

# The Challenges Faced by Ideological and Political Work in Colleges and Universities in the Network News Era and Its Countermeasures

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**Abstract**—Nowadays, ushering in the network news era, young college students have broad vision, strong personal consciousness, self-confidence and openness. But at the same time, since their values have not been fully formed, their knowledge system has not been completed, and their behaviors and ways of thinking are in the formative period, they are easily influenced by various specious information on the Internet. This undoubtedly brings great challenges to the ideological and political work in colleges and universities. Therefore, based on the characteristics of the network news era, this paper discusses the challenges faced by ideological and political work in colleges and universities in the era of network news, and puts forward some effective countermeasures to promote the continuous improvement of ideological and political work in colleges and universities.

**Keywords**—the network news era; colleges and universities; ideological work

## I. INTRODUCTION

With the popularization and development of the Internet, network news has become a network information resource enjoying a high click rate, especially from contemporary college students. With natural advantages in accepting new things on the Internet, college students even accept things indiscriminately. At the same time, since network news has a direct impact on college students' thoughts, values and behaviors, and thus brings severe challenges to ideological and political work in colleges and universities. Faced with this situation, colleges and universities should firmly grasp the characteristics of the era of network news and apply it to ideological and political work in a reasonable and scientific way. They should give full play to its advantages, in order to promote the benign development of college students, and promote the ideological and political work in colleges and universities with the times.

## II. CHALLENGES FACED BY IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES IN THE NETWORK NEWS ERA

### A. Impact of Network News on Students' Thinking Ability

In the era of network news, college students can read network news anytime and anywhere. With its contents

covering culture, art, society, education, economy, politics and other aspects, network news integrates sound, text and image as a whole, so the all-inclusive content and three-dimensional communication form will have a great impact on the way of thinking of college students. Reading news in traditional media such as books and newspapers will bring up people's logical thinking ability and imagination. But reading news on the Internet doesn't do as well in the forming of people's thinking ability. The highly visualization of network news makes college students gradually get used to browsing news and understand the world with the thought pattern of "seeing" and give up thinking [2]. In addition, the massive browsing of network information will occupy a large amount of college students' time for thinking and reading textbooks. Therefore the reduction of thinking and reading time will not only break the balance of their knowledge structure, but also cause great damage to their ability to use words. For example, at present, many college students can skillfully operate the computer, but often fail to write a beautiful article, make beautiful handwriting, and they even make wrong sentences and wrongly written characters. In the era of network news, time for thinking and reading is crowded out, which is not only bad for the growth of college students, but also brings great challenges and difficulties to the ideological and political work in colleges and universities.

### B. Indifferent Interpersonal Relationship Caused by Network News

In the era of network news, the way people communicate has changed dramatically. Face-to-face communication among people is getting increasingly rare while WeChat, QQ and other social contact is more and more popular. This causes to the falsity of the connection among people, which is also becoming weaker and weaker. The Internet is very attractive to college students, and the Internet news is full of a lot of information, which brings great satisfaction to the immature college students and makes them more and more dependent on the Internet. They can even be long addicted to the Internet and disconnected from the outside world, which leads to various psychological problems in their mind. At the same time, such students communicate with teachers and other students less and less, which is adverse to the implementation of ideological and political work.

### *C. The Failure of Network News to Play a Leading Role in Ideological and Political Work*

In the process of ideological and political education work in colleges and universities, network news and new media have not played a leading role. When using network news content, ideological and political workers fail to choose network news content with proper combination of the needs of ideological and political work and the actual situation of college students. As a result, the coverage of online news education is limited and thus the education cannot play its role well. At the same time, the insufficient application of various new media in the network news era of ideological and political education workers causes to the ineffective use of network news in the ideological and political work. Its corresponding publicity and guidance role cannot be given play to, therefore the ideological and political education is easy to become boring, and it's difficult to fully mobilize the initiative of students to learn.

## III. IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES IN THE NETWORK NEWS ERA

### *A. Using network News to Enlighten Students' Thinking*

In the era of network news, college students' thinking mode and ideology have undergone great changes, and the characteristics of their thinking and behavior feature more attention to the publicity of personality. Ideological and political workers in colleges and universities should actively meet challenges and make full use of network news, so as to form a good interactive relationship between network news and students and ideological and political work.

First of all, let the ideological and political classroom "stir", and become the main front of students' ideological collision. Ideological and political teachers can carry out "discussion" activities in class in small groups and in combination with teaching contents. The teaching can be implemented in the form of group discussion or demonstration through self-made PPT of students. For example, when learning the content of "leadership thinking", the teacher can ask the students to look up relevant materials by themselves first. In the seminar class, focused on "general secretary Xi's governing strategy and thoughts", students can search the grassroots investigation events, growth process and diplomatic strategy of general secretary Xi. Taking "dialogue leaders" as the subject, students can interview local successful entrepreneurs and school leaders in groups, and make the interview content into PPT, and show the interview results to teachers and students. Through these methods, students can be inspired to think and led to have a free discussion on the hot spots in network news and the relevant points with ideological and political teaching content, so as to give them more opportunities and platforms to express themselves. This not only gives college students the greatest degree of participation and freedom, but also effectively guides them to explore, think and summarize, which greatly stimulates their enthusiasm and interest in participating in ideological and political education, thus laying a good ideological foundation for their growth.

Secondly, modern new media can be used as carrier of ideological and political work, the "19th National Congress", "two sessions" and other hot news events as the ideological and political education content, and the popular means of Internet can be used by students for communication and discussion. For example, in the campus network, activities such as "welcome the 19th CPC National Congress" and "I have something to say about the 'two sessions'" can be organized to let the whole school teachers and students leave messages, so that the application of network news can return to the essence of education, realize value guidance and control the trend of campus online public opinion [4]. At the same time, students can be taught only to browse Internet news, but also learn to think and set up a correct outlook on life, values and world view.

Finally, network moral education should be strengthened, such as network moral education, patriotism education, network moral standards, etc., to help college students strengthen their own network moral cultivation. This is conducive to promoting the conscious resistance of students to the spiritual pollution of the Internet, and can make it not to produce and spread violent, reactionary, feudal superstition and other harmful news, and to improving their ability of screening true and false news.

### *B. Actively Carrying out Education Activities on Campus Network to Guide College Students to Establish Harmonious Interpersonal Relationships*

In the era of network news, colleges and universities should make full use of the timeliness, interactivity and openness of the network platform to actively carry out some meaningful and colorful education activities. This is an important way to promote the ideological and political work in colleges and universities, and also an effective means to further deepen the ideological and political work. By carrying out rich and meaningful education activities, an orderly, positive, progressive and healthy environment will be created for the extensive application of network news in ideological and political work, so that the smooth development of ideological and political work in colleges and universities can be ensured.

*1) Carrying out diversified network culture education activities:* Colleges and universities can actively organize cultural activities integrating entertainment, knowledge, interest and ideology. For example, "ideological and political education essay solicitation activities" can be carried out. Through such activity can the enthusiasm of college students to participate in ideological and political education activities be maximized. And educators can also collect current ideological and political information of college students through this essay solicitation activity, so as to grasp their ideological status and carry out ideological and political work in a targeted way. At the same time, this activity can also promote teachers and students to exchange thoughts and political education related experience. In addition, the openness and interactivity of BBS on campus can be used to carry out various network consulting services

or online communication activities between teachers and students. For example, online psychological testing and counseling, Internet head teachers, online learning guidance and employment guidance, etc. can be used. Through these diversified activities, the current difficulties and doubts of college students can be solved in a timely and effective manner, so as to correctly guide the public opinions on campus and correct the wrong ideas of college students in a timely manner [5]. What's more, in the campus network, the ideological and political education section should be set up to publicize and make a deep interpretation of the principles and policies of the party and the country, and to provide ideological and political theory learning materials at the same time. The face-to-face columns of teachers can also be set up that allow teachers to interact with students in terms of students' ideology, mentality and learning to understand students from all aspects, become bosom friends with students, become life mentors for students, so as to realize the guiding and service role for college students.

2) *Teaching students to make rational use of network news resources and distinguish the difference between network communication and real communication:* In the era of network news, many college students have interpersonal communication barriers, the main reason for which is that they cannot distinguish between the network and the real communication. As for this problem, universities should first help students form better interpersonal relations in the era of network news by making them understand the difference between online communication and making friends in real life and be aware that the Internet as just a tool, can't replace the face-to-face communication between people, and it can only be a way to make friends and relax, but can't be completely relied on. Secondly, due to the uneven information resources in network news, colleges and universities should strengthen the detection of campus network, timely filtering out some bad and harmful information, so that college students are exposed to more healthy and positive network news. Only in this way can students build their interpersonal relationship with a positive attitude, rationally use network news resources, and even expand their interpersonal relationship with network news resources, so the harmful effect of the Internet on the students can be lessened. Also students can control the time they spend to browse Internet news and find more time to participate in various beneficial activities inside and outside the campus to ensure the harmony of students' interrelationship.

3) *Strengthening the cultivation of ideological and political work teams in colleges and universities in the network news era:* In the era of network news, as all kinds of network news and information are emerging and spreading rapidly, college students can browse a large amount of news on the Internet. In this case, ideological and political workers in colleges and universities must enhance their information awareness, maintain a high sensitivity to

network news, and have the ability and skills to widely collect network news, so as to know how to distinguish the false from the true, and apply it to the ideological and political education work. Therefore, ideological and political workers in colleges and universities need to reinforce learning to adapt to the challenges brought by the network news era to ideological and political work as soon as possible. First, ideological and political workers should improve their teaching quality. Colleges and universities actively organize and carry out some network news and ideological and political education-related training activities, so that ideological and political workers can have a detailed understanding of the transmission mode, way and composition of news media of network news, and make ideological and political workers more exposed to various network news information in their daily work and improve their sensitivity to network news. Otherwise colleges and universities can organize a BBS on network ideological and political education each year to carry out research and communication on university ideological and political work in the network news era. Secondly, the study of modern science and technology should be strengthened so that ideological and political workers can flexibly apply modern network technology to ideological and political work, and timely understand the life, ideological and learning trends of college students, better provide guidance and opinions for college students, and improve the pertinence and efficiency of ideological and political work.

#### IV. CONCLUSION

To sum up, with the advent of the era of network news, great challenges has been brought to the efficient ideological and political work. Colleges and universities should improve the quality of ideological and political work according to the ideology of current college students and the characteristics of the times with the goal of training socialist successors. Therefore, it is necessary to effectively solve the challenges brought by network news to ideological and political work in colleges and universities. Efforts should be made from the following three aspects: network news should be given play to enlighten students' thinking; campus network education activities should be actively carried out, to guide college students to establish harmonious interpersonal relations; the cultivation of ideological and political work team in colleges and universities in the era of network news should be strengthened. Only in this way can network news become an effective front for ideological and political work in colleges and universities, and the effectiveness of ideological and political work can be enhanced, and thus provide a good environment for college students' study and life.

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