



On the Development Path of Ideological and Political Education in Colleges and Universities Under the Background of Internet

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Abstract: With the rapid development of Internet technology, the ideological and political education in Colleges and Universities in China has also been impacted to some extent. As a guide, ideological and political teachers need to grasp the development opportunities under the background of the new era, innovate the education and teaching mode and actively respond to the challenges of the times. Through the analysis of the double-sided impact of the Internet on ideological and political education in Colleges and Universities, this paper points out the development path of ideological and political education in Colleges and Universities under the background of the Internet.

Key words: Internet; Colleges and Universities; Ideological and Political Education

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I. Introduction

Ideological and political education refers to the social practice that educators transform the ideological and moral concepts and norms of a certain society into the individual ideological and moral character of the educated. At present, China's colleges and universities attach great importance to the importance of ideological and political education. With the rapid development of Internet technology, the ideological and political education in Colleges and universities in China has been impacted to a certain extent. ideological and political teachers need to grasp the development opportunities under the background of the new era, innovate the education and teaching mode, and actively respond to the challenges of the times. Ideological and political teachers should make good use of the multiple advantages of the Internet, reform and innovate ideological and political education, promote the Internet to maximize its positive role in Ideological and political education, break through the existing teaching difficulties, improve the quality and effectiveness of Ideological and political education, and meet the requirements of Ideological and political education in the new era Development needs of specialization and informatization [1].

II. The positive influence of Internet on ideological and political education in Colleges and Universities

The Internet refers to the computer interconnection network, which is connected with each other through specific communication equipment and technical protocols to realize information transmission and resource sharing. At present, the world's largest international Internet is the Internet. With the advent of the Internet era, the network has been integrated with all aspects of College Students' daily life and learning. Under such circumstances, Universities should be the main position of ideological education, and actively using the Internet to implement the Internet plus ideological and political education mode is inevitable.

2.1 It is conducive to cultivating college students' moral cultivation

The Internet is conducive to teachers' moral education research. Compared with newspapers, periodicals and books, the Internet has richer information content, faster transmission speed and more convenient retrieval. On the Internet, you can find any information you want. If you care about current affairs, you can pay attention to the reports of news websites and understand news information; If you want to read the

literature in a certain field, just click the journal network, enter the keywords to search, and all the information is under control. The improvement of a person's moral level must be based on a certain theoretical cultivation. We can't say that people with high knowledge level must have high moral level, but we can say that people with high moral level also have high knowledge level in general. People's ideology and morality is an organic unity of knowledge, emotion and meaning, in which "knowledge" is the foundation. The basic process of Ideological and moral education is to "understand with reason" and "move with emotion". Its essence is to enrich people's moral knowledge and improve people's moral understanding. Moral cognition is the ideological basis and internal driving force of moral emotion and moral behavior. A person who lacks moral knowledge, even if he has a very high moral quality, is also a simple and primitive quality, lacks theoretical support, and is often easy to lose his way in the face of complex situations [2]. In short, from the perspective of moral subject, the enrichment and efficient transmission of network information are conducive to our moral education research. Ideology and morality is a science, and the existence of the network greatly facilitates the moral education researchers to collect data and other related work, and effectively improves the research efficiency.

2.2 It is conducive to improving the comprehensive quality of college students

The Internet is conducive to improving the quality and ability of college students in all aspects. There are many network information, which provides rare objective conditions for college students to update and adjust their knowledge; College students have the opportunity to enjoy rich and diverse cultural exchanges and entertainment services; Through e-learning, we can break the barriers of time and space, eliminate national differences and strengthen mutual contacts and exchanges. There, students can not only discuss topics of common concern, read electronic newspapers, periodicals and books, collect information and query data, but also share their ideas and creative products, which expand the vision of college students, activate their thoughts, enrich their spiritual life and improve the quality of life and learning. However, we also need to pay attention to the fact that this also puts forward new requirements for college students' scientific and cultural quality, especially computer knowledge and network skills.

2.3 Provide better teaching means for ideological and political teachers

The development of network technology provides favorable conditions for the innovation of ideological and political education methods and means. The traditional ideological and political education is mainly implemented through classroom, conversation, lectures and other ways. The effectiveness of Ideological and political education is greatly reduced due to the limitations of Ideological and political teachers in mastering information resources and the passivity of college students in receiving information. The network has the advantage of transmitting words, sounds and images at the same time. It can effectively provide teaching courseware combining sound, image and words to assist teaching, make teaching methods more intuitive, visualized and modern, and enhance the appeal of Ideological and political education. In short, in the context of the Internet, the carriers of Ideological and political education in Colleges and Universities can be effectively enriched, providing more channels for college students to obtain ideological and political education knowledge, providing more ways for teachers to obtain teaching resources, expanding the coverage of Ideological and political education and effectively improving the absorption of ideological and political education knowledge, So as to meet the development needs of ideological and political education in Colleges and Universities in the new era.

III. The negative influence of Internet on ideological and political education in Colleges and Universities

3.1 Impact on College students' ideas

On the one hand, the network provides a new position and field for the ideological and political education in Colleges and Universities, enriches the carrier of Ideological and political education in Colleges and Universities, and strengthens and improves the opportunities brought by the ideological and political work of college students; On the other hand, the development of network not only changes the psychology and ideas of college students, but also causes great obstacles to the traditional ideological and political education in Colleges and Universities. First, the network information is vast. Due to the interaction, concealment and rapidity of the network, the network information is difficult to be effectively controlled and filtered. All kinds of legal information and illegal information, beneficial information and harmful information are mixed together, which has a great impact on the thought of college students. Second, college students are in a stage of life with strong curiosity, strong thirst for knowledge and quick acceptance of new things, but outlook of their world and life have not been completely, their political discrimination is not strong. They are very vulnerable to the influence of "Westernization", blinded and even lost their way. Many saboteurs in society use the network platform to spread false and reactionary information, which not only has an adverse impact on the ideological and political work in Colleges and universities, but also on the college students who lack social experience.

3.2 Increase the teaching difficulty of ideological and political teachers

First, authority of teacher is challenged. With the openness and convenience of the Internet, many college students can obtain all kinds of information at any time, and are no longer easily indoctrinated by traditional college teachers. If teachers only rely on the traditional classroom blackboard, chalk, books and other single teaching methods, and the teaching content is not convincing enough or lacks the sensitivity of new things, students will have great doubts about the knowledge taught by teachers, thus affecting the authority of teachers. Ideological and political teachers in Colleges and universities are the key figures to guide college students in Ideological and political learning. The level of teachers' education and teaching directly affects college students' interest and motivation in learning ideological and political, which puts forward higher requirements for the comprehensive quality and related skills of college teachers. Teachers should accept the challenges of the network environment and meet the difficulties, while constantly expanding professional knowledge, we should also skillfully use office software in order to do a better job in Ideological and political education.

Secondly, the change of role. Teachers in the traditional mode of ideological and political education are the leaders of classroom teaching, but in the context of the Internet, we should pay more attention to the learning needs of students. College students have changed from educates to the main body of ideological and political education, weakening the dominance of teachers. At the same time, college students independently learn rich and diverse ideological and political knowledge through the Internet and understand the latest news and hot events of Ideological and political education, which also weakens students' sense of trust and attachment to teachers, weakens teachers' influence on education and teaching, and increases the difficulty of ideological and political education.

Finally, information access channels are too diversified. In the context of the Internet, people's fast access to information also brings the problem of uneven information quality. Some are information worthy of teachers' absorption and reference, and some are information contrary to correct values. Teachers should improve the level of screening high-quality information and actively identify and screen massive data information, Positive data resources should be organically combined with traditional data resources, and negative and wrong data resources should be processed in time [3]. In short, ideological and political teachers in Colleges and Universities need to effectively transform these negative factors into the driving force of improving their own ability and quality, so as to effectively improve the quality of ideological and political education.

IV. The development path of ideological and political education in Colleges and Universities under the background of Internet

4.1 Stick to the main position, strengthen education and guidance, and implement the fundamental task of building morality and cultivating people

Marx believes that the emergence of thought and consciousness is directly related to people's production and life. As one of the social material activities, the use and development of the Internet plays a key guiding role in our thoughts and behaviors. Therefore, paying attention to the guidance of College students' ideological changes is an important part of education.

First, we should arm our minds with the thought of socialism with Chinese characteristics in the new era. Teachers should widely carry out Marxist theory education, focus on the study of the socialist system with Chinese characteristics, take the study of the thought of socialism with Chinese characteristics in the new era as the top priority, truly internalize the socialist core values into the thoughts of college students, externalize them into the actions of college students, and infiltrate the discipline of Marxism into other disciplines, Play a leading role and realize the organic combination and common development among disciplines. Facing the practical problems of socialism with Chinese characteristics, teachers should train college students to analyze and solve problems with Marxist world outlook and methodology.

Second, adhere to the unity of theory and practice, and create a harmonious and stable learning environment. College students should be placed in a healthy and positive learning environment to cultivate a good school spirit and style of study; Adhere to the correct political direction, ensure that the learning environment is clean and positive, imperceptibly affect college students' learning habits and thinking methods, cultivate students' way of thinking to look at and analyze problems from a Marxist perspective, and help college students grow healthily. "Travel thousands of miles and read thousands of books". In their spare time, ideological and political teachers can go to Jiangxi to study the history of Jinggangshan struggle and revolutionary road, to Kunshan, Changshu, Jiangsu and other places to investigate the construction of new countryside, to Wuxiang, Shanxi to experience the deeds of the Eighth Route Army in the war of resistance

against Japan, to Pudong, Shanghai to investigate the process of reform and opening up, and pay their body to participate in practice, accept the spiritual baptism and obtain real emotional experience, Only by further deepening the rational cognition of scientific belief can we speak the ideological and political course well, thoroughly and deeply, and create a positive learning environment.

Third, make use of the ideological and political website to strengthen the construction of Ideological and political education columns. Set up ideological education columns, actively seize the commanding heights of Ideological and public opinion positions, carry forward the main melody, and network ideological education positions must have the voice of the party and a positive voice, convey the strongest voice of the new era to college students, give college students some useful things in their world outlook, outlook on life and values, and improve their immunity and judgment, Grasp the correct political direction, create a positive and good network public opinion atmosphere, and make the network become a new base of moral education in Colleges and universities. Specifically, columns like "Marxist outlook on youth", "celebrity theory", "recommendation of theoretical education books" and "focus on theoretical hotspots" can be set up to make the website a platform for spreading red ideas, truly become the spiritual pillar of College Students' growth, and provide help for college students to improve their discrimination and resistance; Combine and complement ideological and political education with mass media to enhance the attraction, radiation and appeal of Ideological and political education.

4.2 Strengthen the construction of ideological and political teachers

College ideological and political theory course is the main channel and classroom of College Students' ideological and political education. It plays an irreplaceable role in improving college students' Ideological and political quality and cultivating them into qualified builders and reliable successors of socialism with Chinese characteristics. As the undertaker of ideological and political theory course, the quality of teachers plays a key role in the teaching quality and level of ideological and political theory course.

First of all, we should bring the construction of Ideological and Political Theory Teachers in Colleges and Universities into the overall planning of educational development and personal team construction, strengthen leadership and make overall arrangements. Adhere to taking the construction of teaching and scientific research organizations as the platform, based on selection and employment, training as the driving force, discipline construction as the support, system construction as the guarantee, and achieving the obvious improvement of teaching conditions as the goal, cultivate a group of middle-aged and young academic leaders and backbone teachers who adhere to the correct political direction, have solid theoretical foundation and are good at integrating practice [4].

Secondly, the educational reform of ideological and political education in Colleges and Universities under the background of Internet is bound to develop network ideological and political education on the basis of traditional classroom ideological and political education. Network ideological and political education requires teachers to have rich professional knowledge, high ideological and political quality, practical work experience and the ability to effectively use network technology. Therefore, colleges and universities need to carry out layered training for ideological and political teachers: for young teachers, focus on training their professional teaching ability and practical work experience, and for older teachers, focus on training their information-based teaching ability, so that they can skillfully use network technology, so as to improve the level of ideological and political education in Colleges and Universities as a whole.

Finally, establish a team of College Network counselors dominated by young teachers. College Network counselors take the network as the carrier and make full use of the functional advantages of the network to communicate, exchange and guide with college students. They are the organizers and guides of characteristic ideological and political education. The emergence of the team of network counselors is not only the requirement of the ideological and political education in Colleges and universities to adapt to the development of modern science and technology, but also an important embodiment of the modernization of ideological and political education, but also the requirement of the innovation of Ideological and political work. In specific practice, online counselors can be the person in charge of the education website and actively communicate with college students through the website. When students have problems in their study and life and are confused in their thoughts, they can communicate with counselors through e-mail or chat. After listening, counselors put forward their own views and guide a good direction of public opinion, so as to play a good role in ideological and political education.

4.3 Innovative education and teaching mode

Ideological and political education in Colleges and universities needs innovative teaching methods in the context of the Internet. Through the implementation of network ideological and political education, the construction of network ideological and political platform, the use of micro classes and flipped classrooms and other new teaching means, we can promote the development and effective innovation of Ideological and political education. The implementation of Online Ideological and political education requires teachers to

implement online ideological and political education and actively set up campus ideological and political websites on the basis of offline ideological and political education. The school publishes the latest ideological and political related information on the website, and organizes teachers to carry out education and teaching online, so that college students can leave messages and express their opinions while learning knowledge on the website, so as to enhance the interaction between teachers and students and enhance the effect of education. To build the platform of network ideological and political education, teachers need to actively utilize the new media technology of the Internet, build WeChat official account on WeChat platform, create ideological and political teacher student communication groups on the QQ platform, and timely understand the needs of students' ideological trends and knowledge acquisition, and improve the efficiency of ideological and political education teaching. On the basis of the effective development of network ideological and political education, teachers should not ignore classroom ideological and political teaching, actively use new teaching methods such as micro class and flipped classroom in classroom teaching, improve students' learning interest, optimize the quality of Ideological and political education, and actively meet the reform and development needs of ideological and political education in Colleges and Universities under the background of Internet.

To carry out ideological and political education and teaching in Colleges and Universities, we must combine the actual situation and professional characteristics of running a school, aim at the characteristics of College Students' active thinking, easy to accept new things and good at using network tools, realize the high integration of ideological and political work and information technology, create an ideological and political education website, and take it as a position to carry out ideological and political education, which expands space, extends time ,expanded coverage and improved timeliness. At present, ideological education and theoretical learning websites such as "Red Website", "Marxist house", "Red China" and "window of Ideological and political education" have been established one after another. After forming the position of Online Ideological and political education, it has gradually formed a situation of "joint participation and joint management" to ensure the sustainability of website development. The construction of Ideological and political education theme website is a complex systematic project, which needs the cooperation of all departments of the school. The theme website shall be directly led by the Party Committee of the University and led by the Publicity Department of the Party committee. The website construction group shall be composed of Ideological and political teachers, general Party branches, student work organizations and computer network technology departments, and follow the principle of division of labor and cooperation. Ideological and political education website is the spiritual home of college students. College students have the responsibility and obligation to participate in the construction and management of the website. In the process of website development, construction and maintenance, we should give full play to the enthusiasm of college students, clarify the division of responsibilities and implement work tasks. Students not only learn and improve the ability and level of using network knowledge in the process of participation, but also exercise their organizational and management ability and enhance their political awareness and sense of responsibility. The self-education of college students also plays a positive role in promoting the construction of network morality.

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