

Research on Countermeasures of Ideological and Political Theory Course Teaching in Private Colleges and Universities under the Environment of Network Media

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Abstract. Students from private colleges and universities rely more on the internet, and traditional ideological and political theory teaching is difficult to improve the interest of classroom students in the internet era. Therefore, private colleges and universities should take the initiative to adapt the new requirements of the development of the situation, further improve the quality of Ideological and political education by using innovative ideas and means, and promote the connotation development of education and teaching reform in the field of ideological and political education for college students. Firstly, this paper analyses the current situation and existing problems of Ideological and political theory teaching in private colleges and universities, and the impact of network media environment on ideological and political theory teaching in private colleges and universities. It is necessary to carry out teaching reform in Ideological and political theory teaching in private colleges and universities under the network new media environment, and it also put forward effective countermeasures for the effective countermeasures for the teaching of ideological and political theory in private colleges and universities under the environment of new Internet media.

Introduction

Under the impact of network information, in the work key points issued by the Department of Higher Education of the Ministry of Education in 2014, it clearly mentioned strengthening the construction of network media, carrying out teaching reform, sharing high-quality resources courses, promoting education equity and improving teaching quality. The application of network media in the field of Ideological and political education is the need of the times, the trend of the times in this educational environment and the background of the network era.

Current Situation and Problems of Ideological and Political Theory Teaching in Private Colleges and Universities

Private colleges and universities play an important role in China's education system, but they cultivate high-quality skilled personnel for the society. China's environment is in the process of social transformation and development with the change of social environment. Various values are flooding and affecting the students' recognition of ideological and political education in private colleges and universities is not high. The network environment further opens up the space for knowledge acquisition, and the traditional ideas of private colleges and universities. The traditional mode of Ideological and political education in private colleges leads to inefficient teaching of Ideological and political theory.

Private Colleges and Universities Do Not Attach Enough Importance to the Reform of Ideological and Political Theory Teaching

Due to the cognitive deviation of talent training objectives, utilitarianism has emerged in running schools. Private colleges and universities pay attention to training students' labor skills, technology and practice, but ignore theory, insufficient attention has been paid to the cultivation of students' ideological

quality. The contents of Ideological and political education in private colleges and universities mainly focus on the needs of the state and the society, and cannot educate students' inner doubts. As a result, it is difficult to find interest points in Ideological and political education theory teaching and to achieve teaching objectives effectively. With the impact of network new media on traditional ideological and political education, teaching reform has not kept up with it, and the input of Ideological and political education theory teaching reform is insufficient, which is difficult to meet the new requirements of the times for ideological and political theory course.

The Teaching Model of Ideological and Political Theory in Private Colleges and Universities Is Single

Not enough attention has been paid to the teaching of Ideological and political theory, and the teaching mode of Ideological and political theory in private colleges is single. With the advent of the networked society, private students get information quickly and conveniently through the network. The ideological concepts and behavior patterns of private college students have changed, and they become more self-and personality. Traditional theory teaching mode mainly takes theory teaching mode, ignoring students' initiative. Teachers are the main body in the classroom, which cannot improve students' learning enthusiasm. In ideological and political theory class, students sleep, play mobile phones, chat in private and other undesirable phenomena occur. It is difficult for ideological and political teachers to change this situation, which seriously affects the teaching effect of Ideological and political education theory.

The Teaching Platform of Ideological and Political Theory in Private Colleges and Universities Has Not Yet Been Formed

The development of Internet technology has promoted the birth of many new media. Private college students' dependence on network media is increasing day by day, and students' learning style has changed. But the way of network media communication is special. It can realize two-way communication at any time. Information dissemination is fast and involves a wide range of ideas and values. It is difficult for private students to identify the true and false of network information, and the right and wrong cannot be effectively distinguished. Influenced by the idea of open network, students have some resistance to dogmatic teaching of Ideological and political theory, which affects the teaching effect. The ideological and political theory teaching in private colleges is still mainly concentrated in the classroom, without the help of new media to build a platform for ideological and political theory teaching, and it is difficult to improve students' initiative, enthusiasm without interactive communication with students through the platform.

Impact of Mobile New Media on Ideological and Political Theory Teaching in Private Colleges and Universities

Network media brings multiple values and influences private ideological and political theory. The political nature of Ideological and political education in private colleges is very strong. The teaching goal is to enable students to form correct world outlook, values, outlook on life and political outlook through ideological and political education, thus becoming qualified college students with correct political standpoint. With the promotion of mobile Internet and the rapid development of Wechat, college students in the perspective of Wechat have a strong and fast reading ability, a variety of cultures are abundant, and pluralistic values are disseminated, which makes the ideological and political work of University deeply impacted. It is not conducive to the formation of stable and correct ideological and moral concepts for students in private colleges and universities. The mainstream consciousness is not clear, the ideological understanding is biased, and the values are alienated. At the same time, because of the shallow reading on Wechat, the scientific research and critical spirit of students in private colleges and universities gradually degenerates, their independent thinking ability declines, their innovation ability is insufficient, the traditional theoretical teaching mode is subverted, and the teaching effect is greatly reduced. Therefore, it is necessary to reform the theoretical teaching of Ideological and Political Education in private colleges and Universities under the network media environment.

Countermeasure Research on Ideological and Political Theory Teaching in Private Colleges and Universities under Network Media Environment

Under the impact of network media, the traditional teaching of political theory in private colleges and universities is difficult to continue. Therefore, private colleges and universities should intensify efforts to innovate ideological and political theory teaching and improve the effectiveness of Ideological and political education.

To Further Improve the Quality of Ideological and Political Education of College Students in Private Institutions by MOOC

Under the network media environment, the ideological and political education of private students is more difficult. MOOC can improve the quality of Ideological and political education of private students, and improve the possibility of students' systematic learning of Ideological and political education. MOOC mode carries out ideological and political education, carries out creative ideological and political education activities for private students, integrates various social network tools and various digital resources, and enriches ideological and political education resources, to carry out ideological and political education through MOOC, break the time and space limitations of traditional courses, realize digital teaching through the Internet, and reverse classroom teaching through MOOC platform and micro-curriculum teaching technology. Through MOOC course credit certification, certificate certification, expert consultation, high-quality curriculum resources, homework correction or guidance, the establishment of MOOC community, teacher-student project cooperation and so on, the private students' resistance to ideological and political education teaching is reduced, and the effectiveness of Ideological and political education in private colleges and universities is improved.

To Use Internet Thinking To Make Full Use of New Media to Create an Ideological and Political Theory Teaching Platform

With the development of Internet technology, new media such as QQ, micro-blog, blog and WeChat are favored by private students, penetrate into learning and life, and affect students' cognitive, thinking and values. Therefore, private colleges and universities should make full use of Internet thinking, make full use of these new media to carry out ideological and political education, change the traditional teaching situation of "one teacher to many students", and turn to "more to more participation", to enhance students' autonomy in obtaining theoretical information of Ideological and political education, timely release of the latest information through new media, enhance the timeliness, orientation, interaction and sharing of theoretical teaching of Ideological and political education, improve students' participation, and make ideological and political education targeted.

To Promote the Interaction of Ideological and Political Education among College Students in Private Institutions by Building Public Number on the Platform of Wechat

New mobile media has spawned WeChat, which is gradually surpassing QQ and micro-blog becoming an important network learning and social platform for private students. According to relevant reports, the percentage of private students using Wechat is as high as 95%. Teachers of Ideological and political theory course in private colleges and universities can strengthen the relationship between teachers and students by using Wechat, establish class Wechat group and class public number through Wechat public platform, convey relevant information in public number, attract students' attention through interaction, red envelope, prize-winning guessing and other activities, promote the interaction between teachers and students of private colleges and universities, and improve students' thinking, to improve the timeliness and interaction of political education activities.

To Construct Teaching Position of Ideological and Political Theory Course through School Educational Administration Website

Private colleges and universities should attach importance to the construction of teaching positions of Ideological and political theory courses. Guided by the socialist core value system, they should strengthen the construction of excellent courses of Ideological and political theory and the construction of course resources sharing. They should establish public numbers on the basis of Wechat platform to promote the

interaction of ideological and political education among students in private colleges and universities. Website construction of Ideological and political theory course teaching position, curriculum standards, curriculum content, curriculum methods, curriculum means, curriculum teaching plan, curriculum testing, curriculum design and other innovations, encourage students about Ideological and political education courses through network self-study, online concentrated learning, thematic discussion, various ideological and political education activities to write experience, etc., helping students tree Establish correct values, world outlook and outlook on life, and promote the reform of Ideological and political education in private colleges and universities.

Private Colleges and Universities Carry Out Ideological and Political Education through Various Channels

Traditional classroom teaching is difficult to effectively improve the ideological and political education of college students in private colleges. Therefore, private colleges should innovate the ways of Ideological and political education, combine in-class and out-of-class, reduce in-class hours, adopt various forms of Ideological and political education, and invite academic authorities and school management leaders to construct ideological and political education through academic lectures. Teaching team explores the curriculum system of "four in one" ideological and political education to improve students 'ideological and moral literacy. Four = the guidance of extracurricular lecture activities for compulsory elective courses, in which "ideological and moral cultivation and legal basis" is compulsory course; elective courses include practical law, speech and eloquence, public relations practice, love psychology and so on, and carry out extracurricular activities online. Series of lectures; Integration = activity guidance (guiding student community activities, participating in debates, making career planning).

Conclusion

All in all, with the further development of Internet technology, run by the local college students for the dependence of the network increasing, the traditional way of ideological and political education course is very big impact, under the network new media environment, private colleges and universities should be according to the education object, the traditional methods and new media to bring new ways of organic combination, improve the teaching effectiveness of private colleges and universities ideological and political education, but the private colleges and universities ideological and political theory to teaching practice, teachers need to implement in the ideological and political teaching practice, teachers should actively explore the space of students' independent thinking, improve the students' initiative and participation, Finally, we should use Marxism-Leninism and Zedong MAO thoughts to measure social reality, solve the problem of time, strengthen students' social moral consciousness, establish the sense of socialist ownership and enhance the spirit of political participation.

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