Analysis on the Challenges and Countermeasures of Ideological and Political Education Faced by Universities in the Network Times

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Keywords: Colleges and Universities, Standardized Education, Network Culture

Abstract: Ideological and political education is an effective way to help students establish correct views of world, life, and value, as well as an important way to cultivate their good political literacy behavior and ideas. With the popularization of the Internet, the ideological and political education of college students has also been affected by the information explosion. The Internet era has brought both development opportunities and challenges to ideological and political education in colleges and universities. This paper analyzes the challenges faced by ideological and political education in colleges and universities in the network era and puts forward relevant countermeasures.

With the development of network technology, the ways of production and management of all walks of life are changing. All of them begin to use network technology in their work. Under such challenges, they also achieved good results. Ideological and political education courses in colleges and universities should follow the trend of the times and meet the challenges brought by the development of the Internet, so as to meet the demand for talents in the new era. The traditional way of ideological and political education in colleges and universities has been unable to meet the current educational needs of college students. Facing the challenge of the network era, therefore, the ideological and political education in colleges and universities needs constant innovation and renewal.

1. Challenges of Ideological and Political Education in Colleges and Universities in the Network Era

1.1 Challenge of Teaching Content

The main content of ideological and political teaching in colleges and universities includes the basic theory of Marxism, moral education, and legal education, etc. With the development of the Internet, the traditional classroom has not been enough to restrict students. Network knowledge such as mobile phones and computers will provide students with new channels to learn new knowledge. However, complicated Internet information, such as hedonism, formalism, and consumerism, has a negative impact on students, which makes students wander in the gap between ideal and reality. The influence and binding force of ideological and political education are being weakened, which makes it difficult to achieve good teaching effect.

1.2 Challenge of Teaching Mode

In the traditional ideological and political class, most of the teaching is carried out in an open class or a large class. In such mode, students lack enough time to think. Students can only learn mechanically, without playing dominant role in the teaching activity. This rigid cramming teaching is still used in many colleges and universities. However, in the era of network information, the rapid transmission of information provides students with opportunities to learn independently through the network. Students will also be bored with the traditional ideological and political teaching mode, which also leads to challenges in the teaching mode.

1.3 Challenge of Teachers

Teaching in the network era also brings some challenges to the construction of ideological and political teachers in colleges and universities. First of all, limited by age, it is difficult for college teachers to carry out efficient teaching by means of information technology, resulting in low teaching efficiency. Second, some ideological and political teachers lack information technology accumulation and cannot create high-quality teaching courseware or video, thus unable to meet the teaching requirements of the network era. Third, some backbone teachers have outdated ideas and are busy with their work. They do not accept network information well enough to make use of network information technology in ideological and political teaching classes, nor can they make use of teaching software and teaching platform to carry out efficient teaching. Therefore, ideological and political teaching in colleges and universities in the information age is also a challenge to teachers.

2. Opportunities for Ideological and Political Education in Contemporary Universities under the Network Background

Despite all the challenges, the Internet era also brings some opportunities to ideological and political teaching in colleges and universities for further development. First of all, the Internet contains a large number of teaching materials and resources, which breaks the traditional limitations of teaching time and space. Students can actively follow the changes of the times and get in touch with the changes of the world situation and the development of national policies in the first time. For ideological and political teaching, all of these expand the teaching content and break the limit of books. Secondly, the Internet also promotes the reform of teaching mode. Through the Internet, students can get access to more comprehensive ideological and political teaching content, which can help students establish correct views and form correct political standpoint. Finally, the development of the Internet is also convenient for teachers to conduct teaching management, so that students can learn without being restricted by time and space, communicate with teachers at any time, and actively express their own ideas, which can significantly improve the teaching appeal and teaching effect of ideology and politics. [1]

3. Countermeasures of Ideological and Political Education in Colleges and Universities to Meet the Challenges in the Network Era

3.1 Guiding Students to Establish Correct Values

First of all, it is necessary to correctly guide college students to establish correct awareness of data. Ideological and political education workers need to guide students to keep pace with the times, establish data awareness, learn to collect and use data, so as to make these data serve their studies. Second, colleges and universities need to guide students to establish correct values, cultivate their correct orientation towards network culture, and grasp the initiative of ideological and political education. Colleges and universities can build special websites of campus ideological and political education, strengthen the ability of college students to screen information, help them to exchange ideas, and take reasonable means to manage campus network.

3.2 Building a Network Platform for Ideological and Political Education and Improve Its Efficiency

In the network era, it is necessary to take advantage of the Internet to establish an exclusive educational mode of ideological and political education in colleges and improve the current educational coordination mechanism. First, ideological and political educators need to adhere to the teaching idea of keeping pace with the times and development, give play to the positive role of information technology in the cultivation of college students, and integrate ideological and political education with information technology. Second, it is necessary to use some advanced network technologies to build a network communication platform for students, so that students can analyze

the complex information in the network with a dialectical perspective. Information channels can be chosen based on students' differences, so that the ideological and political education in colleges and universities can be closer to students' life. For example, ideological and political forum, campus APP, WeChat official accounts can be used to effectively spread correct ideas to college students. [2]

3.3 Innovating the Ideological and Political Education Mode

In order to meet the basic needs of the continuous development of information technology and make the ideological and political education work carry out effectively, it is necessary to strengthen the content of ideological and political education through reform and innovation. The innovation in content includes attaching importance to the main position of network culture, cultivating the patriotic feelings of college students, strengthening the standardized education of the network, so that college students can establish legal awareness and realize the responsibility brought by network words and deeds. The contents of the innovation and reform in the way of education include attaching importance to different teaching methods dominated by problems, giving favorable guidance to the healthy development of college students, expanding communication channels, improving the interpersonal communication ability of college students, and strengthening the effectiveness of ideological and political education in colleges and universities.

3.4 Strengthening the Construction of Personnel in Ideological and Political Education

In the current network era, ideological and political education in colleges and universities requires the ability of network technology and new media thinking. A survey of ideological and political teachers in colleges and universities shows that most ideological and political teachers do not have the ability to follow the Internet information age. Therefore, colleges and universities can strengthen the construction of teachers in ideological and political education in colleges and universities in various ways, such as organizing training and evaluation and introducing professional talents, so as to continuously improve the quality of the whole talent team and ensure the smooth development of ideological and political education in colleges and universities. [3]

3.5 Accelerating the Construction of a Sound Network Moral Order and Legal Environment

Today's college students can basically be considered as the indigenous people growing up in the Internet world, whose ideas, ways of thinking and life concepts are more or less influenced by the Internet. Moreover, the Internet subtly influences their values of world, life, and values. Although there has been a relatively comprehensive network information supervision system, there are still various kinds of bad information and network violence threatening network information security. Therefore, it is very important to build a good and orderly network moral order in colleges and universities. Only by purifying the network environment of colleges and universities can ideological and political education be carried out smoothly. In addition, it is also necessary to popularize the awareness of legal responsibility and safety precaution for college students through various means, so that students can learn to resist bad information and facilitate the ideological and political education in colleges and universities.

4. Conclusion

With a series of challenges, ideological and political education in colleges and universities needs to be carried out more deeply and comprehensively in the network era. Ideological and political educators must follow the principles of people-oriented, open-minded, and bold innovation, seize the opportunities brought by the current development of the Internet, and strengthen the ideological and political education of students from many aspects.

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