

# *Reflections on Standardization of Ideological and Political Education of College Students through Network*

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**Abstract**—To standardize the ideological and political education of college students on network is the main task of information construction of political work in universities. In practice, administrators of colleges and universities should attach great importance to upholding the theme of the Marxism, grasping the dominant right in the spread of network information and optimizing the channels of education through network so as to ensure the standardization of ideological and political education of college students through network.

**Keywords**—*Network; Ideological and political education; Standardization*

At the National Conference on ideological and political work in Colleges and Universities, Xi Jinping, General Secretary of the Communist Party of China, emphasized that the ideological and political work in colleges and universities must advance with the times and new media and new technologies should be made full use of in order to enhance the freshness and attraction. In recent years, the application of network has made positive efforts to promote ideological and political education in universities. Consensus has been built as follows: Firstly, the significance of ideological and political education through network should be recognized, but it doesn't mean network can replace other channels of ideological and political education; secondly, internet is only the means and carrier of ideological and political education instead of the

content itself; thirdly, ideological and political education through internet differs from the traditional education methods but the content of education is the same; fourthly, although the opportunities provided by network are unprecedented, it also brings great challenges. On the basis of the above consensus, to ensure the standardization of ideological and political education on network, the most important issue is how to resolve the following problems: whether the network educational platform can be utilized, how it is utilized in standardized way and how to utilize it efficiently.

## I. UPHOLDING THE THEME OF THE TIMES

It is pointed out in the report of the 19th CPC National Congress that the content construction of internet must be strengthened and governing systems of network must be established so as to protect the clear cyberspace. It is a fundamental project to promote the standardization of ideological and political education in network. Special attention must be paid to seizing the theme that represents the spirits of the times. We should clearly demonstrate what is permitted, what is restricted and what is prohibited.

### *A. Advocating dominant culture and upholding the guiding role of Marxism in the area of network*

Dominant culture is the basis of theme of the times, which is the summarization and reflection of dominant culture. General Secretary Xi Jinping pointed out that we must

unswervingly spread the scientific theory of Marxism, attach great importance to the education of Marxist theory and lay the foundation of scientific ideology for students' growth. Under the guidance of Marxism, our urgent mission is to occupy the information network in ideology, build the information bank of ideological and political education and conduct vigorous propaganda of Marxism, which is the effective solution to preventing unhealthy thoughts in network from "westernizing and splitting apart" students' thoughts. The following measures can be adopted. Firstly, to enrich the information source of network with Marxist theory. Varied information sources are the main sources for students to acquire knowledge. Dominant culture must be constantly injected into the informationalized interpersonal communication such as basic theory of Marxism, Mao Zedong Thought, Deng Xiaoping Theory, the important thought of Three Represents, scientific thought of development, routes and policies of the Communist Party of China and relevant content in theory research and literature. Secondly, to make information network become the propaganda station of Marxism. Network offers abundant pictures, articles, audio-files and video files, which are not limited by time and space. It facilitates the two-way exchange of people. Teachers should introduce the theoretical achievements of Marxism's application in China to interpersonal communication, change the complicated knowledge and boring theory into the ones that students are ready to accept actively. For example, discussions can be conducted on hot spot issues on internet forum and E-mails can be used to transmit the routes and policies of the CPC. Ideological and political educators can sincerely communicate with students on QQ and can transfer the advanced thought by using their blog.

*B. Guiding subculture and enhancing the guiding of Marxism for various prevailing ideological concepts*

Diversity of subculture attributes to the development and progress of society. However, we must realize that

under the background of cultural globalization, the spread of various prevailing ideological concepts through information media has imposed profound changes on the structure of subculture system, which has caused the conflict and tension between dominant culture and subculture. Each corner of internet is overflowed with western style fashion and customs, which is represented as the spread of various prevailing ideological concepts through information media. The academic opposition between Chinese values and western values in the past has been changed into the intuition that people acquire from media. Students can accept positive, aggressive and inspiring culture. However, influenced by social environment, they are also like to accept the culture of emphasizing enjoyment and ignoring contribution. On the one hand, educators must try to guide various prevailing ideological notions and make positive transformation if necessary. Although various prevailing ideological notions on internet are already set and fixed, people can make innovation and transformation according to the set cultural environment since ideological concepts are produced by human beings. The original cultural environment can be replaced by new cultural environment and the improvement of cultural environment will definitely make all various prevailing ideological notions develop to ideal orientation. On the other hand, educators should guide college students to make correct and positive choice among varied prevailing ideological notions. In our social life, people are likely to make their choice of subculture in the following two ways: firstly, one will choose one factor that belongs to the same subculture system as one's original subculture, accept its impact and suppress the factor which is opposite to it; secondly, one will escape from one's original subculture environment and totally accept the new cultural environment which opposes to one's former cultural environment. Therefore, teachers must strengthen the guidance of Marxism for various prevailing ideological

concepts in network, help students build correct values and guide them in the choice of subculture so that they can accept the impact of positive factors and resist the impact of negative factors.

*C. Suppressing negative culture and fighting against the anti-Marxism thoughts*

The diversified social life offered possibilities for the origin and spread of negative culture, which has spread to almost every corner of society including colleges and universities through the network. Therefore, we must keep alarm all the time and intensify the propaganda and actively occupy the dominant position in network. In this way, students will refuse and deny those low-level and vulgar concepts such as “information noises”

II. GRASPING DOMINANT RIGHT TO MAKE SURE OF THE STANDARDIZED UTILIZATION OF NETWORK PLATFORM

In reality, morality, principles and laws guide students’ behavior. It seems that the virtual world of network is exempt from direct supervision. Therefore we should accelerating the setting up of scientific norms for network behavior, making the advantage of the binding force of morality, principles and laws for students’ behavior on network and grasping dominant right in the spread of network information.

*A. Advocating the morality norms of behavior on network and making advantage of the binding force of morality*

Morality is a kind of self-discipline behavior. Network morality is the reflection of human morality. It is the values system composed of people’s ideological attitude towards network, norms of behavior on network as well as assessment and choice, which is the norm to appropriately tackle and adjust social relationship and order on network. The purpose of advocating network morality is to perfect social relationship and itself in a creative way according to the principle of goodness. It is important and necessary to

standardize peoples’ behavior on network. Moreover, people’s inherent spirit also needs to be upgraded and developed. It is true that in realistic society nowadays, some people’s morality standard has been sliding, which is the basic reason for some people’s immorality. Therefore, in order to strengthen the construction of network morality, relevant laws and regulations on network must be made and norms of network morality must be set up. What’s more, the education of morality culture in the whole society must be reinforced. The rejuvenation of the Chinese nation lies in the rejuvenation of morality; the rise of a country lies in the rise of morality. In order to strive for the great success of socialism with Chinese characteristics for a new era, the education of socialist morality with Chinese characteristics needs to be further strengthened. Educators must instill the concept of sincerity and trust into college students and make them understand that information communication between students must be mutually beneficial, that is , the participants of information communication should satisfy their requirements for information with each other’s information. If students’ information is true and reliable in each communication, sincere friendship will be established between them. In this way, they can indeed satisfy each other’s requirements for information and make themselves valuable for each other. Conversely, insincere and false information will deteriorate the existing interpersonal relations and will further make each other deceived by false information. The impact of true information and false information on the development of interpersonal relations is greatly different. The friendship established through a couple of communications of true information may collapse because of only one attempt of false information transmission. Therefore, educators must guide students to be sincere and honest when they communicate with other people on internet and not to deceive or hurt others with false information.

*B. Setting up the discipline standard and making advantage of the binding force of discipline*

Information management must be integrated into the management work in colleges and universities. Information management institution should be established to be responsible for setting up and inspecting the information security measures and discipline norms of its own departments. Technology measures should be made use of in order to prevent the access of “harmful data”. “Information customs” must be built on the linking between intranet of colleges and universities and internet so that all the information are checked and filtered by “information customs” compulsorily. In this way, both the transmission of information and use of information are in effective supervision, which can suppress all the factors affecting information security at the very beginning. Professional technical staffs must be appointed to take precautionary measures to prevent risk of hacker attacks especially on the confidential data of colleges and universities. Colleges and universities administrators should have prevention awareness, set up and perfect the system of whole process supervision and inspect and analyze the condition of information security regularly to make sure that information transmission in colleges and universities is in strict accordance with standardized procedure. Only in this way, can information network of colleges and universities enjoy good atmosphere and sound environment for development and make positive contribution to the political security of colleges and universities.

*C. Making relevant laws on information transmission and making advantage of the binding force of law*

The technologies of network and information transmission are in constant development and change, which has caused new difficulties for the development of legislation on information. Since the legislation on information is still not perfect, amendment and supplement must be made on the

existing laws and regulations according to the realistic requirements in order to further perfect them. As to the issues on setting up information institutions, information production and spread, operating services and responsibilities, concrete laws and regulations on information must be made so as to ensure that there are laws and regulations to abide by for the information services. Barriers at different levels are set in order to prevent varied unhealthy information from penetrating into colleges and universities and create sound information environment for ideological education. Legal education must be strengthened so as to enable students to realize that cyberspace is only the fiction of realistic society and every citizen must observe relevant codes of conduct and obey laws. All the laws and regulations that citizens must abide by in realistic social life are applicable to cyberspace. Any behavior which violates laws and regulations must not be tolerated. Educators should integrate instruction with laws binding and make students have the awareness of “healthy information”. Students should not only clearly understand their obligations and responsibilities but also form the habit of knowing the laws and abiding by them. They must reflect their morality and conscience in the virtual world of internet and never do any things which are harmful to modern civilization with modern technology.

III. OPTIMIZING MAIN CHANNELS TO ENSURE THE EFFECTIVE AND EFFICIENT UTILIZATION OF NETWORK RESOURCES

Intranet of colleges and universities is main channel for conducting network ideological and political education. Currently there are still some problems on the construction and use of intranet such as the low quality of ideological and political educators, low usage of information resources, inability to combine with students’ practice and so on. It is far from satisfactory “network ideological and political education” in real sense and must be constantly standardized and perfected to make sure of the effective and efficient utilization.

*A. Improving educators' information quality and capacity of using network*

Whether the internet ideological and political education can suit new times and develop soundly largely depends on the ability of political cadres to conduct work by using the network. This ability lies in necessary information quality of them. As a political educator, we should keep up with the pace of the times, actively enhance our requirements for network and demands to get information through network, and make efforts to study information knowledge and information technology. Educators must improve their abilities to use computer and network so as to be able to use varied tool software proficiently, to search resources and download data, to make multimedia courseware and web pages, to organize study and training by using online teaching system, to supervise network effectively and efficiently and to clear faults solve the problem in the process of information transmission, fully understanding informationization. Moreover, educators' capacity of interactive communication must be improved. They should be good at communicating with students with e-mails or through online chat so as to grasp accurately students' ideological problems reflected by their remarks and behaviors on the internet. They should also be good at optimizing their own image and try to be "consensus leaders online" so that students are willing to communicate with them and are ready to accept their opinions and advice. Last but not the least, educators should have quick and smart mind and be able to correctly and promptly answer students' various questions on line. Even when asked some tough questions, they can deal with them flexibly.

*B. Making use of resources flexibly according to realistic requirements*

To conduct ideological and political education through network must take into consideration of practical conditions of each college or university instead of copying other's experience and practices. We should try our best to bring our

subjective initiative into play. Only in this way, can network be taken full advantage of. When teaching with online multimedia, teachers should pay attention to exploring the ideological connotation of subjects and analyze in detail combining with students' practices. Various multimedia documents must be collected and used in order to strengthen students' comprehension for facts and reasons. If we only pay attention to the forms and ignore the pumping of facts and reasons, we will become the announcers of pictures and vee-jay of recordings and videos. Teachers must make careful preparation for their lectures and try their best to comprehend subjects, associate with reality and explain and analyze reasons. We must be aware that like any other education methods, multimedia is only a method. Best form cannot be separated from enriched and vivid content, which requires educators to attach great importance to enriching content and solving problems in the process of utilizing multimedia. Otherwise, the incidental will be put before the fundamental and the education effect will be weakened.

*C. Taking advantage of complementary strength of online and offline methods*

Educators must deal with the relationship between network ideological and political education and traditional ideological and political education. Online resources and offline resources must be combined with each other to realize the advantage sharing of two methods of education. In practice, we should attach great importance to and make use of equipment of modern technology. Meanwhile, we must by no means ignore our excellent tradition of touching people with emotion. These two methods must be combined with each other and used flexibly. If we find out some hot spot issues on line, we should immediately carry out relevant education in reality such as discussion so that we can grasp the development orientation of matters. In the same way, if we find out that students are interested in some topics, we must guide them on internet and help them to shape correct thinking and values. Only in this

way, ideological and political education through network can achieve ideal results.

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