The Innovative Development of Ideological and Political Education in Colleges and Universities under the Background of Internet

Pengfei Yan

School of Marxism, Wenzhou Polytechnic, Wenzhou, Zhejiang, China.

Abstract

As an important component of college education, ideological and political education plays an irreplaceable role in cultivating college students' quality and personality. Under the background of Internet, colleges and universities should keep up with the pace of the times, seize the opportunity of ideological and political education development, realize the significance of ideological and political education of colleges and universities under the Internet, make clear the challenges facing the ideological and political education of colleges and universities under the Internet, use modern education methods, put forward innovative development strategies of ideological and political education of colleges and universities, and improve the quality of ideological and political education and education effect.

Keywords

Internet, Colleges and Universities, Ideological and political education, Innovative development

Introduction

Under the support and influence of Internet technology, the education industry presents a new development trend. As the home of higher education, colleges and universities should not only carry out professional knowledge education, but also actively carry out ideological and political education to cultivate compound talents. Under the background of the Internet, how to use the advantages of multimedia technology to promote the construction of ideological and political education in colleges and universities and explore the innovative development of ideological and political education in colleges and universities are urgent problems to be solved. Therefore, based on the significance of ideological and political education in colleges and universities under the background of the Internet, this paper analyzes the challenges faced by ideological and political education in colleges and universities, and puts forward innovative development strategies of ideological and political education in colleges and universities.

1. The significance of ideological and political education in colleges and universities under the background of Internet

1.1 Enrich ideological and political education communication methods

Under the influence of the Internet, the acquisition and communication channels of the contents of ideological and political education in colleges and universities have increased, greatly enhancing the interest in ideological and political education and enriching the communication methods of ideological and political education in colleges and universities. In the traditional educational environment, ideological and political education in colleges and universities is mainly transmitted in a single offline way (Li Cheng, 2019). With the assistance of Internet technology,
ideological and political education in colleges and universities now includes a variety of communication methods such as live online teaching and online lectures, which increase the interest of interaction between teachers and students and stimulate their enthusiasm for learning.

1.2 Improve the timeliness of ideological and political education

The Internet provides more educational resources for ideological and political education in colleges and universities. The content and mode of ideological and political education in colleges and universities have been developed, which improves the timeliness of ideological and political education in colleges and universities. Ideological and political education in colleges and universities mainly involves Marxist theoretical knowledge and current affairs and politics, and its main purpose is to cultivate college students' ideological and moral consciousness and help them establish correct world outlook, outlook on life and values. Its educational content has a certain complexity and flexibility (Di Hao, Zhang Hui, & Li Ping, 2023). Under the traditional educational environment, ideological and political educational resources in colleges and universities are not concentrated enough, resulting in the lack of coverage of ideological and political education in colleges and universities. Under the support of the Internet and with the help of multimedia technology teaching, teachers can carry out targeted ideological and political education according to the specific ideological situation of students, greatly improving the timeliness of education.

2. The Challenge of ideological and political Education in colleges and Universities under the background of Internet

2.1 Diversified information increases the difficulty of ideological and political education in universities

The situation in today's world is complex and changing, and the struggle in the field of ideology has become more severe. At the same time, China is in the critical stage of comprehensively deepening reform and transformation, especially the extensive application of the Internet, the rapid spread of multiculturalism and pluralistic values in our country. And multiculturalism not only broadens students' horizons, but also has unprecedented influence on students' ideas and beliefs. Diversified information resources are inevitably mixed with some wrong information, self-contradictory views and even ideas that do not conform to the core values of socialism. When students' outlook on life and values is still in the formative stage, massive information increases the difficulty of discriminating students, leading to the diversification of students' value orientation, the difficulty of value selection and the aggravation of value conflicts. It is easy to form money worship, hedonism, extreme individualism and other wrong outlook on life. Therefore, in the context of the Internet, the diversification of information content affects the value choice and the value judgment of college students, and increases the difficulty of ideological and political education in colleges and universities to a certain extent (Zhang Yingxu, 2022).

2.2 Network media impact the traditional teaching mode of ideological and political education in colleges and universities

Ideological and political courses are at the forefront of ideological and political education in colleges and universities. Due to the influence of the leading teaching ideas for a long time, monotonous teaching content, whole-class teaching methods, and the single examination method have become labels of an ideological and political course. Students lack enthusiasm for ideological and political courses, and the effect of ideological and political education in colleges and universities is not ideal. Under the background of the Internet, the Internet has changed students' learning habits and needs and has impacted the traditional teaching mode of ideological and political theory courses in colleges and universities. Firstly, the traditional teaching mode does not adapt to students' learning habits. The main method for students to learn information and pick up popular concepts is now network media because of its benefits of instantaneity, ease, and engagement. Students are more acclimated to learning through network media than through face-to-face instruction, which has ceased to be a significant learning instrument for college students. Secondly, the traditional teaching model does not adapt to the learning needs of students. In the Internet era, the learning needs of college students are increasingly diversified and cutting-edge, which puts forward higher requirements on the breadth, depth and diversity of learning content and learning methods (Huang Biying, 2022). Students are eager to obtain more platforms and ways to express themselves. Therefore, under the background of the Internet, the innovation and reform of ideological and political teaching mode in colleges and universities has become an inevitable requirement for its development.
2.3 The evolution of the Internet has created new demands for ideological and political educators in colleges and universities

Ideological and political educators in colleges and universities are the backbone force in the process of cultivating souls. Under the influence of the Internet, Internet technology is constantly changing, and massive information puts forward new requirements for ideological and political educators in colleges and universities. First of all, new requirements are put forward for the Internet technology application ability of ideological and political educators in colleges and universities. Under the background of the Internet, network multimedia technology is deeply involved in all aspects of ideological and political education in colleges and universities, affecting the educational environment, teaching methods and educational media of ideological and political education. Therefore, ideological and political educators in colleges and universities are required to get familiar with and master advanced Internet technology. To realize the integration of ideological and political education information, application and control of ideological and political education platform, update and maintenance of ideological and political education platform, etc. Secondly, it puts forward new requirements on the ability of ideological and political educators in colleges and universities to answer questions and puzzles. Under the background of the Internet, massive information has brought a lot of questions and puzzles to students in colleges and universities, so it is urgent for ideological and political educators in colleges and universities to answer the cognitive difficulties for students. However, these problems involve a wide range of information and are highly professional. Higher requirements are put forward to the knowledge reserves and teaching patience of ideological and political educators in colleges and universities. Therefore, under the background of the Internet, ideological and political educators in colleges and universities must constantly improve their educational ability and better carry out ideological and political education in colleges and universities.

3. The innovative development strategy of ideological and political education in colleges and universities under the background of Internet

In order to further improve the efficiency and level of ideological and political education in colleges and universities, it is necessary to put forward innovative development strategies of ideological and political education in colleges and universities from multiple perspectives based on the needs of the Internet era and the challenges faced by ideological and political education in colleges and universities.

3.1 Make use of the network space to improve the level of teachers

Teachers are the key to innovation and development of ideological and political education in colleges and universities. Ideological and political education in colleges and universities in the new era cannot be achieved without a team of teachers with high quality, a high level and high ability. Under the background of Internet, ideological and political educators in colleges and universities can enhance their teaching level in three aspects: strengthening their ideological and political education, strengthening the modernization of their educational ideas, and carrying out ideological and political education network practice. The details are as follows: First of all, ideological and political educators in colleges and universities should strengthen ideological and political education. Facing the challenges brought by the Internet, ideological and political educators in colleges and universities should firmly adhere to and firmly believe in Marxism, and defend the forefront of the ideological field. Only when ideological and political educators in colleges and universities have a high degree of recognition of their own content, can they really explain the knowledge thoroughly and deeply, and effectively realize the transmission and penetration of knowledge; Secondly, ideological and political educators in colleges and universities should strengthen the modernization of their own educational concepts. From "face to face" to "screen to screen", ideological and political educators in colleges and universities urgently need to change the traditional educational concepts of knowledge infusion, improve the teaching ability of network education through timely learning, pay attention to the cultivation and give play to students' subjectivity, and follow the habits and characteristics of students receiving information. Improve the relevance and vividness of teaching content, optimize teaching design, innovate teaching methods, carry out education and teaching in the manner preferred by students, and deliver ideological and political education content. Finally, ideological and political educators in colleges and universities should carry out online practice of ideological and political education. They can participate in training and professional learning, enrich network knowledge, improve network teaching ability, deeply think about online education methods, design teaching con-
tent, make micro classes that are both academic rationality and interesting, actively build online ideological and political education platform, and strengthen interaction with students (Yang Yuming & Liu Xiaoli, 2019). With the help of the network platform, students are given a full and comprehensive education. In short, only the ideological and political education team presents a vibrant outlook to help students to grow up in an all-round way.

3.2 Rely on network data, enrich the content of education

Content construction is an important part of ideological and political education innovation and development, and important factor to improve the effect of ideological and political education. The content construction of ideological and political education in colleges and universities should grasp the basic principles of Marxism, reflect the spirit of the times, mission objectives, and enrich the content of education. In the context of the Internet, information can be obtained and shared quickly and conveniently. Colleges and universities should make use of network big data, constantly receive various useful information, expand and innovate ideological and political education content, and adapt to the development of The Times. Colleges and universities should combine the contemporary hot spots of Marxist basic principles with hot spots of social life. Integrate ideological and political class with social class, find out the events around students and social attention, which will be used as ideological and political teaching materials, and strengthen the theoretical and practical aspects of ideological and political education. In short, only by making full use of the Internet's characteristics of openness, sharing and convenience, further enriching and optimizing the content of ideological and political education in colleges and universities, can we improve the effect of ideological and political education in colleges and universities.

3.3 Use network media, innovative teaching mode

Ideological and political course is the main front and channel of ideological and political education in colleges and universities. In the Internet era, colleges and universities must rely on new media and new technology to promote the transformation and upgrading of ideological and political education teaching mode, focus on reforming the single and vertical teaching mode of traditional ideological and political education classroom, and create a flexible and open teaching mode with diverse forms, diverse carriers. The innovative reform, transformation and upgrading of ideological and political teaching model can be explored in the following two aspects: Firstly, explore the coordinated development of online and offline teaching. In offline teaching, teachers will explain theories in class, use Internet technology to enrich classroom teaching methods, and stimulate students' interest in learning. Through the mutual sharing of network teaching platforms, high-quality network teaching resources are introduced to form a diversified and three-dimensional "cloud thought and politics" education space. In the "Cloud Ideology and politics" education space, students learn micro-class videos of ideological and political theory knowledge, discuss hot and difficult issues, and complete test assignments. Network teaching highlights the principal position of students, and fully mobilizes the enthusiasm of students, and teachers play the role of organization and guidance. The coordinated development of online and offline teaching makes teachers and students become important co-participants; Secondly, explore the full combination of practical activities and Internet technology. Integrate network elements into the practice teaching of traditional ideological and political courses, make full use of multimedia platforms, enrich the content and form of practice activities, make traditional practice activities full of vitality, and use Internet technology to carry out network research, virtual experiences, and other practice teaching activities. Practical activities are presented in the form of animation, web pages, videos, etc., so that students can have the feeling of being there. The openness and interactivity of the Internet platform can further expand the scope of practical teaching space and practical teaching activities. In short, we can only fully realize the main channel role of ideological and political education by fully utilizing Internet technology to stimulate the new vitality of ideological and political education.

4. Conclusions

The Internet era brings challenges to ideological and political education in colleges and universities, but it also brings opportunities for development, which has positive significance for improving the timeliness of ideological and political education in colleges and universities and enriching the way of ideological and political education communication. Under the background of the Internet, how to give full play to the advantages of the Internet, reduce and eliminate the negative impact brought by the Internet to college students and college ideological and political educators, and help and guide college students to make the right choice in the face of problems and decisions,
is the importance of ideological and political education in colleges and universities. Only by improving teachers' level, enriching educational content, innovating teaching mode and optimizing ideological and political education in colleges and universities, can we ensure the effectiveness of ideological and political education in colleges and universities, improve the efficiency and quality of ideological and political education in colleges and universities, and promote the sustainable and healthy development of ideological and political education in colleges and universities.

References


