information. How to correctly guide students has become an inevitably subject for ideological and political administrators. Due to different types of courses and cultivation goals, vocational schools attach more importance to cultivating students' application capabilities. Meanwhile, it should be noticed that learning habits of students in vocational schools are different from that of students in common schools to great extent. They are weak in academic performance, so they spend much time in entertainment instead of study. With the rapid development of network technology, network entertainment has become the main recreational way, and it is of no exception for vocational students who have close relationship with network amusement. Therefore, ideological and political educators and administrators should change their traditional work mode by paying more attention to the network concept so as to be appealed to the new time. The popularization of network and diversified development of thought have raised new demand for ideological and political educators, which also changes the connotation of ideological and political work. Such change of connotation has offered more scientific guidelines to innovate and develop ideological and political work.

To sum up, the connotation of ideological and political education management in vocational schools under the age of network means to organize, coordinate and control manpower, material resources, financial resources, time and information orderly according to the laws during ideological and political education, characteristic of network communication as well as features of vocational students themselves by taking students in vocational schools as investigators under the context of network so as to establish a stable and scientific activity order during ideological and political education.

Ideological and political education management in vocational schools under the age of network is a complicated dynamic process, which aims to master the status quo of management concretely, concisely, comprehensively and effectively. On the basis of interview and investigation, the paper

has taken five vocational schools in the city of Yantai as investigation objects to conduct questionnaires to know about the situation as well as effect of ideological and political education management. The questionnaires are Questionnaire on Ideological and Political Education and Management in Vocational Schools (Addressing workers for ideological and political education.) and Questionnaire on Work Attitude Towards Ideological and Political Education and Management (Addressing students.) The investigations are conducted on workers as well as students in vocational schools respectively, within which educators and workers for ideological and political education include vice principal, education and management staff, head teacher as well as ideological and political teachers. Students are school students in grade one, grade two and grade three on the whole. As for the first questionnaire, there are totally 100 pieces issued with 97 effective recycled pieces. As for the second questionnaire, there are totally 300 pieces issued with 274 pieces of effective recycled ones.

Among all the ideological and political educators and administrators during the investigation, there are 43 males and 54 females, and they account form 44% and 56% respectively. Due to the specialty of ideological and political work, females have obvious advantages in this job. Therefore, there are more females than males working up to ideological and political education and management.

From the perspective of age structure, there are 15 workers between 20 and 30 years old, accounting for 15.46%, 32 workers between 31 and 40, accounting for 32.99% of the total number, 38 between 41 and 50, accounting the most for 39.18%, while 12 above 51 years old, accounting for 12.37% of the total number. Therefore, it can be seen that there are the most administrators for ideological and political education between 31 and 50 years old, accounting for 72.16%, which is greatly related to the workers' experience requirement as well as selection system. See the following Fig. 1.

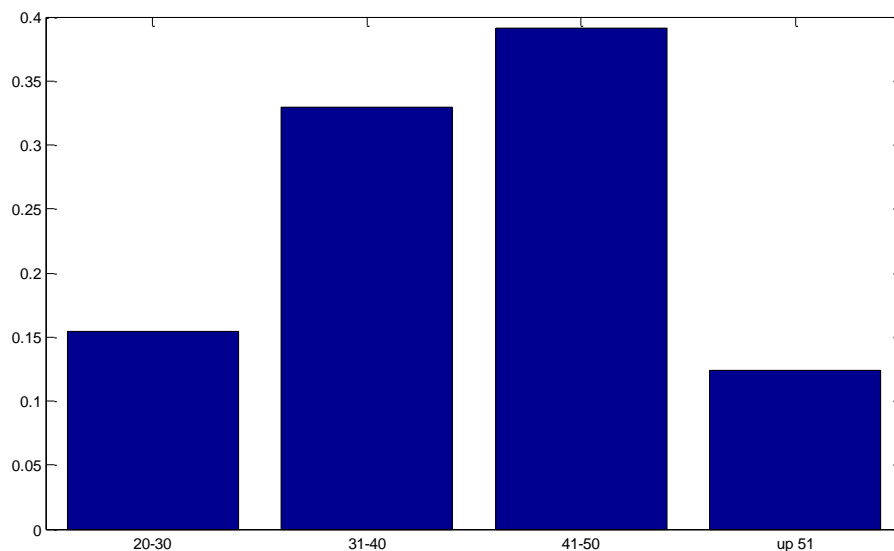


Fig. 1 Distribution of ideological and educational administrators' ages

The evaluation system for the effect of ideological and political education and management under the age of network is an overall index structure made of various indicators, which are different from but related to each other. Evaluation on ideological and educational management is mainly based on

the two aspects. One is the evaluation index, which is seen as evaluation standard during implementation, and is formulated by evaluation goal as well as actual evaluation object. The second is evaluation goal. It is described as a requirement, which represents the hope from the whole society towards ideological and political education and management. The standard to test it is that if it is beneficial to social stability, economic development and social harmonious progress. In terms of concrete operation, talent cultivation, realization forms and social effect of internal laws for ideological and political education and management have become specific evaluation index of effect evaluation system. First, as for talent cultivation, it needs to evaluate students at first. Whether ideological and political education in vocational schools can effectively improve students' cultivation of sound morality and behaviors or not is directly related to the realization of talents. In turn, students' morality and behaviors can directly reflect the ideological and political education and management in vocational schools. Evaluation on students' morality and behaviors is the beginning of the whole ideological and political work.

## **Conclusion**

Network ideological and political education is one of the most important educational forms that is indispensable to the current colleges and universities. Network ideological and political education takes Internet as the information base and promotion station with the advantage of network resources to promote and shape students' moral self-discipline. However, network ideological and political education is still an immature educational form. There are still some problems existing in its development. As the fourth medium, network will also have some effect on families, schools and mass media which offer education and guidance to students in colleges and universities. Meanwhile, it will also have wide and deep effect on college students' study, life as well as mind.

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