

The Countermeasures Research of Ideological and Political Education Work in China Colleges and Universities in Internet Age

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Abstract

The rapid development of internet technology has greatly changed people's life style and working way, representing the trend of the times. It also profoundly affects people's world outlook, the outlook on life and values. The internet brings not only good opportunities, but also severe challenges to ideological and political education work. Carrying out the ideological and political education work in internet age, has very important practical significance. This paper will analyze the necessity and existing problems of colleges' ideological and political education in internet age, and put forward the corresponding reform measures, which can provide references for education work going on smoothly.

Keywords: the internet age; colleges and universities; ideological and political education work; countermeasures.

1. INTRODUCTION

With the rapid development of science and technology, internet is gradually popularized, and the internet age officially arrives ^[1]. Internet have already broken through the limiting function of being human communication tools, which has an increasingly influence on social group's ideological values ^[2]. With the increase of network resources, as a new way to obtain information, the internet is welcomed by more and more contemporary college students, and influencing college students' habits and lifestyle ^[3-4]. Colleges attach great importance to network. The ideological and political education work in internet age is the innovation of education work, which adopts flexible and varied forms to provide purposeful, planned and organized ideal faith education, patriotism education, basic ethics education and quality education through computer network ^[5].

The ideological and political education workers think it is very necessary to strengthen students' ideological and political education and change the concept of ideological and political education. From the necessity of ideological and political education work in internet age, this paper will analyze the existing problems, and put forward the corresponding reform measures, which can promote the progress of colleges' ideological and political education.

2. The necessity of colleges' ideological and political education work in the network age.

2.1. The needs of college students' development.

As the leader of social group, college students are on the mission of inheriting civilization and realizing socialist countries. College students' comprehensive quality will directly affect the implementation of our historic task. Their ideological and political quality is directly related to the whole country's future.

In the network society, college students are not only the passive information receivers, but also the active information seekers, selectors and communicators. It has a very profound significance for college students' healthy growth, to strengthen college students' network moral construction, enhance students' multicultural identification and selection ability, cultivate their network moral consciousness, and standardize their network moral behavior.

2.2. The need of improving the effectiveness of ideological and political education.

As a medium, network is a communication bridge of students, teachers and society. Through the network, the communication between students and teachers become more relaxed and easy. Without face-to-face communication, the students' psychological pressure is lesser, which is conducive for them to communicating with teachers more frankly. It is also helpful for teachers to have a better understanding of the students' thought tendency, so that teachers can make targeted education. Educators can also listen to students' voice and feel their heart in a hidden identity, then educators can find problems timely and correct their extreme opinions and ideal bad tendency, so as to make education more deeply rooted in people's heart.

Network makes educators understand the college students' ideological and political situation and actual needs promptly and accurately with less input, and make targeted ideological education and guidance. At the same time, the deep communication in network is beneficial for students internalizing values rather than obeying on the surface. Therefore, as a new way of ideological and political education, the network is helpful for

communication between educators and educatees, and is beneficial to improve the effectiveness of ideological and political education.

2.3. The need of strengthening the construction of college students' internet morality.

Since internet morality has important influence on college students' growth, colleges should pay attention to students' internet morality construction, and take strong measures to strengthen the cultivation of college students' internet morality, making students form a good internet morality. It has a very positive significance to build a harmonious campus and construct a harmonious society. Whether the colleges, society, and family, or the students, they should realize college students' internet morality construction is the inevitable requirement of cultivating the builders and successors of the socialist cause.

3. The existing problems of colleges' ideological and political education work in the network age.

3.1. Colleges didn't pay enough attention to ideological and political education.

(1) The lack of professional teaching settings.

Some colleges don't set teaching structure singly to research ideological and political education in internet age. Most teachers give consideration to many disciplines, and lack professionalism. Some colleges even put the internet ideological education into public education. Colleges can't accept the professional internet ideological and political education, which seriously influence the effect of ideological and political education work.

(2) A serious shortage of professional teachers.

With the colleges' expansion, student sources develop rapidly. But teacher's number doesn't increase much, leading serious shortage of teachers. And the teaching condition deteriorates rapidly. The colleges' ideological and political education work is seriously hindered.

(3) The course arrangement is not reasonable.

Some colleges pay more attention to professional course scheduling, and the scheduling of ideological and political and social practice is very few, which is not conducive to students' understanding of the ideological and political education in the internet age.

3.2. The ideological and political educators' professional quality has to be improved.

Many colleges lack the high-quality ideological and political education educators. When using the internet, educators often lack initiative, and can't combine the internet technology with their work practice, lacking the means of using internet technology. Lacking the innovation in work, educators can't combine their work with students' need and campus internet resources perfectly.

Contemporary college students have a high level of using network, and have the strong ability to accept internet information and culture. College students' autonomous learning enthusiasm is relatively high. Since lots of students' network application level and practical ability is very strong, if educators' internet application level can't be improved, it is difficult to convince students, and cause students questioning the authority of education information.

3.3. The ideological and political education method is old.

With rapid development of colleges' internet environment, teachers' teaching methods can't keep up with the speed of internet development. Educators are accustomed to use the traditional teaching methods to teach the modern internet education thought. In the class, the teachers are the center, and students have to accept passively. Scripted way has been coldly treated by contemporary college students. Generally speaking, ideological and political educators should master the advanced internet technology, and explore the education method adapted to the college's development, the social demand, and the need of ideological and political education.

3.4. The environment supervision of colleges' internet ideological and political education is feeble.

The internet has brought convenient to people's lifestyle, meeting the most need of information. But the open network also spread bad information and behavior, such as pornography, violence, deception, extortion, virus, and so on, which greatly influence the formation of college students' correct outlook on life, world outlook, and values. The rapid spread of network's public opinion also increases the incident risk.

At present, the internet environment supervision methods in most colleges are mainly firewalls, IP address, etc. Although, these methods can have a certain degree effect, but there are many loopholes, which is unable to realize the effective regulation of internet environment. Many colleges formulate the corresponding internet management system. But these institutions tends to become a mere formality, and not to be implemented. The imperfect of internet supervision's measures and regulations make the regulatory effect greatly reduced, and is not conducive to college students' development, which also brings new challenges to the purification of the network environment.

4. The countermeasures of colleges' ideological and political education work in the network age.

4.1. Strengthen the colleges' understanding of ideological and political education.

College students' internet morality education should be placed in the important position of ideological and political education in colleges and universities. Make full use of all

kinds of carrier to develop college students' ideological and political education space, and carry out ideological and political education. At present, our country's colleges don't have enough strength to create a full-time ideological and political education teachers' team. They also can't create a sufficient number of ideological and political education professionals in a short period time. Therefore, at present our country should set out education team combining full-time and part-time, extremely solving the problem of lacking professionals. The education workers should also keep pace with the times, make full use of internet's power to carry out education work, so as to make up the inadequacy of traditional education work, and improve the efficiency and pertinence of education.

4.2. Improve the quality of ideological and political education workers.

Internet has become an important platform to carry out college students' ideological and political education. In order to make the internet platform more convenient and effective, colleges should build a team, having high level political theory and strong communication ability, being familiar with ideological and political education work, understanding the characteristic of current internet culture, and quickly mastering the computer knowledge and network technology to carry out the ideological and political education effectively online. On one hand, ideological and political educators' theory level, cultural accomplishment, and communication ability, should be improved. On the other hand, these educators' internet knowledge and skill levels should also be improved.

4.3. Innovate in the working method of ideological and political education in internet age.

In the face of the new situation, that science and technology advance rapidly, and informatization accelerate at a growing rate, colleges and its ideological and political education workers must adapt to the situation's development and change. They can innovate in the education method to strengthen education's attractive and charisma. In the process of internet ideological and political education, education workers should carry out effective education and guidance, rather than adopting a unified education method. The methods should vary from person to person, according to their aptitude.

Colleges should optimize its internet information resources, and enrich the content and form of ideological and political education. They should also shape the content of the abstract, make the boring form interesting, and enhance the attraction and infection of internet information. Students are also transformed from confuse to understand. They are easy to accept the education, even willing to accept. In the internet age, colleges' ideological and political education must pay close attention to students'

ideological condition at any time, and make ideological work though consistent with students' ideological problems.

4.4. Strengthen the internet environment supervision of ideological and political education.

At present, many countries govern network in accordance with law, to purify the network space. Our country's legislative work is still in its infancy and perfecting stage. Along with the increasing of the national internet penetration, our country has begun to implement effective measures to safeguard the network order and purify the internet environment, restraining internet users' behavior through institutions. With the development of the network, our country should continuously put forward more mandatory system to regulate internet civilization.

In recent years, campus internet has a growing influence and attraction in college students. Only by establishing the related system to strengthen the internet ideological and political education, can the colleges ensure campus internet healthy and safe. Colleges can ensure the human and physical investment through institution. Colleges can regulate students' online behavior through institution, then improving their internet accomplishment, and guiding students to learn to live in the information age, and become the owner of the information.

5. Conclusion

With the advent of internet age, more and more students are eager to receive information from internet, exchange information on the internet, etc. Internet has immeasurable influence on college students' learning, life and ideology. The generation of internet has changed the traditional ideological and political education method, and is prompting new change on colleges' ideological and political education. This paper analyzed the necessity of carrying out ideological and political education in colleges and universities, and its existing problems. Finally, this paper put forward the corresponding measures, hoping it can improve the effectiveness of ideological and political education work.

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