

Research on the Innovative Path of Campus Ideological and Political Education

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Abstract—Ideological politics is an important part of the modern university curriculum system and plays an important role in cultivating students to form correct thinking. In the new era of social informationization, the ideological and political work of colleges and universities needs to actively adapt to new changes, summarize and absorb the characteristics of "net red" and disseminate experience, and use this trend to cultivate a group of people - the campus positive energy "net red." Choosing the right education method, combining the concept of innovation and development with the ideological and political education of colleges and universities, and better cultivating students to establish correct ideas.

Keywords—College Ideological and Political Education, Net red, Innovation, Path

I. INTRODUCTION

The explosive development of the mobile Internet and self-media has made "net red" a highly active and highly concerned group in the Internet field, and its ideological behavior has profoundly affected the concept and behavior of young college students. Ideological and political work in colleges and universities needs to actively adapt to new changes, summarize and absorb the characteristics of "net red" thoughts and disseminate experience, and use this trend to cultivate a group of positive energy "network red" teams on campus and give full play to the "net red" resources. The constructive role is to create a "net red" communication position, to create a "net red" culture, to focus on the "net red" public opinion guidance, to explore new ways, and to promote the innovative development of ideological and political work in the media era of college students.

The reason why "Net Red" is popular with college students is different from traditional stars. "Net Red" is not a fame from the mass media model of the mass media, but a bottom-up social platform. The reason why "Net Red" is popular among college students is because "Net Red" is a very popular and influential online image. It analyzes the highly sought-after "net red" group based on personalized web content creation. Anyone can highlight the public in front of the Internet through special events or personal voices, and be "pursued" by netizens to become members of "Net Red". Under the aura of the Internet, chasers were "circled" and "net red" was pushed to the center of the stage to become the focus, and they were surrounded by netizens..

II. THE SIGNIFICANCE OF CONSTRUCTING CAMPUS "NET RED" INTO THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

The value judgment mainly refers to the judgment of the subject to the object from the perspective of value, and the ability to make reasonable evaluation and selection from the contradictions of the students. The analogy society "net red" has formed the cultivation of college campus "net red", exerting the positive energy transmission and demonstration role of campus "net red", guiding college students to establish correct ideals and beliefs, enhancing beliefs and enhancing the effectiveness of ideological and political work in colleges and universities. It is a new innovation in the work of ideological and political education in the media age.

At present, many college students show chaos, their thoughts are also affected by various things in society, and the judgment of many things is rather vague. Therefore, integrating the concept of innovation and development into ideological and political education can promote the integration of social reality consciousness and ideological and political education, better cultivate college students to form correct ideological concepts, and enhance the value judgment of ideological and political education..

Under the traditional teaching mode, the ideological and political education in colleges and universities reflects strong abstraction and theory, and can not effectively cultivate students' perceptual consciousness. Integrating the concept of innovation and development into ideological and political education enriches the content and activities of ideological and political education in colleges and universities, and incorporates more innovative elements.

Under the phenomenon of "net red", the "net red" model of ideological and political education innovation in colleges and universities was explored. In the era of "net red" in the media, it is necessary to strengthen the innovation from the "net red" team and the campus "net red" to build a red "network construction, building a campus" network, and form a new model of network ideological and political education. Strong gravitation, vitality, increased power, efficiency and synergy. In addition, under the guidance of the concept of innovation and development, students can stimulate the spirit of exploration and thus generate enthusiasm for exploring innovative activities..

At present, many college ideological and political teachers often require all students to have a unified standard, so that the students' personality is gradually hidden and transformed into a "submissive" personality. This kind of education method is difficult to cultivate modern talents that meet the needs of society. Therefore, after incorporating the concept of innovation and development into ideological and political education, the focus of education has shifted to fostering students' innovative personality and unique personality. This personality can be a solid driving force for students to participate more in innovation and entrepreneurship, so that students can receive more targeted ideological and political education.

With the installation of "host", network ideological and political education has "vigor". Cultivate outstanding teachers, counselors and student cadres, become "net red" on campus, gather the power of ideological and political education on the Internet, unite and guide together. The teacher and student "net red" on campus must have the correct value orientation and be able to play an exemplary role in life, study, work or other aspects. Second, we must support and guide the teachers and students on campus to take the initiative. To create a distinct personal style, including taste, experience, thinking, professional learning and student work ability, through self-expression to create their own "charming personality", making it brand effect and audience stickiness.

III. THE CAMPUS "NET RED" IS INTEGRATED INTO THE IDEOLOGICAL AND POLITICAL EDUCATION PATH OF COLLEGES AND UNIVERSITIES

College ideological and political education workers should update their ideological and political education concepts in a timely manner, pay attention to the ideological characteristics of contemporary college students in the new situation, make full use of various ideological characteristics, and adopt advanced technical means according to the changes of contemporary college students' characteristics. The increasingly diversified ideological and political education content makes up for the lack of traditional ideological and political education content, and makes the content of ideological and political education more colorful.

On the one hand, the ideological and political education work in colleges and universities can only make the ideological and political education work closer to the actual life of contemporary college students and more attractive. Therefore, political workers in colleges and universities should actively study the spirit of General Secretary Xi Jinping's speech, grasp the essence of General Secretary Xi Jinping's thoughts, and integrate these ideas into the ideological and political education content of colleges and universities.

On the other hand, political workers in colleges and universities should make full use of Internet resources, browse various websites and forums related to ideological and political education, constantly find and collect various ideological and political education materials, and introduce the hot issues that have occurred. Society nowadays. In the process of political education, the process of ideological and political education is more modernized, closer to the actual life of contemporary college students, and fully mobilizes the enthusiasm of college students to learn ideological and political related knowledge.

Political workers in colleges and universities should be integrated into the real life of modern college students, consciously change their roles, view ideological and political education from the perspective of college students, break the conventional ideological and political education model, and innovate ideas. Political education, the distance between teachers and students, makes ideological and political education more suitable for the ideological dynamics of contemporary college students, successfully discovering the ideological resonance of both sides, and using the language of college students to carry out ideological and political education. Political education with the things around college students, guide contemporary college students to give full play to subjective initiative, so that contemporary college students increase cognitive identity and emotional identity.

Leadership thinking and an open "driver", online ideological and political education has "gravitational". The "post-95s" college students are "network aborigines", which is a generation that has grown up in the development of network information. "Net Red" caters to the joy of young college students through the network, expressing their personality and expressing their needs. Teachers and students should also improve their own abilities and qualities in combination with their own characteristics, use the campus interactive platform to expand their influence and communication, ensure team exposure and exposure frequency, and expand with various network hotspot events. Teachers and students remain sturdy, play the role of campus "net red" and guide young college students to pursue scientific ideals and correct value goals.

In the face of the "post-95s" young college students, the traditional ideological and political education led by ideological and political education has not adapted to the needs of the development of the times, and must be close to the students in order to make ideological and political education effective. Faced with the phenomenon of "net red", college ideological and political education workers should not look down on it, but should use the situation, take the initiative to adapt, intervene in time, and play the role of "net red". "Resources in the ideological and political work of college students, enhance network ideological and political education. The guiding power and attractiveness make the content of "Net Red" more attractive to the "post-95s" college students. Naturally, in the form of vivid communication, it conforms to the requirements of the party and the state's education policy and socialist talent training, and consciously The core values of socialism are linked in a subtle way to deepen students' understanding of socialist core values and enhance socialist identity, sense of honor and sense of belonging.

In particular, we must give full play to the advantages and functions of the counselor's "net red". The ideological and political work of counselors is no longer limited by time and space. At any time, through "live broadcast", online ideological

and political education can be "face-to-face", using its own growth experience and inspiring stories to form a close to the real life of the university. Personality and creativity. Through publicity and teamwork, the students promote the development of the campus "net red" and give full play to the cohesiveness and influence of the campus "net red" team. At the same time, for the campus network that transmits negative energy, the school must strictly supervise, strengthen the formulation of relevant management systems, strengthen education guidance, and make the affected "net red" subject to disciplinary action and education. The focus of ideological work is focused on ideological work objects.

The environment can have a very important impact on a person's physical and mental development and growth. Therefore, in the process of carrying out ideological and political education, colleges and universities cannot ignore the influence of the environment on the influence of ideological and political education. It can be said that creating a good ideological and political education environment and attaching importance to implicit education is also an important way to effectively promote ideological and political education in colleges and universities.

The construction of "gas station" has "power" for network ideological and political education. Since the media is the main media of "Net Red", Weibo, WeChat, QQ and webcast platforms are very popular and interactive, which makes everyone have their own convenient entrance. As long as the smartphone, personalized expression, independent operation and circular transmission can be carried out on the social platform anytime and anywhere. Links across different platforms can help users share the most comprehensive coverage and play a multiplier role in expanding the reach of social media. Since the media era, various online social media have been linked to each other, contributing to the unprecedented growth of social network influence. In this respect, college students' ideological and political work must take advantage of this trend, rely on major social platforms, independently build a campus "net red" exchange platform, broaden new carriers, carry out network ideological and political education, and form multi-party platform interaction, complementary functions and mutual assistance. . The students' thoughts lead to and form a healthy development. For example, they can integrate campus websites, WeChat public platforms, Weibo studios, live broadcast platforms, mobile newspapers, APP and other online promotion platforms. Each network location is closely integrated, and new and old media will be integrated. Integrate into socialism and form a micro-education network platform with core values.

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IV. CONCLUSION

Under the phenomenon of media "net red", college ideological and political education must closely combine the characteristics of college students' actual needs, organize network culture activities that college students like, and cultivate college students' network culture products. I like to watch and listen, and realize the ideological and political education from the propaganda to the infection. Through the students' popular online cultural activities and products, the original boring educational content can be realized, and efforts are made to achieve the "spirit" through the students' "eyeballs". Through the integration of ideas, knowledge, fun and service, the advanced campus network culture guides students to establish a correct world view, outlook on life and values.

Actively promote the red instance of the network, talk about the red story of the network, actively research and develop the campus "net red" micro video, micro-publishing, micro-evaluation, micro-classroom and other cultural products, actively

carry out the “network” red “micro-activity, advocate micro-public welfare, social and social core The content of the values is displayed in vivid images such as video and graphics. Through the "network red", the carrier of the new media era, multi-channel, all-round radiation effects, positive energy is transmitted, social themes are promoted, and students are guided to establish correct value-oriented. Actively practice the core values of socialism. In addition, colleges and universities can also use the campus image film as a carrier to display the concept of running a school and the achievements of running a school by producing beautiful and rich images. Campus network culture products represented by campus video and campus micro-video, It is a good carrier to show the spirit of the university and the spirit of teachers and students. The audience is extensive and the communication effect is obvious. The campus “net red” has also become a network communication in the propaganda film, the positive positive energy symbols and labels.

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