Research on Network Ideological and Political Education
of College Students

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Abstract: With the rapid development in digital and network as the representative of modern information technology, the Internet has become a distribution center, the public opinion of the amplifier and the comprehensive national strength ideological and cultural information in the Competition. Development of the network to the way of thinking of contemporary college students, communication, presentation and interpersonal approach has brought many new changes in terms of the ideological consciousness, behavior, values, psychological characteristics, and other moral values are deeply branded network. High-speed Internet as a communications tool, by virtue of the mass of information, far-reaching spread of immediacy and impact on aspects of students ideology, behavior, etc. have had a tremendous impact. Strengthen the network era ideological and political education has become an important issue. This paper analyzes the present situation Internet era ideological and political education to start, expand the discourse and discussion on strengthening the college students' ideological and political education.

Theoretical Introduction of Network Ideological and Political Education

Ideological and political education refers to the ideological and political education in accordance with the objective requirements of social development, on a predictable basis in science, through ideological and political education to make educated state of mind and behavior in a given period to achieve the desired results. Students' ideological and political education refers to education by network-based or network background, according to the objective requirements of social development and ideological and political education practical needs on a predictable basis in science, through ideological and political education to make educated state of mind and behavior habits in a given period to achieve the desired results.

Ideological and political education in the network environment presents many new features. It should be noted that the said article refers to the new features from the target educational system, educational content to the form, method, carrier and the like in a network environment more compatible, better play the advantages of the effectiveness of specific aspects. It showed the various elements of ideological and political education of new features and new trends in the development of the network environment, in essence, represents the direction of the ideological and political education system of college students [1].

Therefore, we must practice the current ideological and political education in the content and the methods used to set on the logical starting point, with the development of a dynamic point of view to study and grasp the new features. In general, the characteristics of ideological and political education under the network environment includes: strong practical, technical, effectiveness issues outstanding. In this sense, ideological education forms, methods, means, ways and so depending on the material basis to achieve these means, methods, means, pathway. In the Internet era, network technology is the most basic implementation of network ideological education foundation and operation mechanism. Under the network environment, factors that influence the effectiveness of ideological education is more complex and unpredictable variability and significantly enhanced.

The Principle of Network Ideological and Political Education

College students' ideological and political education mode plays the role of guide and regulate. Because of ideological and political education is the traditional ideological and political education extension and development, therefore, college students ideological and political education should follow the general principles of ideological and political education, such as the principles of science and directivity combining the principle of combining theory with practice, principles sparse and guide combining moral encouragement and material interests principle of combining education and self-education of combining principles, but also to follow the ideological and political education in special principles [2]. Fig.1 shows the principle of network ideological and political education.
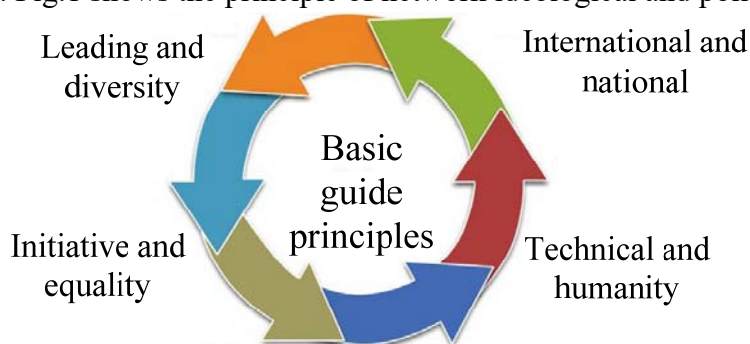

Fig. 1.The principle of network ideological and political education

Leading ideological and political education of college students mainly refers to the dominant educational content, educational content refers to ideological and political education, in particular, to highlight the ideological and political education can play a leading role in determining the direction of the content of education. The diversity of ideological and political education of college students means to enrich the development of the dominant sex education, sex education and to ensure that leading to better play a leading role. Students Initiative ideological and political education refers to the ideological and political education play a proactive role in developing guiding ideological and political education, the equality refers to ideological and political education of college students in the network environment are equal relationship does not exist the main object of the points. Initiative and equality of the organic unity of the ideological and political education of college students is to take the principles of ideological and political education of college students' ideological and political education and equal exchange's initiative to guide unify.

The characteristics of the network to take full advantage of information technology; humanism refers to the ideological and political education, to penetrate human spirit. Technical principle of unity and humanity organic is to the ideological and political education of college students, the network technology and humanistic spirit organically combined. Worldwide ideological and political education of college students, which is under the background of globalization, college students ideological and political education to the needs of the world, with a global vision, with the times, keep pace with the world forward. Nationality Students' ideological and political education refers to college students ideological and political education should adhere to national characteristics, national spirit. It is to the organic unity of ideological and political education among college students in an effective combination of these two [3].

System Construction of Network Ideological and Political Education

Ideological and political education content exhibit a wide range of features, its outstanding feature is the richness of ideological and political education content elements, the content of ideological and political education and the diversity of forms of ideological and political education content on its internal structure variability. Network is a large degree of freedom of information dissemination systems, all kinds of thoughts intertwined, surging against each other, a wide variety of information

such as the surging tide of cross-border flows [5].

Students' ideological and political education system refers to the elements associated with the Network Ideological and Political Education of a system consisting of interrelated whole. Therefore, when building the Network Ideological and Political Education System, should college students ideological and political education content combined with the network. At the same time, the network is no longer a reality in the body of the students, but to become the virtual body. Students subject to centric architecture, is at the center of the university student body Students Network Ideological and Political Education System, network and put the contents of the status of ideological and political education subject students' Network ideological and political education system. In this architecture, the actual goal of the ideological and political education is the starting point and a network of ideological and political education content system.

College student subject to centric architecture reflects the pertinence of ideological and political education. As a special group of college students, college students psychological characteristics that make them unstable factors in changing, the world, life and values is still in the formation stage. The main task of strengthening and improving ideological and political education, that education as the core ideals and beliefs, depth to establish a correct outlook on life and values education; focus on the patriotic education, advocating and cultivate the national spirit education; basic ethics-based, in-depth civic and moral education; to the comprehensive development of students as the goal, in-depth quality education. The four main tasks of the main provisions of the scientific content of the ideological and political education of college students revealed the body as the center of the ideological and political education content architecture.

The Suggestions of Network Ideological and Political Education

Actively develop new ways of ideological and political education for contemporary College students learning ability, only college students trying to fit these characteristics, continue to broaden the space and means of ideological and political education in order to effectively enhance the effect of educating people. Specifically including expanding the coverage of education, the ideological and political education extended to College students love and willing to accept the network platform, and constantly enrich and improve the ideological and political education system; with the current international and domestic political and economic situation and Ideological Features and Hot Issues on aspects of the students' growth and development of positive mental health education, guidance and help, so that students receive good ideological and moral qualities and scientific and cultural quality education through the network. Fig.2 shows the suggestions of network ideological and political education.
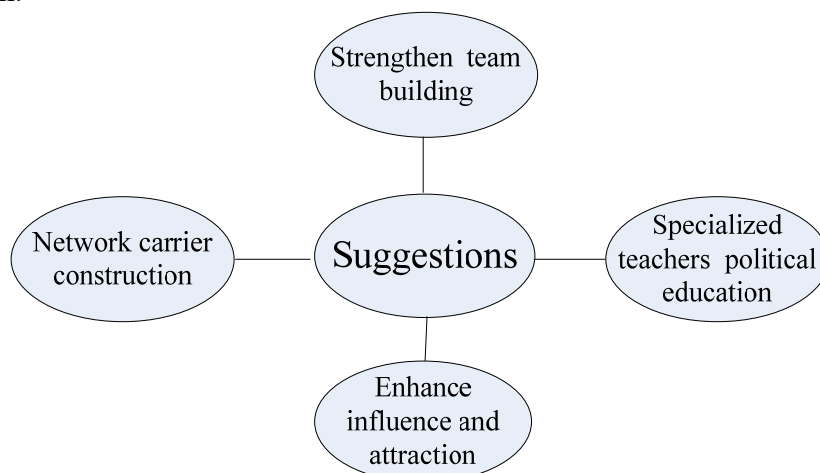

Fig. 2.The suggestions of network ideological and political education

We should take full use of the network for groups to carry out the characteristics and personality traits of college students a variety of ideological and political education activities to enhance the body Students participation and initiative to promote ideological and political education

of political, ideological and entertaining closely, enhance ideological and political the effectiveness of educational activities. Give full play to network dissemination of information forms, information network audience extensive features, the use of text, sound, images, animation and other multimedia means of a variety of forms, create more suitable for the contemporary college students choose the ideological and political education space, enhanced attractive ideological and political education activities.

Specialized teachers in the minds of college students having a position of authority, especially high-level professional teachers teaching more by the students loved and admired, their demeanor, and guide the direction it will directly affect the students' ideological dynamic. To actively mobilize the enthusiasm of professional teachers to guide them through the creation of blog, platform, the exchange of ideas, study guides, and other aspects of student life sentiment in the network to carry out one-to-many and many to many exchange, the establishment of a new link between the exchange of specialty teachers and Students in full network communication functions of moral professional teachers. Therefore, we must strengthen targeted training of existing education team, making it not only has a high literacy and political theory with network information management ability of the compound talents as soon as possible.

Conclusions

Globalization, market-oriented, information technology soon changed the social environment, cultural environment of ideological and political education in the past, but also the ideological and political education is facing "failure" of the crisis. Realization of ideological and political education and the effectiveness of long-term development must focus on building mechanisms, and gradually explore and improve the operational mechanism to adapt to the requirements of the times. Internet not only at the technical level and profoundly changing the tools of today's ideological and political education, but also can promote the overall transformation of the concept of ideological and political education. Ideological and political education under the network environment, not only in the traditional sense of ideological and political education to expand and extend in its domain, methods and means, but also a new mode of ideological and political education and philosophy, ideological and political education and development innovation of a new trend.

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