

The Mainstream Ideological Education of College Students under the Virtual Condition of Network

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Abstract: Since the widespread spread of the Internet, people have been habitually labeling the Internet as a "virtual world", which is also an important feature that distinguishes online culture from other cultural forms. This virtualization mainly manifests in the hidden nature of people's online identities and the unreliability and inaccuracy of information released by people. As the main body in the process of ideology formation, college student groups are easily guided by wrong thoughts, form ideologies that run counter to China's mainstream ideology, and even threaten China's ideological security. This article aims to study new ways of mainstream ideological education to college students in a virtual network environment. The main research methods of this paper are literature research methods and empirical research methods. First, through literature research, analyze the characteristics of information dissemination under network virtual conditions and the opportunities and challenges to mainstream ideological education for college students. Questionnaire surveys and personal interviews were then conducted on 300 undergraduate students as subjects. An empirical study is made on the subject of mainstream ideological education for college students in a virtual environment. Through different education models, fully stimulate the subjective enthusiasm of students. Making college students have a good mainstream awareness of cyberspace is an important guarantee for college students to provide good mental health guidance. Obtaining the current mainstream ideological education for college students is in the active exploration stage, and more efforts will be needed to obtain many useful results.

1. Introduction

In the network environment, the true identity of each netizen is hidden and covered to some extent. On the one hand, it can make both sides of the educational activity, especially the educated side, alleviate their ideological burden and various scruples, and show their truest side. To enable educators to better understand the actual ideological status of college students and make education work more targeted [1,2]. But at the same time, due to the virtual nature of the network, some educated groups can easily hide their shortcomings deliberately, play wildly, give play to their advantages and avoid their disadvantages, so educators can unilaterally access information about educated people [3-6]. In addition, it includes all activities that people can virtually participate in on the Internet, such as learning, entertainment, making friends and games [7]. The virtual nature of the Internet also makes the content of subjects and participants in the ideological field communicated through the media of network culture may be unreal, and there are acts such as malicious indoctrination and posting false content to confuse college students.

The virtual nature of the Internet has led to the separation of cyberspace from the real world we live in, and has fostered the irresponsible psychology and behavior of many members of society on the Internet [8-10]. The virtual nature of the network will bring huge risks and challenges to the ideological education of college students. Because virtual and free speeches and information defamatory to mainstream ideas are full of the Internet environment, college students have limited discriminatory ability and are easily disturbed by such improper information, so they have questions

about mainstream ideas [11-13]. The recognition and acceptance of mainstream ideology by contemporary college students directly reflects that the direction of running a socialist school is clear and the road is incorrect [14,15]. Therefore, according to the unique ideological characteristics and unique values of college students, strengthening and improving ideological and political work in colleges and universities is an important task for ideological educators.

The research on the mainstream ideological education of college students under the virtual network is mainly divided into three parts. Firstly, through the theoretical analysis of the mainstream thinking of college students under the virtual network condition, we can profoundly understand the connotation and basic characteristics of new media, college students' ideology and mainstream ideological education. Under the condition of virtual network, the mainstream ideology of college students has five characteristics of rationality, autonomy, utility, superficiality and contradiction. This paper studies the necessity of mainstream ideological education for college students under virtual network conditions. This is an inevitable requirement to realize the grand vision of the "China Dream", a realistic need to deepen the reform of ideological and political education in colleges and universities, and the only way to promote the comprehensive and comprehensive development of contemporary college students. Secondly, the mainstream ideological education model of college students is facing the opportunities and severe challenges of the times. From the perspective of opportunity, the new media provides superior conditions for the innovation of mainstream ideological education for college students, enhances the timeliness and pertinence of mainstream ideological education for college students, and creates a vast space for mainstream ideological education for college students.

2. Method

2.1. Network Virtual Culture

The concept of network can be understood from two aspects: communication technology level and structure or relationship level. From the perspective of communication, it is a unified system composed of three networks: telecommunication network, cable television network and computer network. A network understood from the perspective of structure or relationship refers to the relationship and interaction between a series of interrelated people or things. The network referred to in this article refers to a computer-based network, that is, the Internet. The network environment refers to the application of the Internet. The development of the Internet has created a new lifestyle for people. Comprehensive high-speed electronic network data will provide people with any imaginable service. Tens of miles away, you can instantly receive greetings and messages with just a click of a mouse. Statistical data retrieval, video-on-demand, video conferencing, online universities, online libraries, online course selection, and online consulting have all become reality. It can be said that modern people enjoy the convenience and speed brought by the development of the Internet to our lives.

The composition of the term "network virtual culture" is itself an organic combination of "network virtual" and "culture". Therefore, the academic community's interpretation of the concept of "Internet virtual culture" also starts from the perspectives of "Network" and "Culture", with different focuses and definitions. Although for various reasons, the academic community does not have a unified definition of the concept of "network culture", but thinking from different perspectives has its own advantages. Compared with people's traditional physical living space, one of the biggest characteristics of the network age is virtuality. The first is the virtual nature of the environment. In the online world, there is a "virtual society" different from the real society. In this virtual space, there are social elements such as "virtual community", "virtual person", "virtual family", "virtual community" and so on. There are also social interaction rules such as virtual emotion, virtual culture, and virtual ethics. The virtual and unrealistic nature of the network will also be reflected in the mainstream ideological education practice in the network age.

2.2. Mainstream Ideology

Ideology is universal in class society. There are many mainstream and non-mainstream ideologies in any society. In Chinese, "mainstream" refers to the mainstream, and the main tendency of metaphorical events is the tendency of social subjects that conform to the law of social or event development. As the name suggests, the so-called mainstream ideology refers to the ideology that a society dominates in a certain period of time. It is a "holistic thinking structure", that is, the theoretical value beliefs and ideological system. Mainstream ideology, as the dominant ideology of a society, runs through the economic, political, and cultural systems of the entire society, and is reflected in politics, economics, law, morals, literature, art, religion, philosophy and other fields. The emerging ideological system includes mainstream economic thought, mainstream political thought, and mainstream cultural thought.

This article believes that the mainstream of ideological network communication refers to the cultivation, training and process of people's ideological and moral qualities caused by the structure and function of the network communication system, with the content of politics, ideology, and morality as the core. It is an ideological education based on the theory of network communication. Since the founding of New China, major progress has been made in building China's mainstream ideology, and it always represents the fundamental interests of the Chinese working class and the broadest people. At this stage, China's mainstream ideology is essentially a socialist ideology guided by Marxism, including Marxist theory that advances with the times and a theoretical system of socialism with Chinese characteristics.

3. Experiment

Of the 300 valid samples in this study, 60 were males, accounting for 20% of the total number; 240 were females, accounting for 80% of the total number, all were college students aged 18-22. Among them, freshman students accounted for 15.97%, sophomore students accounted for 39.3%, junior students accounted for 23.32%, senior students accounted for 21.41%, and the sample grade distribution was average. The types of majors studied in the sample include medicine, science, engineering, and management, covering most of the disciplines in Chinese universities at this stage. Among the samples investigated, the number of Communist Youth League members accounted for 85.3%, the masses accounted for 4.15%, and the party members accounted for 10.55%.

4. Discuss

4.1. Ideological Status of College Students Under the Condition of Virtual Network

The survey showed that of the 300 respondents, nearly 30% of the students lacked scientific understanding of mainstream Chinese ideology. In "Do you know the mainstream ideology of socialism?", 18.3% of the respondents clearly did not understand it, 10.8% of college students said they had heard it, and 55.1% knew it. Only 15.8% are very familiar. The perception of mainstream ideology is shown in Figure 1.

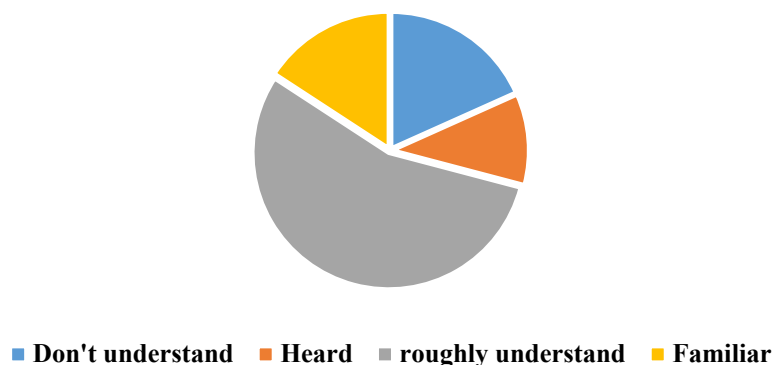


Figure 1. Cognition of mainstream ideology

The survey results show that contemporary college students have a lower overall level of awareness of mainstream ideology. In a survey that takes the basic content of the socialist core value system as a guide, one can elaborate on the four guiding principles of Marxism, the common ideal of socialism with Chinese characteristics, the national spirit and the spirit of the times, and the socialist outlook on honor and disgrace. 78.4%, 81.9%, 84.2%, 76.1%, and only 14.6% of people can fully speak these four aspects. The degree of knowledge of mainstream ideology is shown in Figure 2.

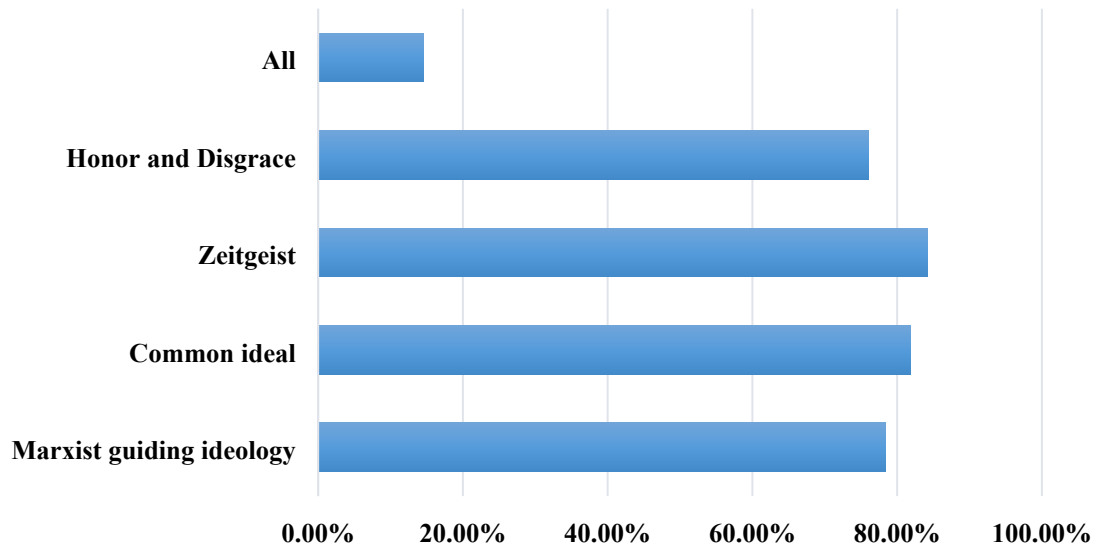


Figure 2. Understanding the share of mainstream ideology

It can be seen from the statistical results that the group of college students has a single understanding of the content of the socialist core value system. However, the proportion of students who can fully grasp the four aspects of the socialist core value system is low. This is also a concentrated expression of the one-sidedness and unity of contemporary college students' understanding of the mainstream socialist ideology. In addition, in order to effectively improve the validity and timeliness of the questionnaire, before the survey, students of all colleges and universities were tested for mainstream ideology. The results show that contemporary college students have a comprehensive understanding of mainstream culture such as traditional culture, social memory systems, Mao Zedong Thought, and Marxism-Leninism, and reflect the accuracy and rigor of the survey from another level. For a long time, the mainstream of college students 'ideological and political education is mainly to spread to college students' ideological and political workers, highlighting the dominant position of "unification" and embodying authority. The diversity and popularity of the Internet will make it easier for people to publish information, express their opinions, and choose information and positions. It will certainly weaken the coverage and leadership of the socialist core value system and directly threaten the authority of traditional mainstream ideological propaganda.

4.2. Innovating the Mainstream Ideological Education of College Students Under the Condition of Network Virtualization

Network information dissemination is characterized by personalization, three-dimensionality, and diversity. Therefore, to master or control the ideological right to speak, we must change the discourse system and innovate the discourse expression of the mainstream ideology. On the one hand, it is necessary to use internet discourse to guide students to have emotional resonance. When the traditional discourse system cannot better attract students, and even make them bored or tired, we must try to use the web spoken language reasonably. To consolidate the guiding position of mainstream ideology in the ideological field of colleges and universities, efforts must be made to strengthen the appeal of mainstream ideology and people's sense of identity. Traditional mainstream ideology often adopts a clear-speaking, education-rich discourse style, which is likely to cause

contemporary college students to have a sense of distance, resulting in poor ideological education. In the context of the new era, it is necessary to transform and innovate the external expressions and methods of mainstream ideology, to give the mainstream ideology a new era and vitality, to adapt it to the trend of the times, and to resonate with teachers and students. Secondly, colleges and universities should set up microblogs and WeChat public accounts for mainstream ideological education for college students, and elaborate topics on quality education related to the content of mainstream ideological education. Through various public media platforms, educational information including core content such as mainstream ideological guidance, red culture, scientific theory, guiding ideology, moral ability, Chinese dream, and integrity is delivered to college students. Encourage college students to actively repost, comment and "like" the mainstream ideological education content of college students can enter the "friend circle" of college students and truly become a part of college students' learning and life. Promote the deep integration of traditional campus media and new media, and establish a multi-faceted interactive, collaborative, and shared campus news production process. Allow old and new media to disseminate information through their respective platforms to micro-describe and embody campus education stories and educational knowledge. Good communication results increase the appeal of mainstream ideological education.

5. Conclusion

The innovation of this article lies in the innovation of research perspective and the improvement of existing results. From the background of the entire era, the ideological identity of college students is relatively weak. Under the conditions of the virtual network, college students' understanding of mainstream thinking depends on multi-level, multi-angle, and multi-ideal ideological education. At the university level, universities fully impart ideological and political theoretical knowledge and promote students' understanding of the fundamental significance of mainstream consciousness for personal professional development and socialist construction. The psychological development of college students has not yet fully matured, resulting in low status of college students and insufficient understanding of mainstream ideological identity. In the process of understanding, the surrounding interpersonal environment is also an important factor that cannot be ignored, especially the equality of family members and peers. Therefore, we should attach importance to the inheritance of good family style. At the network level, relevant departments should adopt persuasion or strengthening methods to consolidate the existing supervision system and comprehensively improve the mainstream ideological identity of college students.

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